

## Combined Synopsis/Solicitation for the FRA Internal Communication

Solicitation No. DTFR5315R00115. This solicitation is issued as an RFQ

### **Synopsis:**

This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in Federal Acquisition Regulation (FAR) Subpart 12.6, supplemented FAR Part 13, with additional information included in this notice. This announcement constitutes the only solicitation; quotations are being requested and written solicitation will not be issued. **This combined synopsis-solicitation is being issued as a small business set-aside.**

This solicitation includes the incorporated provisions and clauses in effect through Federal Acquisition Circular 2005-81. This requirement is set-aside for small businesses. The North American Industry Classification System (NAICS) Code for this procurement is 541613 with a size standard of \$15 million.

The Federal Railroad Administration intends to acquire the Internal Communication Services. See attached Statement of Work.

CLIN 0001                      Internal Communications Services

The following provisions and clauses apply to the solicitation: The FAR Clause at 52.212-1, Instructions to Offerors—Commercial Items. Each offeror is required to submit their Request for proposal as specified in FAR Provision 52.212-1, 52.212-3, Offeror Representations and Certifications -- Commercial Item; 52.212-4 Contract Terms and Conditions - Commercial Items, 52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders - Commercial with the following clauses included as applicable:

52.209-10 Prohibition on Contracting with Inverted Domestic Corporations (DEC 2014)  
52.219-6 Notice of Total Small Business Set Aside (NOV 2011)  
52.222-50 Combating Trafficking in Persons (FEB 2009)  
52.233-3 Protest After Award (AUG 1996)  
52.233-4 Applicable Law for Breach of Contract Claims (OCT 2004)  
52.222-3 Convict Labor (JUN 2003)  
52.221-21 Prohibition of Segregated Facilities (FEB 1999)  
52.222-26 Equal Opportunity (MAR 2007)  
52.222-36 Equal Opportunity for Workers with Disabilities (JUL 2014)  
52.223-18 Contractor Policy to Ban Text Messaging While Driving (AUG 2011)  
52.225-13 Restrictions on Certain Foreign Purchases (JUN 2008)  
52.232-33 Payment by Electronic Funds Transfer – System for Award Management (JUL 2013)

52.203-98 Prohibition on Contracting with Entities that Require Certain Internal Confidentiality Agreements and 52.204-7 System for Award Management. Interested vendors are reminded that award can only be made to a contractor who is registered in accordance with FAR 52.204-7.

The Government anticipates a three month period of performance for this engagement. Services are expected to be on-site at the DOT HQ at 1200 New Jersey Avenue SE, Washington, DC 20590. However, services may begin off-site during any security investigation required for building entry.

Interested parties capable of providing the specified services shall prepare their proposal in accordance with the attached 'Instructions for Vendors' and the attached 'Statement of Work and submit proposals to the contracting officer, Keith Boyea at [keith.boyea@dot.gov](mailto:keith.boyea@dot.gov).

Vendors shall submit a technical proposal and a price proposal in accordance with the instructions to offerors below.

Vendors are encouraged to direct any questions by e-mail to the Contracting Officer, Keith Boyea. No telephone inquiries will be accepted. Questions regarding this combined synopsis/solicitation shall be submitted to the email address above no later than Tuesday 2, June 2015 at 11:00 a.m. EDT. Any questions received after this time/date may or may not be answered due to time constraints of this combined synopsis/solicitation.

Proposals are due Monday, 8 June 2015 at 1:00 PM EDT and should be submitted via email to Keith Boyea at the address above. Partial proposals will not be accepted for this requirement.

## FRA Internal Communication Statement of Objectives

FRA seeks assistance in defining and executing an internal communication strategy. This strategy, and the resulting communications, is intended to reach and support the needs of the FRA workforce nationwide. The FRA workforce is currently comprised of approximately 850 employees (2/3rds of which are outside DC). Additionally, many employees are considered “mobile” workers and thus may require additional consideration in the type of communications/delivery channels utilized.

Through this communication strategy, FRA is looking to enhance the performance of its workforce through increased information sharing and accessibility. Specifically, FRA is looking to:

- Increase awareness across FRA of recent developments, initiatives and news worthy rail related events;
- Improve employee morale by increasing familiarity and understanding of FRA;
- Promote more timely awareness and understanding of new policies, practices, decisions;
- Enhance awareness, understanding and ownership of FRA’s mission and vision; and
- Promote consistent performance through improved access to current information.

The successful offeror will be expected to develop an FRA internal communication strategy, identify and recommend opportunities to strengthen and improve communication, and execute agreed upon communications. Strategy development will require research and evaluation of current communication practices.

At a minimum, the strategy (which will be viewed as a living document), should identify desired outcomes, target audiences, appropriate delivery channels, frequency and information sources. Metrics should be incorporated to continually monitor and inform future communications. The strategy should also identify appropriate approval levels of review and concurrence for routine and emergent communication needs.

Immediate communications will be identified concurrently with the development of the strategy, but are anticipated to include:

- FRA-wide communications from the Administrator to the workforce;
- FRA-wide communications from leadership to the workforce; and
- Communications within a respective FRA office/division.

The delivery channels may include e-mail, intranet, video, voice and others to be determined.

All communications will be reviewed and approved by FRA management prior to distribution.

No travel is required.

### Deliverables:

- Written FRA internal communication strategy
- Written communications to include products such as blog posts, bulletins, fact sheets, newsletters, e-mails, web posts, pod casts, etc.

## Instructions to Offerors

The offeror shall provide the following:

- Technical response to the statement of work. The technical response shall not exceed 3 pages. A resume may be submitted and it will not count against the page count.
- Price volume. FRA prefers fixed price quotations but will consider labor hour quotations.
- Past Performance. The offeror shall submit a past performance submission that includes three (3) recent and relevant projects completed similar in scope and magnitude to this one. The past performance submission shall not exceed 2 pages.

### 52.212-2 Evaluation -- Commercial Items (Jan 1999)

(a) The Government will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, price and other factors considered. The following factors shall be used to evaluate offers:

*(i) Technical capability of the service offered to meet the Government requirement;*

*(ii) Price; and*

*(iii) Past performance.*

Technical and past performance, when combined, are approximately equal to price.

(b) *Options.* The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that an offer is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).

(c) A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful offeror within the time for acceptance specified in the offer, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

(End of Provision)

Questions and Answers, DTFR5315R00115, Amendment 1

- 1) Does this opportunity account for 40 hours/week for 3 months?

Yes.

- 2) Is there a potential for this opportunity to be a simplified acquisition and if so, is there a dollar threshold by which it needs to be under?

This is a simplified acquisition.

- 3) If so, is it possible for FRA to make a direct award to a qualified contractor?

This is a competitive solicitation under FAR part 12.6 and FAR part 13.

- 4) What is the intended timing of the award, meaning when would the three months start and end?

The three month period of performance would start as soon as practicable after order award.

- 5) Is the date by which proposals are due Friday, 5 June? (The original solicitation said Tuesday, June 5 but the 5th is Friday).

The proposal due date has been moved to June 8, 2015 at Noon EDT.

- 6) In the past performance submission, it states "includes three(3) recent and relevant projects similar in scope and magnitude to this one. The past performance submission shall not exceed two pages." By this, do you mean that you want a narrative that describes similar projects, versus say also attached PDF file samples or Web links to the actual projects themselves (which would run more than 2 pages)?

The contact information for the contracting officer and contracting officer's representative and a short narrative of the project is all that is required.

- 7.) Under the evaluation criteria, under section (b) Options, can the government specify what is meant by "options" as it relates to this solicitation?

There are no options for this action, therefore the price offered will be evaluated as the total price.

8.) Does the government require any specific security clearances to support this opportunity?

There are no special security clearances required.