

The original synopsis/solicitation N00014-11-Q-0003 was posted on 9 December 2010, and was originally posted as a DRAFT on 17 November 2010, and re-posted on 3 December 2010. The response date was also extended to 3 January 2011.

Synopsis/solicitation N00014-11-Q-0003 was canceled to reduce the requirements due to budget constraints. The revised requirements originally solicited under canceled synopsis/solicitation N00014-11-Q-0003 are now being solicited under N00014-11-Q-0011. For further information and response instructions, please refer to the full synopsis/solicitation below.

N00014-11-Q-0011

“Subscription for Public Relations Management Software/Services”

This is a combined synopsis/solicitation for commercial items prepared in accordance with FAR Part 13 Simplified Acquisition Procedures and (FAR) Subpart 12.6 Streamlined Procedures for Evaluation and Solicitation for Commercial Items, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; quotes are being requested and a written solicitation will not be issued. This solicitation, Subscription for Public Relations Management Software/Services, is issued as a Request for Quote(s) (RFQ). The solicitation document and incorporated provisions and clauses are those in effect through Federal Acquisition Circular 2005-52, dated 31 MAY 2011, and DFARS Change Notice 20110608. The associated North American Industry classification System (NAICS) code is 511210 and small business size standard is \$25,000,000. This is a total small business set-aside.

Program Background

The Office of Naval Research, Corporate Strategic Communications Office (ONR/CSC) has a requirement for a suite of public relations management software tools and corresponding web-based interface that is compatible with ONR's information technology platform, currently serviced by Navy/Marine Corps Intranet (NMCI). The purpose of the software tools is to monitor and track ONR-related material as reported by traditional and non-traditional media, as well as to facilitate the dissemination of information (i.e., news releases) to targeted external audiences.

The proposed solutions under this solicitation must provide all the following functionality for at least one (1) licensed user; however, ONR/CSC is also interested in offerors providing pricing for two licensed concurrent users. The decision to award an order for one or two licensed users will be based on available funds.

Requirements

REQUIREMENT A: SOFTWARE TOOLS (MANDATORY)

As mentioned above, the priced, proposed solutions under this Requirement A must provide all the following functionality:

- (1) Provide unlimited web access via a web portal to the below-described public relations tools;

Mandatory	Requirements 1-10	1	\$[]	\$[]	2	\$[]	\$[]
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REQUIREMENT B

MANDATORY OR OPTIONAL	DESCRIPTION OF ITEM(S)	QTY	UNIT PRICE	TOTAL (\$)
Optional	Requirement 11	5	\$[]	\$[]
Optional	Requirement 12	25	\$[]	\$[]

Total Firm Fixed Price Amount for Base Period	\$[]
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OPTION PERIOD I

REQUIREMENT A

		ONE (1) LICENSE			TWO (2) CONCURRENT LICENSES		
MANDATORY OR OPTIONAL	DESCRIPTION OF ITEM(S)	QTY	UNIT PRICE	TOTAL (\$)	QTY	UNIT PRICE	TOTAL (\$)
Mandatory	Requirements 1-10	1	\$[]	\$[]	2	\$[]	\$[]

REQUIREMENT B

MANDATORY OR OPTIONAL	DESCRIPTION OF ITEM(S)	QTY	UNIT PRICE	TOTAL (\$)
Optional	Requirement 11	5	\$[]	\$[]
Optional	Requirement 12	25	\$[]	\$[]

Total Firm Fixed Price Amount for Option Period I	\$[]
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***Replicate the tables shown above for all periods of performance (base period and four option periods).**

Deliverables

Account access under this effort shall be provided within 10 days after award and shall include for the number of concurrent licenses in accordance with the Requirements section listed in the order.

Delivery and Acceptance

Delivery and acceptance of reports is F.O.B. Destination to the Program Officer at the Office of Naval Research, 875 North Randolph Street, Arlington, VA 22203.

Instrument Type and Period of Performance

The Government intends to competitively award one (1) or two (2) Firm Fixed Price (FFP) purchase orders that represents the best value to the Government in accordance with the evaluation criteria set forth in this solicitation. The Government may award Requirements A and B to separate Quoters if that represents the best value to the Government. The purchase order(s) will contain a twelve (12) month base period CLIN and four (4) twelve (12) month option CLINs.

Payment: The Office of Naval Research anticipates using Wide Area Workflow (WASF) to pay invoices in accordance with DFARs 252.232-7003. Payment and invoice instructions will be provided in the award.

Relevant Clauses

The clauses at FAR 52.212-1, Instructions to Offerors-Commercial Items, FAR 52.212-4 Contract Terms and Conditions—Commercial Items, and FAR 52.212-5 Contract Terms and Conditions Required To Implement Statutes or Executive Orders-Commercial Items, apply to this acquisition.

The following additional clauses cited within 52.212-5 are applicable: 52.203-6 Alternate I, 52.204-10, 52.219-6, 52.219-28, 52.222-3, 52.222-19, 52.222-21, 52.222-26, 52.222-35, 52.222-36, 52.222-37, 52.223-18, 52.225-13, 52.232-33, and 52.239-1.

The DFARs clause at 252.212-7001, Contract Terms and Conditions Required to Implement Statutes or Executive Orders Applicable to Defense Acquisitions of Commercial Items applies to this acquisition. The following additional clauses cited within this clause are applicable: 252.203-7000, 252.232-7003, and 252.247-7023 Alternate III.

The following additional FAR and DFARs clauses apply: FAR 52.204-7 Central Contractor Registration, FAR 52.217-9 Option to Extend the Term of the Contract (insert “the period of performance” in the first blank of paragraph (a), “1 day” in the second blank of paragraph (a), and “five (5) years” in paragraph (c)), FAR 52.233-3 Protest After Award (AUG 1996), and 252.204-7004 Alternate A.

Quote/Proposal Requirements

For Requirement A and B, offerors should submit a complete, separate quote package that includes the following sections: (1) Technical; (2) Price; (3) Completed Representations and Certification in accordance with FAR 52.212-3 Offeror Representations and Certifications-Commercial Items and DFARs 252.212-7000 Offeror Representations and Certifications-Commercial Items; (4) An affirmation that it has an active registration on the Central Contractor Registration (CCR), which is at the website www.ccr.gov; (5) An Acknowledgement of Solicitation Amendments; and (6) a statement specifying the extent of agreement with all terms, conditions, and provisions included in this solicitation. In addition to explanatory text, the format of the document(s) may include screen shots, flow charts, diagrams, or other images. Also, the quote shall include a 3 week temporary account access to enable the technical representative to adequately analyze the proposed software. Offers that fail to furnish required representations or information, or reject the terms and conditions of this solicitation may be excluded from consideration. The representations and certifications are provided as an attachment.

Information for the technical portion should be a separate and segregable document from the price section. No price information should be included in the technical section. The cumulative length of the technical and price sections shall not exceed the following limits: for Requirement A – ten (10) pages and for Requirement B – four (4) pages. The Representations and Certifications, CCR Affirmation, and Acknowledgement of Amendments are excluded from the page count. The quote should be written and organized to be compatible with the requirements outlined in this solicitation, company's organization and accounting structure, and proposed price. The technical section should include the Offeror's discussion of how the Offeror's product meets or exceeds the requirements of this solicitation. The Offeror should include information relative to previous efforts for the same or similar services provided in the past. The Offeror should submit a price portion of the quote that identifies separately for each of the five (5) potential years of performance.

Basis for Award/Evaluation Factors

All quotes will be evaluated on the Offeror's ability to meet the Government's requirement. An order will be awarded to the responsible Offeror or Offerors whose offer(s) represent the best value to the Government based upon (1) technical capability of the item offered to meet the Government's requirements, (2) price, and (3) past performance. In order to determine which Offeror represents the best overall value to the Government, offers will be evaluated in accordance with the specific requirements stated above.

Quote Submission Requirements

Quote must be received no later than 2:00p.m. Local Eastern Time on 5 JUL 2011. Any quote that is received at the designated Government office after this exact time specified for receipt of quotes is "late" and will not be considered. All offerors will be notified via e-mail once the award process is completed. The Contract Specialist must receive any questions concerning the RFQ no later than three (3) business days before the response date of this solicitation, or the question may not be answered. Questions should be emailed to Contract Specialist Michael Boyle at michael.s.boyle@navy.mil. The quote hard copy package or email header should be marked with the solicitation number N00014-11-Q-0011 and the due date, and be addressed to Office of Naval Research, 875 North Randolph Street, Attention: Mr. Michael Boyle – Suite W1267I, Arlington, VA 22203. The quote may then be mailed or delivered to the above address or sent via email to michael.s.boyle@navy.mil. Each quote shall be under separate cover. If

sending an e-mail, preferred attachment formats are Microsoft Word, Microsoft Excel, and Portable Document Format (PDF). Faxed quotes will not be accepted. It is anticipated that award start date will be 26 JUL 2011. As soon as the final evaluation process is completed, the Offeror will be notified via email of its selection or non-selection for an award.

The U.S. Postal Service continues to irradiate letters, flats, Express and Priority Mail with stamps for postage and other packages destined to government agencies. Due to potential delays in receiving mail, Offerors are encouraged to use alternatives to the mail, such as delivery services, when submitting quote. Offerors may also hand-deliver their quotes at the mailing address above, provided they pre-arrange a time and date prior to the closing of the solicitation with the Contract Specialist, Michael Boyle at (703) 696-2901.