

Media Aggregation, Distribution, and Analytics

N00014-10-R-0002

Title: Media Aggregation, Distribution, and Analytics. This is a combined synopsis/solicitation for commercial items prepared in accordance with the Federal Acquisition Regulation (FAR) Part 12—Acquisition of Commercial Items, as supplemented with additional information included in this synopsis. This announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued. The solicitation, N00014-10-R-0002, is issued as a Request for Quotes (RFQ).

The solicitation document and incorporated provisions and clauses are those in effect through Federal Acquisition Circular (FAC) 05-36 and Defense Federal Acquisition Regulation Supplement (DFARS) Change Notice 20090825. The associated North American Industry Classification System (NAICS) code is 518210 and small business size standard is \$25.0 million. This is a full and open competition. The Corporate Strategic Communication (CSC) Office at the Office of Naval Research (ONR) has a requirement for a web-based communication management and crisis communication online-subscription service. The purpose of this tool is to become more responsive to various stakeholders such as the media and other external audiences, given the extraordinary demands of today's mass communication environment. The application must be able to push information to those who have an interest in ONR's activities, publish material to web site(s) so that information can be downloaded, and be responsive to those who have questions about ONR-related initiatives. The application must be simple to use but robust, in order to manage communication during any ONR-related incident that results in significant information demands on the ONR public affairs staff. Specific application requirements include (1) Web-based for access by team members (users) 24-7; (2) Use for communications for internal, external and guest groups; (3) Unlimited number of users, guests, and contacts; (4) Unlimited amount of content storage, including images and video; (5) Security controls for access by users for pre-approved functions; (6) Security controls for guests to pre-approve documents; (7) Ready status change of web site between private, protected, public; (8) Workflow processes to facilitate Joint Information Center operations in multi-agency response; (9) On-board drafting of documents with draft control; (10) Built-in approval process by document type; (11) Easy posting of approved documents; (12) Notification capability via: email, SMS text messaging, fax and text-to-voice, RSS feeds to other websites; (13) Inquiry management to handle inquiries directly onto site or by phone; (14) Track and archive responses with each inquirer for subsequent follow up; (15) Survey function to efficiently solicit feedback from stakeholders; (16) High capacity server throughput - up to 10 million requests per day; (17) Server redundancy at primary data center and geographically separated back-up data center; (18) Public site for daily public affairs use and a dark site to be provisioned and pre-populated to manage events and incidents; and (19) compatible with Navy Marine Corps Intranet (NMCI), for example no firewall issues. The contract will contain a twelve (12) month base period and four (4) twelve (12) month options. The clauses at FAR 52.212-1, Instructions to Offerors-Commercial Items and FAR 52.212-4, Contract Terms and Conditions-Commercial Items apply. The

additional clauses cited within the last clause cited are applicable: 52.203-6 Alternate I, 52.219-4, 52.219-8, 52.222-3, 52.222-19, 52.222-21, 52.222-26, 52.222-35, 52.222-36, 52.222-37, 52.222-39, 52.225-13, and 52.232-33. 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 additional clauses cited within this clause are applicable: 52.203-3 and 252.232-7003. The following additional FAR and DFARs clauses apply: 52.204-7 Central Contractor Registration, FAR 52.217-9 Option to Extend the Term of the Contract (insert "1 day", during the performance period" for the notice in paragraph (a) and five (5) years in paragraph (c)), FAR 52.233-3, Protest After Award (AUG 1996) and 252.204-7004 Alternate A. The offerors should submit a quote that includes the following sections: (1) Technical; (2) Cost; (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; and (4) An affirmation that it has an active registration on the Central Contractor Registration (CCR), which is at the website www.ccr.gov. Proposals are due by 2:00 PM on Thursday, 04 February 2010. Proposals submitted by facsimile and e-mail will not be accepted. Information for the technical portion shall be a separate and segregable document from the cost proposal. No cost information should be included in the technical section. The length of the technical section shall not exceed five (5) pages. The cost section and Representations and Certifications are excluded from the page count. The proposal should be written and organized to be compatible with the requirements of this solicitation. The technical section should include the Offeror's understanding of and approach to the requirement. The Offeror should include information relative to previous efforts for the same or similar services provided in the past. All quotes will be evaluated on the Offeror's ability to meet the Government's requirement. A contract will be awarded to the responsible offeror whose offer represents the best value to the Government. In order to determine which Offeror represents the best overall value to the Government, offers will be evaluated in accordance with the nineteen (19) specific application requirements stated above. All offerors will be notified via e-mail once the evaluation 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. Questions should be e-mailed to the Contract Specialist, Silvia Molinillo, at silvia.molinillo@navy.mil. The quote package should be marked with the solicitation number (N0001410-R-0002), due date (Thursday, 04 February 2010), and addressed to the Office of Naval Research, 875 North Randolph Street, Attention: Ms. Silvia Molinillo - Suite W1278B, Arlington, VA 22203. 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 proposals. Offerors may also hand-deliver their proposals at the mailing address stated above provided they pre-arrange a time and date prior to the closing of the solicitation with Silvia Molinillo at (703) 696-2972. The award is anticipated to be made on or before 15 April 2010.