

DRAFT Synopsis/Solicitation  
N00014-11-Q-0003

Subscription for Public Relations Management Software/Services

This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in Federal Acquisition Regulation (FAR) Subpart 12.6, as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued. The solicitation, N00014-11-Q-0003, 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 2005-46, dated 29 Oct 2010, and Defense Federal Acquisition Regulation Supplement (DFARS) Change Notice 20101112. The associated North American Industry Classification System (NAICS) Code for this effort is 519130 and the small business size standard is 500. This is a total small business set-aside. 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 must provide (FOB Destination) all the following functionality for at least two (2) licensed users:

- (1) Provide unlimited web access via a web portal to the below-described public relations tools;
- (2) Maintain and provide access to a searchable media database which contains accurate information on at least a total of 750,000 journalists, media outlets, bloggers, editorial calendars, and publicity opportunities;
- (3) Allow the above-referenced media database to be enhanced by the addition of CSC's own data while at the same time segregating such CSC data from non-CSC licensed users;
- (4) Provide for creation of unlimited CSC user-defined media sub-lists;
- (5) Provide a template and/or tool to assist with the creation of press releases;
- (6) Provide for use of the media database and any sub-lists to distribute press releases (approximately 12 iterations/"blasts") and news through such media as e-mail, mail, RSS feeds, fax, lists, and via a distribution service on the Internet;
- (7) Provide customer relationship management tools to link, track, and schedule communications between the organization and individual media contacts;
- (8) Provide measurement of CSC public relations campaigns by tracking who opens or forwards campaign e-mail, visits ONR's website, and/or writes about CSC's campaign;
- (9) Provide a news clipping service that monitors a user-defined set of traditional and non-traditional media sources for user-defined items of interest;
- (10) Provide user-defined reports and analytics to CSC licensed users with regard to media coverage, including the ability to create reports that are formatted to meet U.S. Navy Chief of Information (CHINFO) news clips' formatting guidelines, and the ability to measure the tone of commentary in both traditional and non-traditional media;
- (11) Provide collateral management including the storage of and searchable web access to a variety of common document, audio, and video file types, such as .doc, .pdf, .jpg, and .mpg, for use and distribution by CSC licensed users;
- (12) Provide project management and outreach campaign tools such as ability to track and report on user-defined deadlines, deliverables, and CSC editorial calendars; and
- (13) Provide web-based training, on-site training, and technical support.

The Government intends to competitively award a Firm Fixed Price (FFP) contract that represents the best value to the Government. The Contract will contain a twelve (12) month base period CLIN and four (4) twelve (12) month option CLINs. As soon as the final proposal evaluation process is complete, each Offeror will be notified via e-mail of the Offeror who was selected for an award. 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 additional clauses cited within the last clause are also applicable: 52.203-6 Alternate I, 52.222-3, 52.222-21, 52.222-26, 52.222-35, 52.222-36, 52.222-37, 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: 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 52.204-10 Reporting Executive Compensation and First-Tier Subcontract Awards, 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 52.219-6 Notice of Total Small Business Set-Aside, FAR 52.219-14 Limitations on Subcontracting, FAR 52.222-53 Exemption from Application of the Service Contract Act to Contracts for Certain Services-Requirements, FAR 52.223-18 Contractor Policy to Ban Text Messaging While Driving, FAR 52.233-3 Protest After Award (AUG 1996) and 252.204-7004 Alternate A, and FAR 52.239-1 Privacy or Security Safeguards. Offerors also acknowledge that the Government may issue a unilateral purchase order as an award. 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; (4) An affirmation that it has an active registration on the Central Contractor Registration (CCR), which is at the website [www.ccr.gov](http://www.ccr.gov); (5) An Acknowledgement of Solicitation Amendments; and (6) A signed SF1449 or a statement specifying the extent of agreement with all terms, conditions, and provisions included in this solicitation. Offers that fail to furnish required representations and information, or reject the terms and conditions of this solicitation, may be excluded from consideration. The representations and certifications are provided as an attachment. Proposals are due by 2:00 PM on Friday, 3 December 2010. The cumulative length of the technical and cost sections shall not exceed ten (10) pages. The Representations and Certifications, CCR Affirmation, Acknowledgement of Amendments, and SF1449 (or alternate statement) 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 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. 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 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 thirteen (13) 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, or the question may not be answered. Questions should be e-mailed to the Contract Specialist, Mindy Salin, at [melinda.salin@navy.mil](mailto:melinda.salin@navy.mil). The quote hard copy package, email header, or fax cover page should be marked with the solicitation number (N00014-11-Q-0003) and the due date (Friday, 3 December 2010), and be addressed to the Office of Naval Research, 875 North Randolph Street, Attention: Ms. Mindy Salin – Suite W1267B, Arlington, VA 22203. The quote may then be mailed or delivered to the above address, sent via email to [melinda.salin@navy.mil](mailto:melinda.salin@navy.mil), or faxed to (703) 696-3365.

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 Mindy Salin at (703) 696-4510. The award is anticipated to be made on or before 30 December 2010.