

SOLICITATION, OFFER AND AWARD				1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		RATING		PAGE OF PAGES 1 13		
2. CONTRACT NO.			3. SOLICITATION NO. W912NR-08-R-0001		4. TYPE OF SOLICITATION [] SEALED BID (IFB) [X] NEGOTIATED (RFP)		5. DATE ISSUED 15 Nov 2007		6. REQUISITION/PURCHASE NO.	
7. ISSUED BY USPFO FOR LOUISIANA LANG J8-P 495 3RD STREET CAMP BEAUREGARD PINEVILLE LA 71360-3737			CODE W912NR		8. ADDRESS OFFER TO (If other than Item 7) USPFO FOR LOUISIANA ATTN: LANG J8-P MAJ JASON MEYERS 495 3RD STREET CAMP BEAUREGARD PINEVILLE LA 71360-3737				CODE W912NR	
TEL: 318-290-5982 FAX: 318-290-5986							TEL: 318-641-5352 FAX: 318-290-5986			
NOTE: In sealed bid solicitations "offer" and "offeror" mean "bid" and "bidder".										
SOLICITATION										
9. Sealed offers in original and <u>0</u> copies for furnishing the supplies or services in the Schedule will be received at the place specified in Item 8, or if handcarried, in the depository located in _____ until _____ local time _____ (Hour) (Date)										
CAUTION - LATE Submissions, Modifications, and Withdrawals: See Section L, Provision No. 52.214-7 or 52.215-1. All offers are subject to all terms and conditions contained in this solicitation.										
10. FOR INFORMATION CALL:		A. NAME MAJ JASON MEYERS			B. TELEPHONE (Include area code) (NO COLLECT CALLS) 318-641-5352			C. E-MAIL ADDRESS JASON.MEYERS@US.ARMY.MIL		
11. TABLE OF CONTENTS										
(X)	SEC.	DESCRIPTION			PAGE(S)	(X)	SEC.	DESCRIPTION		
PART I - THE SCHEDULE					PART II - CONTRACT CLAUSES					
X	A	SOLICITATION/ CONTRACT FORM			1	X	I	CONTRACT CLAUSES		
X	B	SUPPLIES OR SERVICES AND PRICES/ COSTS			2	PART III - LIST OF DOCUMENTS, EXHIBITS AND OTHER ATTACHMENTS				
	C	DESCRIPTION/ SPECS/ WORK STATEMENT					J	LIST OF ATTACHMENTS		
	D	PACKAGING AND MARKING				PART IV - REPRESENTATIONS AND INSTRUCTIONS				
X	E	INSPECTION AND ACCEPTANCE			3		K	REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS		
X	F	DELIVERIES OR PERFORMANCE			4 - 12		L	INSTRS., CONDS., AND NOTICES TO OFFERORS		
	G	CONTRACT ADMINISTRATION DATA					M	EVALUATION FACTORS FOR AWARD		
	H	SPECIAL CONTRACT REQUIREMENTS								
OFFER (Must be fully completed by offeror)										
NOTE: Item 12 does not apply if the solicitation includes the provisions at 52.214-16, Minimum Bid Acceptance Period.										
12. In compliance with the above, the undersigned agrees, if this offer is accepted within _____ calendar days (60 calendar days unless a different period is inserted by the offeror) from the date for receipt of offers specified above, to furnish any or all items upon which prices are offered at the price set opposite each item, delivered at the designated point(s), within the time specified in the schedule.										
13. DISCOUNT FOR PROMPT PAYMENT (See Section I, Clause No. 52.232-8)										
14. ACKNOWLEDGMENT OF AMENDMENTS (The offeror acknowledges receipt of amendments to the SOLICITATION for offerors and related documents numbered and dated):					AMENDMENT NO.		DATE		AMENDMENT NO.	
15A. NAME AND ADDRESS OF OFFEROR		CODE		FACILITY		16. NAME AND TITLE OF PERSON AUTHORIZED TO SIGN OFFER (Type or print)				
15B. TELEPHONE NO (Include area code)			15C. CHECK IF REMITTANCE ADDRESS IS DIFFERENT FROM ABOVE - ENTER SUCH ADDRESS IN SCHEDULE. ☐			17. SIGNATURE			18. OFFER DATE	
AWARD (To be completed by Government)										
19. ACCEPTED AS TO ITEMS NUMBERED				20. AMOUNT			21. ACCOUNTING AND APPROPRIATION			
22. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION: ☐ 10 U.S.C. 2304(c)() ☐ 41 U.S.C. 253(c)()						23. SUBMIT INVOICES TO ADDRESS SHOWN IN (4 copies unless otherwise specified)			ITEM	
24. ADMINISTERED BY (If other than Item 7)				CODE		25. PAYMENT WILL BE MADE BY				CODE
26. NAME OF CONTRACTING OFFICER (Type or print) TEL: EMAIL:						27. UNITED STATES OF AMERICA (Signature of Contracting Officer)			28. AWARD DATE	

IMPORTANT - Award will be made on this Form, or on Standard Form 26, or by other authorized official written notice.

Section B - Supplies or Services and Prices

ITEM NO	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Strategic Communication & Website Design FFP See Request for Proposal Statement of Work FOB: Destination	1	Percent		
				NET AMT	

Section E - Inspection and Acceptance

INSPECTION AND ACCEPTANCE TERMS

Supplies/services will be inspected/accepted at:

CLIN	INSPECT AT	INSPECT BY	ACCEPT AT	ACCEPT BY
0001	N/A	N/A	N/A	Government

Section F - Deliveries or Performance

STATEMENT OF WORK

Request for Proposal
Louisiana National Guard (LANG) PAO
15 November 2007
Marketing Research, Planning and Products – Strategic Communications and
Website development

1. *Statement of Purpose.*

This purpose of this RFP is to solicit proposals to provide the following services/products:

- 1.1.1. Formalize a Strategic Communications Plan.
- 1.1.2. Conduct a market analysis
- 1.1.3. Conduct an organizational analysis
- 1.1.4. Facilitate the development of LANG strategic messages
- 1.1.5. Provide a formalized planning document
- 1.1.6. Provide graphic products/ideas for use in print, web, radio, TV, blog, and other forms of media as appropriate to support LANG goals or missions.
- 1.1.7. LANG Website(s) development.
- 1.1.8. Redesign/create a new public domain LANG website.
- 1.1.9. Build strategic messages and marketing into the LANG p.d. website and subordinate unit websites.
- 1.1.10. Design/create subordinate unit/organizational public domain websites.
- 1.1.11. Develop a website implementation and technical staff training plan.

2. *Background Information*

The Louisiana National Guard is composed of several organizations, the Joint Forces Headquarters, the Louisiana Army National Guard, the Louisiana Air National Guard, and the State Military Department. Several other organizations are affiliated with the LANG, including the Louisiana Youth Challenge Program/Educational Programs, and the Counter Drug Program. The LANG has over 10,000 Soldiers and Airmen actively serving, over 990 Federal Technicians, and over 700 State Employees. The conduct of market research is

intended to assist in refining LANG's strategic messages and thus support the Army/Air recruiting efforts to raise our strength to 110%, and to increase LANG's ability to retain high quality Soldiers, Airmen and Federal/State employees. The Strategic Communication Plan is intended to set the conditions for our Army/Air recruiters to be successful, due to increased recruiting difficulty rooted in our nation's Global War on Terror. As most research conducted today is in the form of the internet, LANG's desire is to utilize a public domain website as the communications platform to synergize all LANG public affairs activities, by modernizing the websites, developing them in concert with the marketing and strategic messages, serving as the primary source for information requests/information dissemination to the public and LANG employees alike.

3. ***Scope of Work***

The following detailed listings of work requirements is a basic enumerate the specific duties to be performed by the provider and the expected outcomes.

3.1. Strategic Communications Plan.

- 3.1.1. Conduct market analysis within the state of Louisiana, regionalized by the major metropolitan areas of Shreveport, Monroe, Alexandria, Lake Charles, Lafayette, Baton Rouge, Covington and surrounding Northshore communities, Houma/Thibodeaux, and New Orleans to include the surrounding parishes of those metro areas focused on two areas of analysis: (1) identify public perception / public support of the LANG, and (2) identify problems impacting recruiting and strategic communications goals.
- 3.1.2. Organizational analysis to gather information from LANG Soldiers and Airmen, key LANG leadership personnel, and federal and state employees focused on identifying the command/corporate climate and the internal organization self image.
- 3.1.3. Facilitate the development of LANG strategic messages for the purpose of improving recruiting and retention, and increasing public confidence in the abilities and mission of the LANG; by means of improving the LANG public image, public awareness/LANG branding, and improving the self image of LANG employees.
- 3.1.4. Provide recommendations for implementing a plan through means of take away working documents that can be updated as LANG goals or mission's change, which includes marketing ideas/designs/products for print, TV, radio and web media (poster, billboard, print ads, radio and TV messages, blogs and other interactive capabilities).

3.2. LANG Website(s) development.

- 3.2.1. Redesign/create a new public domain LANG website to support the strategic communications plan, thus supporting the states recruiting and retention goals.
 - 3.2.1.1. Build strategic messages and marketing into the LANG public domain website and subordinate unit websites.
 - 3.2.1.2. LANG Homepage will serve as the primary communications platform to the public and provide a linkage to all other forms of communication. The site will include organizational information and history, provide the ability to post current LANG news stories/media releases, photo gallery/archives, and links to various internal and external websites.
 - 3.2.1.3. Organizational websites include the LA Army NG, LA Air NG, the State Military Department, Human Resources/Employment, State Educational Programs (YCP), LANG installations (Camp Beauregard, Camp Minden, Camp Villere, Camp Cook, Gillis W. Long Center, Jackson Barracks), LANG Public Affairs, Recruiting, LANG MWR, Contacts, News/PA releases, .
 - 3.2.1.4. Design subordinate unit public domain websites (MACOM level site, Battalion level site, and Company level site) that can be implemented as one basic format/framework for use in multiple organizations.
 - 3.2.1.5. Each Major Unit Command (MACOM), Battalion, and Company level website will have a standard formatted website for each level of organization, and will include basic features/pages which will be similar in concept, including unit leadership/ organizational information, history, unit announcements, picture gallery, links to internal/external websites, and recruiting pages.
 - 3.2.1.6. All websites to be designed for an organizational level web manager to modify and update the basic formatted site utilizing a simplified database/management program that the web manager can log into, make the desired data entry or photo/image changes, then log out. Through the database/management program individual websites are automatically updated. Basic design is desired to be a windows based (or similar) program that allows website information and graphics/photos to be updated by a non-technical user with only minimal training. E.g.: a unit administrator can change a commander's biographical information and their photograph by logging into a secure database, type or cut/paste the corrected information, insert the new photograph, then log out of the database/program and the changes are automatically applied to the website...this process will apply to changing any information or graphic within the framework of the formatted website.
 - 3.2.1.7. Develop a plan to implement and initiate the new websites at each level of organization. Also provide a training plan to thoroughly train LANG technical staff members in maintaining the new websites.

4. ***Deliverables***

- 4.1. Marketing research report by regions specified in para. 3.
- 4.2. Working groups meeting as required in order to develop LANG strategic messages, and to fully define LANG and subordinate level website requirements
- 4.3. Recommended, fully developed LANG Strategic Messages.
- 4.4. A comprehensive LANG Strategic Communications Plan.
- 4.5. LANG Website proposal
- 4.6. LANG Website as specified in para. 3.
- 4.7. LANG subordinate organizational websites as specified in para. 3.
- 4.8. A standardized MACOM website, to be replicated among all LANG MACOMs.
- 4.9. A standardized Battalion website, to be replicated among all LANG Battalions.
- 4.10. A standardized Company website, to be replicated among all LANG Companies.
- 4.11. Software required for implementing websites. Licensing options for software.

5. ***Requirements for Proposal Preparation***

- 5.1. Quantity. A total of four (4) hard print copies will be submitted.
- 5.2. Binding. Proposals shall be submitted in three ring presentation style binders, no more than 2 inches wide. Should more than one binder be required, then a cover sheet will clearly identify the identity and proposal sections included in each binder.
- 5.3. Indexing. The proposal shall include a master table of contents, which identify major paragraphs by sections, number, title, and page number. See the following example.

Section 1. Executive Summary

1.1 Introduction

1.2 Technical Solution

1.2.1 Overview

1.2.2 Assumptions

5.4. Format of Sections.

5.4.1. Proposals must be submitted in the format prescribed below. Each section shall be numbered and tabbed with the name of the section.

SECTION 1
Executive Summary

Cover Page

Complete Table of Contents

Transmittal Letter

Section 1 – Executive Summary

Section 2 – Technical Section

Section 3 – Management Section

Section 4 – Examples of Previous Work Section

Section 5 – References Section

Section 6 – Pricing Section

5.4.2. Appendices, if used will be numbered and tabbed as follows.

Appendix A –

Appendix B –

5.5. Transmittal Letter

5.5.1. The contractor shall prepare a brief transmittal letter on business stationery with company logo. An individual authorized to bind the company to all statements in the proposal, including services and prices, must sign the letter in ink. The letter will accompany the original proposal and each copy.

5.5.2. The transmittal letter should provide all of the following.

5.5.2.1. The contractor's legal name and address for the office submitting the proposal as well as the address of the company's legal headquarters.

5.5.2.2. A statement that the person signing the proposal is authorized to make decisions on the proposed services, products, and prices.

- 5.5.2.3. The name, title, and telephone number of the person authorized to negotiate the contract on behalf of the organization.
- 5.5.2.4. The names, titles, and telephone numbers of persons to be contacted for clarification of the proposal if needed.
- 5.5.2.5. Acknowledgement that the conditions governing this RFP, as states in the administrative requirements sections, have been read and accepted.
- 5.5.2.6. Acknowledgement of the receipt of any amendments to this RFP (indicate “none” if no amendments were received).
- 5.5.2.7. Additional information as deemed appropriate.

5.5.3. Section 1 – Executive Summary

- 5.5.3.1. The executive summary will serve to familiarize the LANG staff and evaluators with the key elements and unique features of your proposal by briefly describing what you are proposing and how you intend to accomplish the work. This section shall be written with the executive in mind and should not be overly technical, but rather concentrate on the business reason for selecting your proposal.
- 5.5.3.2. The executive summary shall contain the following.
 - 5.5.3.2.1. A summary of your approach to the project, including the main points of all sections.
 - 5.5.3.2.2. A master milestone schedule of all major efforts to be undertaken in the proposal.
 - 5.5.3.2.3. A list of exceptions taken to this RFP and reason these exceptions were taken. If alternate solution is proposed, it should be briefly described.
 - 5.5.3.2.4. A list of problematic areas that are cause for concern, such as unrealistic deadlines, or overly tight specifications.
 - 5.5.3.2.5. A discussion of the price proposal.

5.6. Technical Section

5.6.1. The technical proposal shall consist of complete responses to all requirements listed in the RFP Scope of Work. Responses shall follow the outline of the Scope of Work section and refer to each paragraph that is being addressed.

5.6.2. Software proposals shall be described without reference. When necessary, you may support answers by reference to other material, but answers should be understandable without reading supporting material. Any supporting material cited in an answer must be referenced by appendix, name of document, and page(s) to be reviewed.

5.7. Management Section

5.7.1. Project management. You shall present your company's approach and ability to control and integrate the system/plans proposed. Specifically, you shall provide your organization's structure, listing all key personnel functions. More consideration will be given to companies who can list personnel by name, placement in the project, title, qualifications, and experience.

5.7.2. Provide a brief description of the overall organization of your company. This description shall note how long the company has been in operation and list previous experience in working federal, state or military type contracts.

5.7.3. Provide a description of your company's plan / ability to meet and deliver products in person, and what your personnel structure consists of for the delivery of each scope of work specification.

5.8. References Section/Examples of Previous Work Section

5.8.1. Provide a minimum of three descriptive examples of similar work previously performed as it pertains to marketing analysis and strategic communications planning as listed in section 3.1. Provide three corporate references to past work performed for Marketing and Strategic Communications Planning. Provide the company name, address, point of contact, phone number, and email address.

5.8.2. Provide a minimum of three examples of websites that your company designed and implemented within the last three years and are currently being operated on the World Wide Web. Internet addresses are required for each referenced website. Provide the company name, address, point of contact, phone number, and email address.

5.9. Pricing Section.

5.9.1. Contractor will provide firm, fixed price proposals for each specification listed in the following table.

5.9.2. The pricing proposal should list these items in the same order. If a price is based on an assumption, then it should be explained in this section or there should be a reference to an explanation in the technical section or the proposal.

5.9.3. Each deliverable product is to be considered a stand alone price, in which the LANG can purchase individual sections as required and not obligated to purchase the entire proposal.

Para. #	Deliverable Product Description	Cost / \$	Date of Delivery
4.1	Marketing Research Report		2 months
4.2	Working Group Facilitation		Within 2 months
4.3	LANG Strategic Messages Report		3 months
4.4	LANG Strategic Communications Plan		4 months
4.5	LANG p.d. Websites Design Proposal		5 months
4.6	LANG p.d. Website		7 months
4.7	LANG Subordinate Organizational Websites		9 months
	* provide a separate price for each organizational website		
4.8	LANG MACOM Website		9-10 months
4.9	LANG Battalion Website		9-10 months
4.10	LANG Company Website		9-10 months
4.11	Website software		N/A

6. *Evaluation and Award Process*

6.1. Evaluation of proposals will be based on the following criteria

- 6.1.1. Technical requirements. Ability of the contractor to provide the technical requirements identified in paragraph 3.
- 6.1.2. Management requirements. Ability of the contractor to provide the best capability to demonstrate accessibility, responsiveness, flexibility to proposal modifications, and a demonstrated familiarity and prior experience with the Louisiana market (statewide).
- 6.1.3. Price evaluation. The price evaluations will be conducted after the Technical and Management requirements are evaluated. The lowest price, while preferred, is not the deciding factor in the final decision. The price will be complementary to the other evaluated areas.
- 6.1.4. References. The ability of the contractor's previously demonstrated work that is similar to the RFP will be a key factor in proposal selection. Significant to the website development evaluation will be an observation of current/active websites previously designed and implemented by the contractor on the World Wide Web.
- 6.1.5. Overall completeness of the proposal and adherence to the administrative requirements.

Proposals received by the due date will be evaluated over the course of 15-30 days. Submitters will be notified in writing/email following the final proposal selection.

7. **Contacts**

7.1. The point of contact for specification of this proposal is Major Michael Kazmierzak, LANG Public Affairs Officer, (318) 641-3864, michael.kazmierzak@us.army.mil.

7.2. The point of contact for proposal submission is Major Jason Meyers, (318) 641-5352, jason.meyers@us.army.mil

DELIVERY INFORMATION

CLIN	DELIVERY DATE	QUANTITY	SHIP TO ADDRESS	UIC
0001	POP 15-FEB-2008 TO 15-DEC-2008	N/A	N/A FOB: Destination	

Section I - Contract Clauses

CLAUSES INCORPORATED BY REFERENCE

52.203-3	Gratuities	APR 1984
52.203-6 Alt I	Restrictions On Subcontractor Sales To The Government (Sep 2006) -- Alternate I	OCT 1995
52.204-4	Printed or Copied Double-Sided on Recycled Paper	AUG 2000
52.219-6	Notice Of Total Small Business Set-Aside	JUN 2003
52.219-8	Utilization of Small Business Concerns	MAY 2004
52.222-3	Convict Labor	JUN 2003
52.222-19	Child Labor -- Cooperation with Authorities and Remedies	AUG 2007
52.222-21	Prohibition Of Segregated Facilities	FEB 1999
52.222-22	Previous Contracts And Compliance Reports	FEB 1999
52.222-25	Affirmative Action Compliance	APR 1984
52.222-26	Equal Opportunity	MAR 2007
52.222-35	Equal Opportunity For Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans	SEP 2006
52.222-39	Notification of Employee Rights Concerning Payment of Union Dues or Fees	DEC 2004
52.222-42	Statement Of Equivalent Rates For Federal Hires	MAY 1989
52.222-43	Fair Labor Standards Act And Service Contract Act - Price Adjustment (Multiple Year And Option)	NOV 2006
52.225-13	Restrictions on Certain Foreign Purchases	FEB 2006
52.232-18	Availability Of Funds	APR 1984
52.232-32	Performance-Based Payments	FEB 2002
52.232-33	Payment by Electronic Funds Transfer--Central Contractor Registration	OCT 2003
52.232-36	Payment by Third Party	MAY 1999
52.252-2	Clauses Incorporated By Reference	FEB 1998
252.225-7012	Preference For Certain Domestic Commodities	JAN 2007
252.243-7002	Requests for Equitable Adjustment	MAR 1998
252.247-7023	Transportation of Supplies by Sea	MAY 2002