

**2010 CENSUS COMMUNICATIONS CAMPAIGN
DRAFT REQUEST FOR PROPOSAL – Q&As FROM VENDORS
Document 1 – December 18, 2006**

GENERAL:

- 1. Q: Where do we submit proposals to?**
A: Refer to Section L.8 of the draft RFP
- 2. Q: Deadlines for proposal submissions?**
A: Refer to Section L.6 of the draft RFP (revised) for the Acquisition Schedule Milestones.
- 3. Q: Do we have to have a GSA contract in order to submit and be considered for this solicitation?**
A: No.
- 4. Q: Is there a size requirement for the primary contractor?**
A: No.
- 5. Q: Is there any restriction on country of ownership for the primary contractor or its subcontractors?**
A: No.
- 6. Q: What is the period of performance for this assignment?**
A: Refer to Section F.2 of the draft RFP.
- 7. Q: Does this assignment continue through the 2010 census in order to track and gauge the effectiveness of the efforts?**
A: Yes. As per Section F.2, Period of Performance, the last option for this contract is through FY 2011.
- 8. Q: Is there an incumbent to this solicitation?**
A: The 2010 Census Communications Campaign is a new requirement. However, the Census Bureau awarded an advertising contract in support of the 2000 decennial census. The contractor for the 2000 Census Advertising Contract was Young & Rubicam (Y&R).
- 9. Q: What was the level of satisfaction with the past performance of the incumbent?**
A: Refer to the 2010 Comm Web site Reference Library for information relating to the 2000 Census Advertising Campaign.
- 10. Q: Were all the goals met in the last Census Communications Campaign? If not, what areas were not (specifically African-American, Native American, Hispanic American, etc.)?**
A: Refer to the 2010 Comm Web site Reference Library for information relating the 2000 Census Advertising Campaign.

- 11. Q: Is it possible to get a copy of the RFP issued in connection with the 2000 Census advertising requirements?**
A: The 2000 Census Advertising Campaign RFP can be found at the 2010 Comm Web site Reference Library.
- 12. Q: Has a third party worked on the Census campaign in the past? Has it helped?**
A: For Census 2000, only one contract was awarded for the advertising initiative.
- 13. Q: Can small businesses participate in the Request for Proposal for the 2010 Census Communications Campaign?**
A: Yes.
- 14. Q: Are smaller, minority-owned firms allowed to bid on the RFP on their own? Or, do they have to bid as part of a larger, general market agency's bid?**
A: All interested vendors are allowed to bid on the RFP on their own. Due to the size, scope and complexity of the requirements, the Census Bureau encourages all interested vendors to review the requirements thoroughly and evaluate their capabilities to perform, prior to submitting a proposal.
- 15. Q: Will Census 2010 provide in the RFP a list of the small businesses that have participated in the RFP development process?**
A: A list of vendors interested in this initiative, including small businesses, is available in the 2010 Comm Web site, under the Industry Day link. No list will be part of the RFP.
- 16. Q: How can a company be a subcontractor to a major contractor? How can small firms partner to reach specific minority populations?**
A: The Census Bureau promotes teaming and subcontracting arrangements among interested vendors, especially with small businesses. For this purpose, a Vendors' Expo will be held after the Presolicitation Conference to provide a forum for these arrangements to be established. In addition, the Census Bureau is in the process of developing a small business web-portal to announce and inform about business/subcontracting opportunities to small businesses within the contract. It will also provide a space for small businesses to upload their information and market their capabilities.
- 17. Q: Are there any advantages for minority owned companies?**
A: Aggressive small business goals have been set for this contract, including aggressive goals for small disadvantaged businesses. In addition, it is a requirement for Offerors to have and be able to demonstrate experience and expertise reaching minority audiences.
- 18. Q: May interested parties submit proposals as a prime contractor AND as a subcontractor in another's proposal?**
A: Yes.
- 19. Q: Is it desirable to the managers of Census 2010 for its marketing partner(s) to have a strong presence – perhaps through small business contractors – in the regions where Census offices exist?**
A: This is at the discretion of the Offerors.

20. Q: What type of campaign do you generally engage in to attract people to collect data from citizens who do not mail in census forms?

A: Refer to the 2010 Comm Web site Reference Library for information about the Census 2000 recruitment efforts.

21. Q: Are we permitted to contact regional census offices?

A: No. All communication should be addressed through the 2010 Comm Mailbox, at: acq.2010.comm@census.gov.

22. Q: What role does the Census Bureau's internal communications task force play in the review process of bids and the ongoing servicing of the contract once the contract is awarded?

A: A Source Selection Team will be established to evaluate proposals prior to award. A Contract Management Team will be responsible for the management of the contract post-award.

23. Q: Does the successful contract team interface with other related 2010 activities that are part of grants to stakeholder groups?

A: The Census Bureau does not award grants.

24. Q: What, if any, circumstances have changed since the 2000 count that would impact on the qualifications and the deliverables of the "Offerors"?

A: Refer to Section C.2 – Background, of the RFP.

25. Q: Will the 2010 Census planners hold a meeting for interested parties to discuss the aspects of the RFP to be released in January 2007?

A: Yes. The Census Bureau will hold a Presolicitation Conference in January 16, 2007 to discuss the RFP.

26. Q: Is the Bureau open, as part of this proposal, to the development of strategies that would acquire and test individual household level data in an effort to raise response rates?

A: The Census Bureau will disapprove any strategy, tactic or communications material that could in any way erode public confidence in the Census Bureau's commitment to safeguarding the personal information we collect. This includes specific household-level contacts outside of official census form mailings and communications. (Section C.4.6.-revised)

27. Q: Is the census open to partnering with public agencies or community based non-profit organizations to enumerate yet to be counted households.

A: Enumeration strategies are not part of the 2010 Census Communications Contract.

28. Q: What methods will be used to collect the Census data?

A: Refer to Section C.2.5 – Census Data Collection.

29. Q: Would telephone soliciting be considered an option or an addition to the use of enumerators?

A: Refer to answer to Question 26.

30. Q: Please make explicit the intended role of online response in 2010 Census.

A: The Census Bureau does not plan to offer an Internet response option for the 2010 Census.

31. Q: Is there any correlation within the demographics found of mail response vs. mail nonresponse from the 1990 census to the previous census period?

A: More information will be provided as available.

32. Q: Will the results and recommendations of the 2003 Westat Final Report on Evaluations of the Census 2000 Partnership and Marketing Campaign be utilized? To what degree should we design our Technical Approach around their findings?

A: The Westat report sheds light on the challenges and achievements of the Census 2000 Partnership and Marketing Campaign. We would encourage vendors to base their solution on whichever research they deem appropriate.

33. Q: Will you be looking for the Contractor to set up satellite or regional offices to match the Census Department's Headquarter and regional satellite office footprint?

A: No.

34. Q: Will you provide an executive summary version of the RFP?

A: No. The final RFP will be in the same format as the draft RFP.

35. Q: In the development of our Technical Approach, would it be beneficial to the government to see potential themes for the 2010 Census Communications Campaign such as the theme of "it's required by law," or "targeting the reasons why citizens do not respond"?

A: The information included in the proposal is at the discretion of the Offerors.

36. Q: In many parts of the country, foreign-owned or located media in Canada or Mexico plays a significant role in reaching residents of the U.S. and territories. Are these options open to us in developing media strategies?

A: If necessary, these options would be evaluated at the appropriate time.

SECTION B

37. Q: The RFP, in one instance, indicates that tasks under the IDIQ will be Firm Fixed Price or Time and Materials; in another place, it indicates that they may be Cost Plus Fixed Fee or otherwise Cost Based. Can you provide any insight as to which it will be?

A: Task orders under the resultant IDIQ contract will be negotiated on a Firm Fixed Price (FFP) basis, Time & Materials (T&M) basis or a combination thereof. No cost reimbursement tasks will be awarded under this contract.

38. Q: Since both Firm Fixed Price/Time and Materials and Cost Plus Fixed Fee are mentioned in the RFP, will the financial reporting requirements be a combination of the two or just Firm Fixed Price/Time and Materials?

A: Refer to the answer to Question 37.

39. Q: It is our understanding that some of the tasks to meet the requirements of the RFP will be firm fixed price and others will be time and materials. If so, please clearly state this in final. In addition we would like to know whether a time and materials or firm fixed price designation for a task will be the exclusive decision of the CO, or whether your expectation is that that decision will be reached in consultation with the contractor. In other words, will we be expected to provide our perspective for how each task should be delivered?

A: For the 2010 Census Communications Contract, the Census intends to award both Firm Fixed Price and Time & Materials task orders. The preference is for the majority of task orders to be awarded on a Firm Fixed Price basis. The contractor will have the opportunity to provide their perspective on the type of task orders to be issued. The CO will ultimately have the final decision on the appropriate type for each issued task order.

40. Q: Does the BOC intend to fix the indirect rates for the life of the contract? Would it be possible to propose indirect rates for each year of the contract?

A: Table B.2 has been updated to reflect indirect rates for the base and option years of the contract. For reimbursable task orders, audited indirect rates changes will be negotiated on as is basis.

41. Q: In addition, does the statement, “The Government may elect to increase or decrease these values at its discretion during the performance of the contract” mean that the Census Bureau would unilaterally change the indirect rates? What would the basis be for any increase or decrease?

A: This statement has been eliminated from the RFP.

42. Q: While it is stated in Section B.1(c) that both local and long distance travel is an acceptable item to be invoiced, Section H.15 (a) indicates that contractor personnel must travel outside their assigned work area for expenses to be allowed. Suggest Government eliminate the contradiction.

A: Section B.1(c) and H.13(a)-revised has been made consistent.

SECTION C

43. Q: Is Public Relations entirely an in-house function or is there a role for outside public relations as well?

A: We envision that public relations will be part of the integrated communications strategy. We expect the vendor to develop the integrated public relations strategy, corresponding messages and materials, and to share implementation with the Census Bureau’s in-house public affairs team.

44. Q: Will the contractor be hired to run a combined advertising/public relations project or will advertising and PR be split?

A: Refer to the answer to Question 43.

45. Q: Will the Contractor agency be part of the internal PR planning and implementation?

A: Refer to the answer to Question 43.

46. Q: Are we able to split the Out-of-Home portion from the rest of the media?

A: No.

47. Q: Section C.2.3, Geographic Scope of the 2010 Census, does not state the inclusion of Americans living overseas. Will part of the Communications Campaign target these citizens?

A: No.

48. Q: Please identify any regulations or statutes that would restrict the Offeror's ability to craft targeted messages to particular demographic audiences, either by broadcast or household contacts, or which might restrict the Offeror's ability to acquire and use commercially available household data to more efficiently execute a program to improve response rates.

A: The Census Bureau will disapprove any strategy, tactic or communications material that could in any way erode public confidence in the Census Bureau's commitment to safeguarding the personal information we collect. This includes specific household-level contacts outside of official census form mailings and communications.

49. Q: In Census 2000, officials in Mt. Pleasant, Michigan, home to Central Michigan University, held a raffle to lure college students, a usually underreported population, to fill out census forms to become eligible for a \$2,000 prize. Will these types of programs be localized and/or could they be a part of the overall Communications Campaign?

A: Localized programs are allowed. The federal government will not fund monetary prizes and/or incentives.

50. Q: What process and role will regional directors and stakeholders have in selection of media placement within their respective region?

A: As per the requirements described for Task Order No. 1 (Attachment J.4), Section 3.1, "The Contractor shall consult with Census staff at headquarters and in the field offices as part of the development of the communications plan." In addition, Regional Directors will have the opportunity to review and provide comments to media plans related to their regions prior to final approval.

51. Q: What is the input and/or grievance process available to regions and stakeholders, when media placement begins?

A: Refer to answer to Question 50.

52. Q: Is it the general opinion of the Census Bureau that the Census 2000 Partnership and Marketing Program was a success? Is it the desire of the government to improve on that program or to create, produce, and implement an entirely new strategy?

A: Refer to the 2010 Comm Web site Reference Library for information relating to the Census 2000 Partnership and Marketing Program.

53. Q: Can we incorporate other ideas for job recruitment other than advertising? Are there other responsibilities for local advertising?

A: Proposals may include recruiting ideas other than advertisement. Other than the creative development of advertisements that we can access and use to place local ads, there are no other responsibilities for local advertising.

54. Q: How long does the Contractor have to preserve all materials?

A: Refer to FAR 4.7 and FAR 52.215-2 for guidance on required retention of contractor's records.

55. Q: It would be valuable to understand the process of dealing with the GPO. Is there a GPO specialist in the Census office or is the contractor expected to coordinate directly with the GPO?

A: Refer to RFP clause H.14, Printing.

56. Q: Can you provide information on the surcharge amount that is paid to the GPO?

A: 7% surcharge for all work. If expedited services are required, a 14% will apply in lieu of the 7%. In addition to this amount, \$7.50 will be added as a billing fee. For expedited services, \$15 will be charged in lieu of the \$7.50

57. Q: Can exception be made in the use of the GPO for printing suppliers based on extreme situations: e.g. availability, accelerated timeline, etc.? If so, please indicate the types of exceptional circumstances in the RFP.

A: No.

58. Q: Please clarify whether or not there is a requirement to provide on-site personnel at any of the Census Bureau offices (i.e., co-location?) (C.4.7)

A: At this time, there is no requirement to provide on-site personnel at any of Census Bureau locations. In the event that it becomes a requirement after contract award, negotiations will be held on a need basis. Refer to Section C.4.7 (revised)

59. Q: (a) Will the Bureau post online or make available in the RFP or by other means, the detailed mail response rates for the 2000 Campaign stratified by segment or indicate the name of the report in which this information may be found in the Census library? (b) In the event that the short form for the 2010 Census differs from the prior campaign, can we have access to a comparison of the short form used in 2000 with the one planned for 2010?

A: (a) Response rates are not available by market segment. Refer to the 2010 Comm Web site Reference Library for the *Census 2000 Final Response Rates* and for *Census 2000 Mail Return Rates* for demographic groups.

(b) Refer to the 2010 Comm Web site Reference Library for the *Census 2000 Short Form*. The *Census 2010 Form* is not available yet.

60. Q: Section C.5.2, Measuring Performance, suggests the use of various performance measures such as copy research, survey research, and modeling and states "more specific measures will be developed once the campaign strategy is developed and approved." To what extent will the role of the contractor play in developing these performance measures or will they be developed by the Census Bureau or by another private firm?

A: Refer to Section C.5.2 (revised).

61. Q: Beyond the measures of effectiveness listed in C.5.2, please give examples of the 5 or more specific measures on tasks that the Census Bureau intends to use on evaluating performance.

A: Refer to Section C.5.2 (revised).

62. Q: What are the task specific measures of effectiveness intended to be used by the Census Bureau?

A: Refer to Section C.5.2 (revised).

63. Q: Will the Contractor have the opportunity to make recommendations for [performance] evaluation based on the communications plan?

A: Refer to Section C.5.2 (revised).

64. Q: In addition to the specific "hard" measures outlined (C.5.2), will there be any "soft" measures considered as part of the Contractor Incentives?

A: Refer to Section C.5.2 (revised).

65. Q: Does the Census Bureau wish the Contractor to recommend measures of effectiveness beyond those proposed in the incentive plan?

A: An award fee plan shall be submitted for Task Order No. 1 only. Refer to section L.7.3(d) revised for more information on proposing the plan. Refer to Section C.5.2 –revised for more information about performance measures.

66. Q: Should recommendations for an incentive structure be included as part of this RFP? Where and when should Contractor make recommendations on an incentive structure? (C.4.3)

A: Refer to answer to Question 65.

67. Q: Is the Census Bureau expecting an incentive compensation plan in the offeror's proposal? Section C.4.3 states, "The Contractor shall make recommendations on a reward structure..." Is this to be submitted as part of the response to the RFP, or will this be negotiated with the successful offeror or after award? (ACQ)

A: Refer to answer to Question 65.

68. Q: Please define the following terms as deemed necessary for proposed subcontracting dollars:

- Small disadvantaged businesses**
- Women-owned small businesses**
- HUBZone small businesses**
- Veteran-owned small businesses**
- Service-disabled Veteran-owned small businesses**
- Small businesses (inclusive of all of the above)**

A: Refer to the Office of Small & Disadvantaged Business Utilization (OSDBU) Web site, at <http://www.osdbu.gov/osdbu/>

69. Q: The goals stated in Section C.5 seem to be very aggressive (which is a good thing). Our understanding is that the national goals are 35%. Your total on page C11 is 35% plus 9% called "Other Small Business" making the total 44%. Was that your intention? All the other subcategories add up to 35%. (ACQ)

A: The total small business subcontracting goal (revised) is 40% of the total contract. Each sub-category (Small Disadvantaged, Women-Owned, HUBZones, Veteran-Owned and Service Disable Veteran-Owned) has a minimum specific goal, as defined in Section C.6 of the RFP. The additional six percent (6%) accounts for small businesses that do not fall

under any of the subcategories specified above. Refer to the Office of Small & Disadvantaged Business Utilization (OSDBU) Web site, <http://www.osec.doc.gov/osdbu/> for the definition of each sub-category.

- 70. Q: Are printing dollars to be included in the 44% small business calculation? (B.6; H.16)**
A: Printing dollars are not attributable against the Contractor's subcontracted dollars for small business.
- 71. Q: Does Section II-3 of the draft RFP, entitle Small Business Subcontracting Approach, permit the "Offeror" to change subcontractors post award and before final contract?**
A: Refer to Section L.13 (revised) for amendments to the proposal. Refer to Section H.5, Key Personnel, for changes in personnel after award.
- 72. Q: Can the [small business subcontracting] goals be reduced or restructured to reflect significant industry consolidation trends involving small and minority-owned businesses being acquired by large corporations?**
A: The small business subcontracting goals for this procurement have been revised to be in accordance with DOC goals for the fiscal year 2007. Refer to Section C.6-revised.
- 73. Q: Please identify what small business class codes are contained under each of the small business categories.**
A: The NAICS codes for this solicitation are: 541613 – Marketing Consulting Services; 541810 – Advertising Agencies; and 541820 – Public Relations Agencies. These codes apply for all services provided under this contract.
- 74. Q: Are there any costs which are included in the contractors billing that would be excluded from the small business goals? If yes, will those costs also be excluded from the total base against which small business contracting percentages are calculated?**
A: Refer to FAR 19.704(a)6, for information regarding the treatment of indirect costs when developing a Subcontracting Plan.
- 75. Q: If the contractor achieves total small business goals but is unable to achieve the minimum in a certain category is that considered a failure on the contractor's part?**
A: Refer to FAR 19.705-7, Liquidated Damages.
- 76. Q: What are the ramifications for not achieving the small business goals?**
A: Refer to answer to question 75.
- 77. Q: The costs of maintaining the insurance identified in the RFP can be prohibitive to many small businesses. Do all the insurance requirements set forth in the RFP apply to all subcontractors? If no, can you please clarify the requirements?**
A: Mandatory clauses included in the contract apply as written.
- 78. Q: What mechanisms are in place to ensure that small businesses, not a part of "Prime Team" are included in both a subcontracting plan and are offered reasonable, good faith expectations to compete and be selected?**
A: The OSDBU will be involved in the evaluation process of the small business subcontracting and participation plans. Refer to Section L.7.2(c)-revised and FAR 19.704 for information required in these plans.

79. Q: What safeguards are in place to ensure that “Prime Teams”, do not circumvent “bundling” restrictions by selecting firms “owned” by the Prime as subcontractors?

A: It is at the Offerors’ discretion which companies to select as subcontractors.

80. Q: What oversight will be used to ensure that locally and regionally based small businesses are given fair and equitable consideration to compete and perform?

A: Refer to answer to question 78.

81. Q: As small businesses will most likely be involved at the task order level, what performance monitoring is in place to ensure the equitable and fair inclusion of local media outlets, groups and communities by the subcontractors?

A: Refer to section C.5.2 for information on measuring performance.

82. Q: Given that the Communications Campaign is national in design, scope and implementation, its effectiveness and relevance is local. Will contract proposals include details efforts and procedures for regional input?

A: The information provided in proposals is at the discretion of the Offerors.

83. Q: Should small business subcontractors be used in media placement, what safeguards will be in place to ensure that placement is fair, equitable and diversified (even within market segments)?

A: As per the requirements set forth in Task Order No. 1 (Attachment J.4), media plans will be developed in coordination with Census’ staff to meet the goals and objectives of the contract. The Census Bureau will review all media plans and will provide approval, as appropriate.

84. Q: What methods will be used to advertise and solicit participation of small business subcontractors at regional levels? Who will be involved in this process?

A: Subcontracting opportunities will be announced at the 2010 Comm Web site for all interested vendors to learn about them. These opportunities will be announced as they become available during the life of the contract.

85. Q: What role will Field Directorate and the Partnership Program play in the process of engaging small business subcontractors? What will be the communications/notifications strategy for informing the regions and stakeholders of this selection process and the method to comment?

A: The Census Bureau encourages and promotes participation from small businesses in all its initiatives. For the 2010 Census Communications Campaign, all communications/notifications with vendors and stakeholders will take place through the 2010 Comm Web site.

86. Q: What mechanism will be used to monitor overall small business subcontracting and the impact of their efforts/actions upon regional and Partnership efforts?

A: Refer to Section F.4.5 for Small Business Subcontracting Reports requirements.

87. Q: Can the Government provide insight into the involvement we may expect from OMB with regard to potential consumer research, including authority over content and amount of time necessary to accommodate OMB involvement?

A: Vendors must comply with OMB regulations regarding surveys and research.

88. Q: The RFP currently requires the contractor to develop and implement appropriate modifications and adaptations to meet Section 508 requirements. We suggest this section be clarified to include specific requirements/guidelines related to 508 compliance, including: whether or not existing government and agency practices will drive the compliance strategy; information on what the government/Census is currently doing to ensure compliance; the level at which compliance will be measured as a reasonable accommodation; program applications which will need to be 508 compliant – i.e. Web site, physical access, etc -- and, who will be responsible for verifying compliance – the contractor or government.

A: Section 508 requirements only apply to any electronic or information technology products the contractor develops as part of the contract.

SECTION D

89. Q: Will the contractor be able to use government postage indicia for campaign mailings? As written, the draft RFP suggests that postage will be paid by the Government at cost. Rather than have the contractor spend out-of-pocket for postage costs and submit for reimbursement, would it be possible to print a mailing indicia and save on out-of-pocket expenses?

A: No mailings to the public by the Contractor will be allowed as part of the campaign. Refer to answer to question 26.

SECTION F

90. Q: Provide some description of activities that would occur during each of the Option Periods. We would suspect that communications activities/requirements prior to Census Day would be very different than after that date. A broad description of scope, highlighting differences, within each period will allow bidders to refine their pricing accordingly. (F.2)

A: Specific activities during each option period will be established based on the Contractor's proposed Communications Plan and strategy, at the culmination of Task Order No. 1. All activities will be contingent to approval by Census Bureau.

SECTION G

91. Q: Will the specifications for the performance evaluations be solely developed by the Contracting Officer, or will they be mutually agreed upon with the Contractor? (G.8)

A: Mutually agreed upon by the CO and the Contractor.

SECTION H

92. Q: Has consideration been given to establishing an Indefinite Delivery / Indefinite Quantity (ID/IQ) type contract with Firm Fixed Price task orders under the FAR Part 12 – Acquisition of Commercial Items?

A: Yes.

93. **Q: We interpret “support personnel” to mean Contractor employees and not Contractor’s subcontractors. Please confirm.**
A: Reference to Support Personnel (previously section H.6) has been eliminated from the RFP.
94. **Q: You've requested World-wide rights for talent/music. This is costly and given that this is a U.S. effort was their consideration to domestic rights only?**
A: Section H has been updated to reflect domestic rights only.

SECTION I

95. **Q: Why does RFP Section I.1 incorporate FAR 52.215-10 Price Reduction for Defective Cost or Pricing Data and 52.215-12 Subcontractor Cost or Pricing Data?**
A: FAR 52.215-10 and FAR 52.215-12 have been eliminated from the RFP.
96. **Q: FAR 52.215-9 – Reference is made to “the make-or-buy program incorporated in this contract.” It is unclear why this clause is included. Is there actually a make-or-buy program in this contract? If so, please reference the location where that information may be found.**
A: FAR 52.215-9 has been eliminated from the RFP.
97. **Q: Why does RFP Section I.1 incorporate FAR 52.215-18 Reversion or Adjustment of Plans for Post Retirement Benefits (PRB) Other than Pensions?**
A: FAR 52.215-18 has been eliminated from the RFP.
98. **Q: RFP Section B.1 (b) states the government’s intent to award an IDIQ contract with multiple FFP and/or T&M delivery/task orders. Why does RFP Section I.1 incorporate the following provisions:**
- i. FAR 52.216-7**
 - ii. FAR 52.232-20**
 - iii. FAR 52.232-22**
 - iv. FAR 52.242-1**
 - v. FAR 52.242-3**
 - vi. FAR 52.242-4**
 - vii. FAR 52.243-2**
- A:** .The above referenced FAR clauses have been eliminated from the RFP.
99. **Q: FAR 52.219-16 – Please provide rationale for including this provision in the Draft RFP. Please provide details as to the amount of liquidated damages and how they would be assessed. Additionally, what recourse or appellate process is available to the Contractor to mitigate liquidated damages? Please provide information regarding the Census Bureau’s application of this provision to subcontracting plans in the past.**
A: Refer to FAR 19.705-7.
100. **Q: Please provide rationale and the contemplated utilization of the following provisions for advertising services:**
- i. FAR 52.222-6**
 - ii. FAR 52.222-9**

- iii. FAR 52.222-10
- iv. FAR 52.222-11
- v. FAR 52.222-13
- vi. FAR 52.222-15
- vii. FAR 52.222-20

A: All the above-mentioned provisions have been eliminated from the RFP.

101. Q: There appear to be approximately 21 construction-related clauses in the contract (e.g. 52.222-6, Davis-Bacon Act; 52.222-10, Compliance with Copeland Act Requirements; 52.249-10, Default – Fixed-Price Construction), which do not seem to be applicable to the services covered by the contract. If these are meant to be so, please explain.

A: All construction related clauses have been eliminated from the RFP.

102. Q: FAR 52.225-1, FAR 52.225-3 – Please confirm that these provisions, as defined in the respective clauses, pertain only to “...any article, material, or supply incorporated directly into an end product...” and do not apply to all materials used in the performance of services provided by a Contractor or Subcontractor under the contemplated contract.

A: The cited definition for "components" is correct but "components" is only one term used in the Buy American Act. The Buy American Act and the cited clauses, however, apply according to their terms.

103. Q: FAR 52.230-2 – Does the BOC consider this a CAS-covered contract? Is the Census Bureau requesting a Disclosure Statement with the proposal?

A: FAR 52.230-2 has been eliminated from the RFP

104. Q: FAR 52.232-6 – Why is this clause is included in the contract?

A: FAR 52.232-6 has been eliminated from the RFP.

105. Q: FAR 52.244-2 – There is no Alternate II located at www.arnet.gov/far. Please include the full text.

A: The correct provision to be included is FAR 52.244-2 (Aug 1998).

106. Q: FAR 52.242-10 – This clause does not exist in the FAR located at www.arnet.gov/far Please include the full text.

A: FAR 52.242-10 has been eliminated from the RFP.

SECTION J

Attachment J.1 – TARGET SEGMENT EXERCISE

107. Q: Suggest the Government clarify if the \$50,000,000 budget is inclusive of all costs (e.g. Agency Labor, production, research, paid media, etc.). If not, what is to be excluded?

A: Yes, the \$50,000,000 budget is inclusive of all costs.

108. Q: Are the responding agencies limited to the data in attachments J.1, J.2 and J.3? Can we supplement our own primary research in the submission?

A: Offerors are not limited to the data in attachments J.1, J.2 and J.3.

109. Q: Clarify whether respondents should rely only on the data in the two papers provided when completing the sample task, or if additional data and resources can be utilized.

A: Refer to answer to Question 108. More information will be provided as available.

Attachment J.4 – Task Order No. 1

110. Q: According to the description of Task Order 1, the requirement is the development of a national integrated marketing and communications plan (the “Communications Plan”, or “Plan”) — however, semantically speaking “marketing plans” and “communication plans” differ significantly. Are we to assume that the committee utilizes marketing and communication plans synonymously? And, if not, can the BOC better define the marketing infrastructure that could support any recommendations that would be part of the “Plan”.

A: The correct term to be used is "integrated marketing communications plan".

SECTION L

111. Q: FAR 52.215-8 is listed as “Amendments of Solicitations.” According to www.arnet.gov/far, that number is actually assigned to “Order of Precedence.” Please include the actual provision number.

A: Reference to the words “Amendments of Solicitations” for this provision has been eliminated from the RFP.

112. Q: Page 99 directs that the Technical Approach (II-1) and Management Approach (II-2) combined shall not exceed sixty (60) pages in total. However, Table L.2 (page 115) states that the technical and management approach shall not exceed 50 pages. Please clarify.

A: The correct number is sixty (60) pages. Table L.2 has been corrected.

113. Q: Table L2 (V.II-1/2) page 115 – Appears to be conflict in the number of pages allowed to respond to Volume II section 1-2; The “Max # pages” column indicates (60) however, Special Instructions indicates (50) pages.

A: Refer to answer to Question 112.

114. Q: Please define “current versions” by identifying minimum software standards acceptable. (L.8(b))

A: Current versions of Microsoft Word – MS Word 2000 or later version.
Current versions of Adobe Acrobat Portable Document Formats(pdf)– Adobe 6 or later version.

115. Q: There does not appear to be an allowance to provide samples of work (TV, Radio, Print, Interactive, etc.) connected to the bidder’s Similar Experience cases. We would suggest that this accommodation be added to provide a more complete picture of each experience covered.

A: Offerors will have the opportunity to provide samples of work connected to their Similar Experience cases as part of their Oral Presentation.

- 116. Q: For the Oral Presentation, we suggest consideration of a slight re-allocation of time with more time allotted to discussion of the Overall Technical Approach, Target Segment Exercise and Task Order #1, and less time for the Similar Experience and Management Approach section. We would suggest increasing the former section 15 minutes to 1.45 hours and shortening the latter section to .45 hours.**
- A:** RFP has been updated to reflect new allocation of time.
- 117. Q: Are completion of the similar experience matrix and the contractor's past performance forms only for the "Offeror," and not for subcontractor?**
- A:** It is at the Offerors' discretion as to which similar experiences to include as part of their proposal.
- 118. Q: Do all subcontractors have to be identified with submission of the RFP? Can any be added between submission and orals, and submission and award notification, and/or submission and final contract?**
- A:** Refer to section L.7.2 (revised) for information to be submitted as part of the proposal. Refer to section L.13 for amendments to solicitation.
- 119. Q: Beyond "key personnel" can we indicate positions on the staffing chart, without having to provide a name? (L.7.2)**
- A:** The information included in the proposal is at the discretion of the Offeror.
- 120. Q: Since travel costs will be part of Task Order No. 2, please confirm that we will need to provide proposed travel cost as a part of Task Order No. 1. (L.7.3)**
- A:** Offerors do not need to provide travel costs as part of Task Order No. 1
- 121. Q: Section L.7.3 (a) implies that the offeror should either have approved systems or should provide an explanation about why the systems are not approved and the status of obtaining approval. What should be said if the offeror has never before been required to have an approved purchasing, estimating, or property administration system?**
- A:** That the offeror has never before been required to have an approved purchasing, estimating, or property administration system.
- 122. Q: Section L.7.3(c) states, "The Offeror shall also provide the basis for the proposed travel costs." However, the pricing chart specifically calls for the exclusion of travel costs. Please explain what is being asked for in this instruction. (ACQ)**
- A:** Sections L.7.3 (b) and (c) have been updated to address Travel costs.
- 123. Q: Should the recording of presentations include only the 2.5 hour oral presentation or is it inclusive of the presentation, discussion, Q&A, etc.? When does the 1 hour allotted to complete the recording begin: after the 2.5 hour oral presentation or at the end of the two days of session? (L.11.1)**
- A:** The recording of presentations only allows for recording the Offeror's oral presentation. No Q&As nor discussions are allowed to be recorded. The one (1) hour allotted to complete recording begin as soon as the Offeror has finished their oral presentation.

SECTION M

124. Q: Please provide clarification around measurements & evaluation factors for award; specifically:

a. What is the rating scale that will be used in evaluating each criteria?

b. Can you please define technical risks?

A: (a) The Census Bureau will identify strengths, weaknesses and risks, and the relative merit of these issues for each proposal. The Best Value determination will be made in consideration of cost.

(b) Technical risks are issues tied to either strengths or weaknesses that identify a potential problem or issue that needs to be considered in conjunction with that strength or weakness.