

2 CONTRACT NO: CPSC-D-15-0014  
3 AWARD/EFFECTIVE DATE: 09/22/2016  
4 ORDER NUMBER: 0003  
5 SOLICITATION NUMBER:  
6 SOLICITATION ISSUE DATE:

7. FOR SOLICITATION INFORMATION CALL: **Renita Smith**  
a. NAME: Renita Smith  
b. TELEPHONE NUMBER (No collect calls): 301-504-7045  
8 OFFER DUE DATE/LOCAL TIME: ET

9 ISSUED BY: CONSUMER PRODUCT SAFETY COMMISSION  
DIV OF PROCUREMENT SERVICES  
4330 EAST WEST HWY  
ROOM 523  
BETHESDA MD 20814  
CODE: FMPS

10. THIS ACQUISITION IS:  UNRESTRICTED OR  SET ASIDE: % FOR:  
 SMALL BUSINESS  
 HUBZONE SMALL BUSINESS  
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS  
 WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM  
 EDWOSB  
 8(A)  
 NAICS: SIZE STANDARD.

11 DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED:  SEE SCHEDULE  
12 DISCOUNT TERMS: Net 30  
13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700):   
13b. RATING:  
14 METHOD OF SOLICITATION:  RFQ  IFB  RFP

15 DELIVER TO: CONSUMER PRODUCT SAFETY COMMISSION  
OFFICE OF COMMUNICATION  
4330 EAST WEST HIGHWAY  
BETHESDA MD 20814  
CODE: OCM

16. ADMINISTERED BY: CONSUMER PRODUCT SAFETY COMMISSION  
DIV OF PROCUREMENT SERVICES  
4330 EAST WEST HWY  
ROOM 523  
BETHESDA MD 20814  
CODE: FMPS

17a. CONTRACTOR/OFFEROR: WIDMEYER COMMUNICATIONS INC  
1129 20TH ST NW  
STE 200  
WASHINGTON DC 20036  
CODE: [REDACTED] FACILITY CODE:

18a. PAYMENT WILL BE MADE BY: CPSC Accounts Payable Branch  
AMZ 160  
P. O. Box 25710  
Oklahoma City OK 73125  
CODE: FMFS

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER  
 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED  SEE ADDENDUM

19 ITEM NO	20 SCHEDULE OF SUPPLIES/SERVICES	21 QUANTITY	22 UNIT	23 UNIT PRICE	24 AMOUNT
	DUNS Number: [REDACTED] Contracting Officer's Representative (COR) Ellyn Pollack Email: epollack@cpsc.gov Tel: (301)504-7597  Task Order 0003 to delivery contract CPDC-D-15-0014 is hereby issued to provide all labor, materials and expertise necessary to develop and implement a multi-media information and education campaign as indicated in the (Use Reverse and/or Attach Additional Sheets as Necessary)				

25 ACCOUNTING AND APPROPRIATION DATA: 0100A16DSE-2016-4479000000-CM00001600-252H0  
26 TOTAL AWARD AMOUNT (For Govt. Use Only): \$460,209.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52 212-1, 52 212-4 FAR 52 212-3 AND 52 212-5 ARE ATTACHED. ADDENDA  ARE  ARE NOT ATTACHED.  
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52 212-4. FAR 52 212-5 IS ATTACHED. ADDENDA  ARE  ARE NOT ATTACHED.

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED  
 29. AWARD OF CONTRACT: OFFER DATED \_\_\_\_\_ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: \_\_\_\_\_

30a SIGNATURE OF OFFEROR/CONTRACTOR: [REDACTED]  
 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER): *Rudi M. Johnson*  
 30b NAME AND TITLE OF SIGNER (Type or print):  
 30c. DATE SIGNED:  
 31b NAME OF CONTRACTING OFFICER (Type or print): Rudi M. Johnson  
 31c. DATE SIGNED: 9-22-2016

19 ITEM NO	20 SCHEDULE OF SUPPLIES/SERVICES	21 QUANTITY	22 UNIT	23 UNIT PRICE	24 AMOUNT
0001	<p>attached Performance Work Statement (PWS), the contractor's GSA Schedule and the technical proposal dated September 21, 2016.</p> <p>At this time, the task order is hereby incrementally funded in the amount of \$460,209.00. Upon availability of additional funds, the Government will issue the remaining funds by way of modification at a later date.</p> <p>Period of Performance: September 28, 2016 - September 27, 2017</p> <p>Pool Safely Campaign - The contractor shall expand the reach into key audience groups and deliver compelling Pool Safely message to target audience in the general public and to pool and spa owners and managers. Critical to this approach will be gaining more participating from supporting groups, organizations and companies. Fully Funded Obligation Amount: \$1,071,579.00</p> <p>The total amount of award: \$1,071,579.00. The obligation for this award is shown in box 26.</p>	1	LO	1,071,579.00	460,209.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED     INSPECTED     ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE			32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
			32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
33 SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34 VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL		37 CHECK NUMBER
38 S/R ACCOUNT NUMBER	39 S/R VOUCHER NUMBER	40. PAID BY			

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (Print)			
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	42b. RECEIVED AT (Location)		
		42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS		

**Statement of Work  
CPSC-D-15-0014 – Task Order 0003**

**1. CONTRACT TYPE**

This procurement shall be a firm-fixed price task order under IDIQ contract CPSC-D-15-0014.

**2. DESCRIPTION OF WORK**

The Contractor shall provide the following:

**2.1 SPECIAL EVENTS AND ACTIVITIES**

The Contractor shall develop and execute a year-round *Pool Safely* campaign plan that includes a minimum of six (6) events, including at least two (2) events for participation by the Consumer Product Safety Commission (CPSC) Chairman. One of the six events must be a pool season kickoff event.

**2.2 MEDIA**

**2.3.1 EARNED MEDIA**

The Contractor shall plan for earned media opportunities for expanding the *Pool Safely* campaign and its effectiveness through news reports, community outreach and a “Call to Action.”

**2.3.1.1** The Contractor shall schedule radio, television, print interviews for the CPSC Chairman or other key officials, as directed by the COR, as well as meetings with campaign stakeholders. These interviews and meetings will require the Contractor to coordinate with existing *Pool Safely* campaign partners or develop new partners.

**2.3.1.2** The Contractor shall arrange for the Chairman or designated CPSC officials to participate in at least four (4) press events on dates and topics as agreed upon by the COR. Coordinating partner participation is an option for all of these events. At least one of these press events shall be in Spanish.

**2.3.2 SOCIAL MEDIA**

The Contractor shall utilize social media to promote the message of the campaign and acknowledge campaign partners. Tools will include but not be limited to

Twitter, blogs, YouTube and Flickr. Contractor shall promote Twitter handle and increase Twitter followers to at least 9,000 @PoolSafely followers.

### **2.3.3 TRACKING MEDIA**

The Contractor shall track and report on traditional media and social media coverage, including Twitter, blogs, and YouTube, and track and report on usage of the campaign's materials. The report shall indicate coverage specific to minority populations and other populations that are higher risk of drowning. Minority populations are defined as African American and Latino/Hispanic. The Contractor shall report placement and viewership numbers for specific media, and present analysis of the impact of the campaign.

## **2.4 PUBLIC SERVICE ANNOUNCEMENTS**

### **2.4.1 Spanish Language version of existing *Pool Safely* PSA**

The Contractor shall create a Spanish language version of the Public Service Announcement (PSA) created by the Contractor in July 2016. This shall include recording a professional voiceover in Spanish, modifying the last frame with the Spanish URL and creating a new file for dissemination.

### **2.4.2 Distribution of existing *Pool Safely* PSAs**

The Contractor shall distribute all new and existing Pool Safely PSAs (electronic, print, broadcast and radio) nationally, including print PSAs to be placed at municipal transit, shopping or other locations simultaneously. Emphasis will be given to target states, as identified by the contractor and approved by the COR.

### **2.4.3 Tracking *Pool Safely* PSA**

The Contractor shall monitor and track all airing of *Pool Safely* PSAs, and include the statistics in the monthly report to the COR. A total tally of media impressions shall be provided in the end-of-the year reports due to the COR at the end of the task order.

## **2.5 PARTNERSHIPS**

**2.5.1** The Contractor shall maintain and build upon the existing partner list of organizations and companies that send *Pool Safely* messages, participate in events, and use *Pool Safely* materials for the benefit of the public. The Contractor shall track partner activities, such as how the partners disseminate *Pool Safely* materials and promote the *Pool Safely* message. Contractor shall notify the COR if a partner, for any reason, is not using campaign materials for the benefit of the public. All Memoranda of Understanding that establish new campaign partners

must be reviewed by the COR and the Office of the General Counsel, with the COR signing the agreement after legal review is complete. For each potential partner who would execute an MOU with CPSC, the Contractor shall compile background information (consisting of verified factual information about the potential partner organization) and shall provide this information to the COR along with the MOU as prepared for the potential partner. All such MOUs are subject to approval of the COR. The Contractor's role with respect to MOUs shall be purely administrative. The Contractor is not authorized to negotiate the terms of the MOUs on behalf of CPSC, and shall not add to, delete from or otherwise alter the CPSC-approved MOU template in any way without prior written approval from CPSC.

**2.5.2** Contractor shall continue to recruit new partners, including national and minority organizations, for all three (3) levels of partnership, increasing the total number of partners by at least 100.

**2.5.3** Contractor shall find at least four opportunities for CPSC to collaborate with existing partners throughout the year. This can include joint RMT, Twitter Chat or collaboration on a special event or conference.

**2.5.4** Contractor shall arrange for at least one meeting or webinar with established *Pool Safely* partners.

**2.5.5** Using various education and outreach tools, the Contractor shall work with selected *Pool Safely* partners to create and support a variety of national, regional and local events, promoting these through media and social media channels.

**2.5.6** The Contractor shall work to attract the support of celebrities, athletes, government officials or high-profile individuals with an interest in swimming and water safety who agree to support the campaign through social media or traditional media.

## **2.6 POOL SAFELY OUTREACH MATERIALS**

### **2.6.1 *Pool Safely* Newsletter**

The Contractor shall draft the monthly *Pool Safely* newsletter for COR approval, due on the 15th of each month unless otherwise specified by the COR. This includes identifying materials to be highlighted in the publication. Contractor shall also assist in building subscriptions to the *Pool Safely* newsletter, such as including subscription information in messages sent by the COR or the Contractor

to partners and potential partners. Number of subscribers shall be increased to at least 3,000.

**STANDARDS:** All materials and tools shall conform to the *Pool Safely* brand and the requirements of the VGB Act. All new items will include the branded design and are subject to the approval of the COR. All deliverables shall be submitted to the COR for written approval prior to release. All recommended changes and/or suggestions shall be addressed, in writing.

**2.6.2** The Contractor shall use, update and disseminate all existing materials used in the advertising campaign and for media outreach, including, but not limited to, PSAs (TV, radio and print), transportation signs, online ads and other materials, as needed. CPSC will continue to disseminate all materials free of charge to its partners and other interested parties that participate in events.

**2.6.3** The Contractor shall maintain electronic materials, including downloadable items. The Contractor shall prepare for the approval of the COR, daily and weekly messaging updates for the *Pool Safely* website and social media sites. Prior to distribution of messaging, the Contractor shall obtain written approval of the messaging from the COR. All materials developed and produced for this contract will be turned over to CPSC within two (2) working days of request from the COR, or within three (3) weeks of the completion of the contract.

**2.6.4** The Contractor shall assist CPSC in the development of new materials and communications tools, which shall conform to the *Pool Safely* brand and requirements of the VGB Act and be subject to approval by the COR.

**2.6.5** The Contractor shall continue to assess quality, performance and effectiveness of *Pool Safely* educational games for children, such as *The Adventures of Splish & Splash*. The Contractor shall recommend and implement enhancements to said products. The Contractor shall push out at least two updates to the *Adventures of Splish and Splash* application during the task order period. The Contractor shall market the application, resulting in at least 500 additional downloads during the task order.

**2.6.6** The Contractor shall market the *Pool Safely* song, "Four Simple Steps." The Contractor shall increase number of views of "Four Simple Steps" on the two YouTube pages (combined) for a minimum of 25,000 unique views.

**2.6.7** The Contractor shall give special focus to minority outreach. This means that materials and outreach must be customized for minority populations.

## **2.7 WEBSITE**

The Contractor shall continue to maintain and update the *Pool Safely* website, and make recommendations for the further development of PoolSafely.gov in English and Spanish, in order to ensure consistent messaging and increase traffic to the site. Contractor shall ensure website is 508 Compliant.

## **2.8 TAKE THE PLEDGE CAMPAIGN**

Continue to develop and expand the campaign's *Take the Pledge* call-to-action campaign. The Contractor shall coordinate with the COR on ways to increase visibility and sign-ups among partners and families. Contractor shall collect a minimum of 25,000 new pledge signatures during this task period.

## **2.9 TRANSLATION SERVICES**

An estimated 25% (twenty-five percent) of all materials developed pursuant to this task order shall be translated into Spanish for dissemination to key Spanish language radio and television programs, websites and at community events, within three (3) business days after receiving the English version. The Contractor shall translate *Pool Safely* press releases, brochures or other written materials into Spanish for CPSC written approval before distributing them.

## **3. PROJECT MANAGEMENT PLAN**

Five (5) working days after award of this task order, the Contractor shall present a Project Management Plan (PMP) to the COR. The plan will outline the Contractor's detailed methodology and approach for meeting the task order performance work statement, specifically the deliverables for Task Order 3. The PMP should include any plans for using subcontractors. CPSC will have the authority to approve all subcontractors working this task order.

The PMP will serve as a blueprint for the campaign and its sustainability.

The PMP shall govern performance of all requested services, and include a comprehensive narrative of the overall expected workflow and how each deliverable will be accomplished. The PMP shall also include an Executive Summary, Key Personnel Staffing Plan, Proposed Schedule, Quality Assurance Surveillance Plan (QASP), and Monitoring and Reporting Plan.

The campaign shall start immediately after written approval of the PMP by the COR. Contractor engagement will be essential from day one (1) of the contract.

The PMP will include a detailed table for deliverables, including timeframes for implementation.

## **4. PROJECT MEETINGS**

### **4.1 Review Project Management Plan (PMP) Meeting**

This meeting shall take place 15 days after the PMP is approved by the COR.

## **4.2 Interim Progress Meetings**

The Project Manager shall meet weekly with the COR to present and review deliverables, discuss progress, exchange information and resolve emergent technical problems and issues. These meetings shall take place via teleconference. In addition, the Project Manager shall meet face-to-face with the COR at least three (3) times during this task order. The meetings shall be coordinated by the COR to take place at the Government's facility or at the Contractor's facility. Any corrections or adjustments necessitated by the Contractor's failure to comply with the performance work statement shall be made at no additional cost to the Government.

## **5. REPORTING REQUIREMENTS**

### **5.1 Interim Progress Reports**

The Contractor shall electronically submit written Monthly Reports to CPSC's COR via email. These reports shall include an update of activities broken down by task. The report should contain a listing by one-time and ongoing task project of major accomplishments, issues and risks, measurement results. These should include all media and social media tracking reports; photos and videos for posting on the *Pool Safely*, YouTube and Flickr platforms; copies of ads; transportation signs and earned media hits; contact reports; and planned activities for the upcoming month. The monthly report will be due on the 10<sup>th</sup> of each month for the prior month.

### **5.2 Final Report and Evaluation – Closeout**

The contractor shall submit a final written report to the COR that identifies all services performed and results achieved. The report must be delivered in electronic format. The report must address all of the issues and objectives set forth in the Task Order Performance Work Statement. The final report shall include any comments received from the COR and the Contractor's response for solutions to such comments. The report will be due fourteen (14) days after the end of the twelfth month of the task order.

## **6. PERIOD OF PERFORMANCE**

The period of performance shall be September 28, 2016 through September 27, 2017.

## **7. PERFORMANCE ASSESSMENT PLAN**

The Contractor performance requirements are summarized into performance objectives that relate directly to this task order. The performance thresholds briefly describe the minimum acceptable levels of service required for each objective. The thresholds are critical to the mission success. Performance objectives for this task order are listed below.

### **a. Performance Objectives**



All services shall comply with the Virginia Graeme Baker Pool and Spa Safety Act, see <http://www.poolsafely.gov/pool-spa-safety-act>.

**b. Performance Threshold**

<b>Performance Objectives</b>	<b>Standards</b>	<b>Performance Thresholds</b>	<b>Methods of Surveillance</b>
	<i>Timeliness of written Work Products</i>	<i>Delivery deadlines are identified in the PWS and shall be identified in each task order. Ratings:  100% excellent  90% minimum</i>	<i>100 percent inspection. CPSC COR shall approve in writing the proposed content and format.</i>
<b>2.6 Pool Safely Outreach Materials</b>	<i>Professional development, design, quality writing, editing, proofreading, and layout for documentation. That is acceptable with CPSC and industry standards.</i>	<i>Work quality shall reflect completeness to the customer satisfaction. Ratings will be provided according to the Contractor Performance Assessment Ratings Systems (CPARS) definitions and justifications (Exceptional, Very Good, Satisfactory, Marginal, Unsatisfactory) <a href="https://www.cpars.gov/pdfs/CPARSQualityChecklist.pdf">https://www.cpars.gov/pdfs/CPARSQualityChecklist.pdf</a></i>	<i>100 percent inspection. CPSC COR shall approve in writing the proposed content and format.</i>
<b>2.1 Special Events and Activities AND 2.2 Media</b>	<i>Schedule and coordinate public events with media staff schedules; facilitate resource and event activities; perform information and data gathering, documentation and report generation.</i>	<i>Services and products are timely, accurate, appropriate, and responsive to task requirements. Ratings will be provided according to the Contractor Performance Assessment Ratings Systems (CPARS) definitions and justifications (Exceptional, Very Good, Satisfactory, Marginal, Unsatisfactory) <a href="https://www.cpars.gov/pdfs/CPARSQualityChecklist.pdf">https://www.cpars.gov/pdfs/CPARSQualityChecklist.pdf</a></i>	<i>The COR will review progress, products, and results in terms of Task Order requirements.</i>
<b>2.3.1 Earned Media AND 2.4 Public Service Announcements</b>	<i>Maximize earned media opportunities and PSA placements</i>	<i>Result in a minimum of 2.25 billion media impressions</i>	<i>100% Pass or fail</i>
<b>2.3.2 Social Media</b>	<i>Promote Twitter handle and increase Twitter followers</i>	<i>Increase Twitter followers to a total of at least 9,000 followers</i>	<i>100% Pass or fail</i>
<b>2.5 Partnerships</b>	<i>Maintain and build upon existing partnerships</i>	<i>Increase total number of Pool Safely partners by at least 100 new partners.</i>	<i>100% Pass or fail</i>
<b>2.6.1 Pool Safely Newsletter</b>	<i>Prepare, disseminate and promote Pool</i>	<i>Increase number of newsletter subscribers to at least 3,000 subscribers.</i>	<i>100% Pass or fail</i>

	<i>Safely newsletter</i>		
<b>2.6.5 Pool Safely Mobile Application</b>	<i>Market Pool Safely application</i>	<i>Increase number of downloads from Apple Store and Google Play by at least 500 new downloads.</i>	<i>100% Pass or fail</i>
<b>2.6.6 Pool Safely Song</b>	<i>Market Pool Safely song by Laurie Berkner</i>	<i>Increase viewership of the Pool Safely song on Laurie Berkner's YouTube page and the Pool Safely YouTube page (combined) for a minimum of 25,000 unique views</i>	<i>100% Pass or fail</i>
<b>2.8 Take the Pledge Campaign</b>	<i>Develop and expand Take the Pledge call-to-action campaign</i>	<i>Collect a minimum of 25,000 new pledge signatures</i>	<i>100% Pass or fail</i>

### 7.1 Delivery and Performance

- a) The CPSC will electronically deliver to the Contractor any materials (news releases, recalls, photos, advisories, etc.) and the native files required for reproduction, distribution and/or translation. The *Pool Safely* website, [www.PoolSafely.gov](http://www.PoolSafely.gov), is an excellent source of information about the campaign.
- b) All materials provided hereunder are for the exclusive use in performance of this task order only. The contractor shall not release any materials for public dissemination without prior written approval by the COR.
- c) The Contractor shall designate in performance of this task order a direct Contractor representative to work with and respond to any concerns or expedited requests from the COR.
- d) During the performance of this task order, all technical questions and concerns shall be coordinated with the designated COR. All directions must come from the COR.

### 8. Section 508 Compliance

Individual printed products and/or electronic communication products produced under this contract shall be submitted to CPSC for individual clearance. All material and products posted on [poolsafely.gov](http://poolsafely.gov) or other CPSC Web sites must meet Federal 508 compliance standards.

The Contractor shall indicate for each line item in the schedule whether each product or service is compliant or noncompliant with the accessibility standards at 36 CFR 1194. Further, the proposal must indicate where full details of compliance can be found (e.g., vendor's website or other exact location). All contractors (including subcontractors) or consultants responsible for preparing or posting content intended for use on a CPSC-funded or CPSC-managed Web site must comply with applicable Section 508 accessibility standards, and where applicable, those set forth in the referenced policy or standards documents below. Remediation of any materials that do not comply with the applicable provisions of 36 CFR Part 1194 as set forth in the SOW, shall be the responsibility of the contractor or consultant retained to produce the Web-suitable content or communications materials.