

05

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM  
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30

1. REQUISITION NUMBER PAGE OF 1 2  
2. CONTRACT NO. CPSC-D-10-0009 3. AWARD/EFFECTIVE DATE 09/17/2010 4. ORDER NUMBER 0001 5. SOLICITATION NUMBER 6. SOLICITATION ISSUE DATE

7. FOR SOLICITATION INFORMATION CALL: a. NAME Kim Miles b. TELEPHONE NUMBER (No collect calls) 301-504-7018 8. OFFER DUE DATE/LOCAL TIME

9. ISSUED BY CODE FMPS  
CONSUMER PRODUCT SAFETY COMMISSION  
DIV OF PROCUREMENT SERVICES  
4330 EAST WEST HWY  
ROOM 517  
BETHESDA MD 20814  
10. THIS ACQUISITION IS  
 UNRESTRICTED OR  SET ASIDE: % FOR:  
 SMALL BUSINESS  EMERGING SMALL BUSINESS  
NAICS:  HUBZONE SMALL BUSINESS  SOLE SOURCE  
SIZE STANDARD:  SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS  8(A)

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 CODE EXPA  
CONSUMER PRODUCT SAFETY COMMISSION  
OFFICE OF INFO & PUBLIC AFFAIRS  
4330 EASTWEST HIGHWAY  
ROOM 519  
BETHESDA MD 20814  
16. ADMINISTERED BY CODE FMPS  
CONSUMER PRODUCT SAFETY COMMISSION  
DIV OF PROCUREMENT SERVICES  
4330 EAST WEST HWY  
ROOM 517  
BETHESDA MD 20814

17a. CONTRACTOR/OFFEROR CODE [REDACTED] FACILITY CODE  
HOME SAFETY COUNCIL  
1250 I STREET NW  
SUITE 1000  
WASHINGTON DC 20005-5963  
TELEPHONE NO.  
18a. PAYMENT WILL BE MADE BY CODE FMPS  
CONSUMER PRODUCT SAFETY COMMISSION  
DIVISION OF FINANCIAL SERVICES  
4330 EAST WEST HWY  
ROOM 522  
BETHESDA MD 20814

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] TASK ORDER 0001  The contractor shall provide all labor, materials and equipment necessary to develop safety training and education programs in accordance with the Virginia Graeme Baker Pool and Spa Safety Act (P&SSAct). Services shall be for the period of September 20, 2010 through September 19, 2011.  (Use Reverse and/or Attach Additional Sheets as Necessary)				

25. ACCOUNTING AND APPROPRIATION DATA 0100A10DPS 2010 4479000000 EXFM002200 252H 26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$329,599.00

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 HEREIN.  
 29. AWARD OF CONTRACT REF. OFFER DATED [REDACTED] 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 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)  
30b. NAME AND TITLE OF SIGNER (Type or print) 30c. DATE SIGNED 31b. NAME OF CONTRACTING OFFICER (Type or print) 31c. DATE SIGNED  
Donna Hutton 9/17/10

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	Safety Education and Training Programs in accordance with the Virginia Graeme Baker Pool and Spa Safety Act and the attached description of services  The total amount of award: \$329,599.00. The obligation for this award is shown in box 26.	1	LT	329,599.00	329,599.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED   
  INSPECTED   
  NOTED: \_\_\_\_\_

ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

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 ( <i>Print</i> )		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE		
		42c. DATE REC'D ( <i>YYMMDD</i> )		42d. TOTAL CONTAINERS

## Description of Services

### 1. Introduction and Background

A. The Consumer Product Safety Commission is a small, independent regulatory agency with the mission of protecting consumers from the risk of injury and death relating to 15,000 different types of products under its jurisdiction. Though a small agency, CPSC often provides important safety information vital to keeping consumers safe.

B. The Virginia Graeme Baker Pool and Spa Safety Act (P&SSAct), a child safety law aimed at preventing drownings, entrapments and eviscerations, was signed by President Bush on December 19, 2007. Section 1407 of the Act calls upon the CPSC to implement an information and education program targeting 1) pool operators and owners and their employees (lifeguards, pool managers and maintenance workers, 2) pool industry stakeholders, including state and local officials, and 3) the general public, including minorities and hard to reach communities, directly and through national and local media.

C. The Contractor shall address the P&SSAct and focus on creating information and education programs that address the dangers of child drowning in general, and the hidden hazard of drain entrapments in particular. The Contractor shall target the audiences listed in paragraph B with particular emphasis given to the general public. Any and all materials developed or functions planned and executed by the Contractor will be compatible and coordinated with CPSC's branded pool and spa program, messaging on pool and spa safety, and the P&SSAct. The Contractors will work with CPSC's public relations contractor to assure continuity of message and design.

This solicitation is intended to provide contracts to organizations, associations and companies whose mission or work includes water safety and drowning and entrapment prevention education. These groups will demonstrate the capability for targeting and influencing the public, especially parents and children in underserved communities, and those in high pool density areas most impacted by drownings and pool and spa owners and operators.

### 2. Objective

- A. The primary purpose of this contract is to augment the Agency's outreach and education efforts on drowning and drain entrapment prevention and the P&SSAct, therefore impacting an even larger and more diverse audience around the country. The Contractor will use their **established expertise and networks** for communications and outreach, and their **substantial experience** educating on pool and spa safety issues to create, implement and track the success of their campaign. The efforts of the Contractor shall be aimed at supporting CPSC's goal to reduce the number of child drownings and entrapments and to promote compliance with Section 1404 of the Act for public pools and spas. Although Section 1404 of the Act

addresses only public pools and spas, the training programs and education should also be relevant to residential pools and their maintenance.

- B. The target audience for this contract can include all or part of the following groups:
  - 1) the general public, including minorities and hard to reach communities,
  - 2) pool operators and owners and their employees (lifeguards, pool managers and maintenance workers,
  - 3) pool industry stakeholders
- C. Of utmost importance will be the Contractor's ability to devise a program that will fit into its current mission and directly address the P&SSAct in relation to general aquatic education and training. The Contractor's ability to devise creative and original concepts for reaching out and educating segments of or all of the target audience. This capability will translate into influencing behavioral change on the part of the audience that will increase safety and reduce injurious incidents in public and residential pools and spas.
- D. Contractors shall document any strengths in working with particular segments of targeted audiences, including minority and hard to reach groups and communities with a significant number of pools and spas.

### **3. Contract Type**

This is a firm fixed Task Order against contract CPSC-D-10-0009. Performance will be measured based on training compliance with the P&SSAct and outreach capacity. .

### **4. Performance Work Statement**

- A. Independently and not as an agent of the government, the Contractor shall provide all labor, materials and equipment necessary to develop information and education program(s), project(s) and materials for the target audience. The Contractor will get approval for design and content of handouts and online materials from CPSC and/or its designated public relations contractor. All messaging will be consistent with CPSC's P&SSAct branded campaign.

Examples of plans for specific information and education outreach efforts shall include but are not limited to the following groups and objectives:

- 1) education about drowning and entrapment prevention, pool and spa safety to include tips for supervision and teaching children to swim; education about the P&SSact and layers of protection, including fencing and barriers for residential pools; and pool and spa safety programs directed to children.

- 2) education about the requirements of the P&SS Act and proper compliance with it, and general pool maintenance and safety, which might include a check list for daily safety maintenance and upkeep of drain covers and pool rooms.
  - 3) generate local or national media coverage of the hidden dangers of pool and spa drains, the importance of layers of protection around public and residential pools and spas, and the critical importance of constant supervision of children in and around water.
- B. The contractor may conduct or host safety events and educational programs and projects, produce and disseminate communication materials, including teaching projects and promotional materials.
- C. All materials developed and distributed by the Contractor will include the brand name and logo developed by CPSC for its campaign; all electronic materials will link to CPSC's [www.PoolSafety.gov](http://www.PoolSafety.gov) (as well as the Contractor's Web site).
- D. The contractor shall invite a CPSC representative to participate in all pool and spa safety events that they host or sponsor. Reports of these events and the audience reached are required.
- E. Translation Services: Where appropriate or as requested by CPSC, the contractor shall provide Spanish language materials for dissemination to key Spanish language media, Web sites, training sessions and at community events.
- F. The contractor shall demonstrate the ability to measure the effectiveness of their projects to meet the strategic objectives of the contract.

## **5. Contractor Qualifications**

The Contractor must meet the following minimum qualification requirements:

1. The contractor shall have a minimum of ten (10) years experience in pool and spa or aquatics safety.
2. The contractor shall have the ability to reach a significant portion of the targeted audience(s) (ref. paragraph 1.B).
3. The contractor shall have a record of innovative and successful public service or outreach on important consumer or public safety issues related to pools and spas.
4. The contractor shall have the ability to report placement and impressions or contact numbers for an analysis of the impact of the campaign.
5. The contractor shall have the ability to devise original and creative concepts for reaching out and educating targeted audiences that coincide with the Contractor(s) main mission.

6. The contractor shall have the ability to track and measure progress and success regarding influencing the target audience.

## **6. Reporting Requirements**

- a. The contractor shall provide a performance plan detailing the targeted audiences(s) and the methodology for tracking the effectiveness and outcomes of the program within five (5) working days of contract award. The plan shall be reviewed for approval by the CPSC Project Officer. Acceptance of the plan will be based on conformance with the performance work statement, paragraph 4. The contractor shall present the plan to the CPSC project office at a meeting to be held at CPSC headquarters.

- b. In addition, the contractor will submit the following reports to the Project Officer:

Monthly - Every month during the contract performance period, the contractor will submit a progress report within seven (7) calendar days after the end of the month being reported.

Format: Electronically in an MS Word document or Excel Spreadsheet

Content: Include major accomplishments, planned activities, milestones, any issues or risks, contingency plans, and action items.

Quarterly - Every three (3) months during the contract performance period, the contractor will submit a progress report within seven (7) days after the three month period.

Format: Electronically in an MS Word document or Excel Spreadsheet

Content: A summary of the work performed by Task including milestones, successes, obstacles, material development and completion, partner information, metric updates, and other information pertinent to the offeror's program management plan.

**Draft Final Report:** The contractor shall submit a draft final report to the Project Officer for review. The draft report shall be submitted in sufficient time to allow for the final report to be completed and approved by expiration of the contract. The draft final report shall identify all services performed and results achieved, including numbers, locations and identities, including position and affiliation, within the identified target groups. If returned to the contractor as a result of the review, the contractor shall address and/or revise their report accordingly and return the final version to the project officer within ten (10) working days. This document shall be sent electronically.

**Final Report:** The Contractor shall submit a final report to the Project Officer after review by the project officer and implementation of any required changes. The final Report(s) must be delivered either in a hardcopy (original and 2 copies) and electronic Format to the address in paragraph 8 by contract expiration.

## 7. Delivery and Performance

All materials developed and distributed by the Contractor shall be approved for design and content of handouts and online materials by the contract Project Officer and its designated public relations contractor. All messaging will be consistent with CPSC's P&SSact branded campaign.

## 8. Contract Points of Contact

- a. The contractor shall designate in performance of this contract one direct contractor representative to work with and respond to any concerns or expedited requests from CPSC.
- b. The designated CPSC Project Officer for this contract is as follows:

Kathleen Reilly  
Office of Information and Public Affairs  
4430 East West Highway  
Bethesda, Maryland 20814  
Tele: (301) 504-7222  
Email: [kreilly@cpsc.gov](mailto:kreilly@cpsc.gov)

## 9. Period of Performance

This task order shall be effective on September 20, 2010 and continue for a twelve month period (Ref. Line item 0001 in basic contract).

## 10. Government Furnished Materials

- a. The government may provide guidelines, art work, and materials for training and education that are currently being developed by the Agency and its public relations contractor.
- b. The Contractor shall use the Agency's established brand and logo for the pool and spa safety campaign on all education and training materials to identify these to be part of the CPSC's P&SSact campaign. These will be provided by CPSC.
- c. All electronic materials developed by the Contractor for general public consumption will be posted on the CPSC's [www.PoolSafety.gov](http://www.PoolSafety.gov) (as well as the Contractor's Web site).

## **11. Quality Control**

The contractor shall develop and maintain a quality control program to ensure qualified and professional personnel are being provided and that their performance is in accordance with the criteria stated within this performance work statement and commonly accepted commercial practices. At a minimum, the contractor shall develop quality control procedures that address the areas identified in the performance work statement.