

SOLICITATION

FINAL

1. SOLICITATION NO. N00024-10-R-3079		2. AMENDMENT NO. 1		3. EFFECTIVE DATE 02/17/2010		4. PURCHASE REQUEST NO. TBD	
5. ISSUED BY JENNIFER K WILLIAMS Office of Naval Research 875 N. Randolph St Arlington VA 22203-1995 JENNIFER.WILLIAMS4@NAVY.MIL 703-588-2432				6. ADMINISTERED BY			
7. CONTRACTOR				8. DELIVERY DATE See Section F		9. CLOSING DATE/TIME 03/02/2010 1400 <small>(hours local time – Block 5 issuing office)</small>	
				10. MAIL INVOICES TO See Section G			
11. SHIP TO See Section D				12. PAYMENT WILL BE MADE BY			
13. TYPE OF ORDER	D	X	This delivery order/call is issued on another Government agency or in accordance with and subject to terms and conditions of above-numbered contract.				
ACCEPTANCE. THE CONTRACTOR HEREBY ACCEPTS THE OFFER REPRESENTED BY THE NUMBERED PURCHASE ORDER AS IT MAY PREVIOUSLY HAVE BEEN OR IS NOW MODIFIED, SUBJECT TO ALL OF THE TERMS AND CONDITIONS SET FORTH, AND AGREES TO PERFORM THE SAME.							
NAME OF CONTRACTOR		SIGNATURE		TYPED NAME AND TITLE		DATE SIGNED	
14. ACCOUNTING AND APPROPRIATION DATA See Section G							
15. ITEM NO.	16. SCHEDULE OF SUPPLIES/SERVICES			17. QUANTITY ORDERED/ACCEPTED*	18. UNIT	19. UNIT PRICE	20. AMOUNT
See the Following Pages							
*If quantity accepted by the Government is same as quantity ordered, indicate by X. If different, enter actual quantity accepted below quantity ordered and encircle.			21. UNITED STATES OF AMERICA By: _____ CONTRACTING/ORDERING OFFICER				22. TOTAL
SECTION	DESCRIPTION			SECTION	DESCRIPTION		
B	SUPPLIES OR SERVICES AND PRICES/COSTS			H	SPECIAL CONTRACT REQUIREMENTS		
C	DESCRIPTION/SPECS/WORK STATEMENT			I	CONTRACT CLAUSES		
D	PACKAGING AND MARKING			J	LIST OF ATTACHMENTS		
E	INSPECTION AND ACCEPTANCE			K	REPRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFERORS		
F	DELIVERIES OR PERFORMANCE			L	INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS		
G	CONTRACT ADMINISTRATION DATA			M	EVALUATION FACTORS FOR AWARD		

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SECTION B SUPPLIES OR SERVICES AND PRICES

Offerors please complete.

CLIN - SUPPLIES OR SERVICES

For Cost Type Items:

Item	Supplies/Services Qty	Unit Est. Cost	Fixed Fee	CPFF

4000	Base Period (12 months) - Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office (RDT&E)	17745.0 LH		
4100	Option Period I(12 months) - Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office (RDT&E) Option	17745.0 LH		
4200	Option Period II (12 months) - Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office (RDT&E) Option	17745.0 LH		
4300	Option Period III (12 months) - Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office (RDT&E) Option	17745.0 LH		
4400	Option Period IV (12 months) -	17745.0 LH		

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Strategic
Communications
Support Service
for the Office of
Naval Research
Corporate
Strategic
Communications
Office (RDT&E)
Option

For ODC Items:

Item	Supplies/Services Qty	Unit Est. Cost
6000	Base Period (12 Months) - Other Direct Costs Not-to-Exceed CLIN associated with Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office CLIN 4000 (RDT&E)	1.0 Lot
6100	Option Period I (12 months) - Other Direct Costs Not-to-Exceed CLIN associated with Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications Office CLIN 4100 (RDT&E) Option	1.0 Lot
6200	Option Period II (12 months) - Other Direct Costs Not-to-Exceed CLIN associated with Strategic Communications Support Service for the Office of Naval Research Corporate Strategic Communications	1.0 Lot

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Office
(RDT&E) (RDT&E)
Option

6300 Option Period III 1.0 Lot
(12 months) -
Other Direct
Costs
Not-to-Exceed
CLIN associated
with Strategic
Communications
Support Service
for the Office of
Naval Research
Corporate
Strategic
Communications
Office (RDT&E)
Option

6400 Option Period IV 1.0 Lot
(12 months) -
Other Direct
Costs
Not-to-Exceed
CLIN associated
with Strategic
Communications
Support Service
for the Office of
Naval Research
Corporate
Strategic
Communications
Office (RDT&E)
Option

Offerors Please Complete the Estimated Cost, Fixed Fee, and Cost Plus Fixed Fee (CPFF) columns above.

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SECTION C DESCRIPTIONS AND SPECIFICATIONS

1.0 Background

Corporate Strategic Communications (CSC) provides strategic counsel, planning and execution of communication as a function of Chief of Naval Research (CNR) and Office of Naval Research (ONR) goals and requirements. CSC is responsible for generating awareness of CNR/ONR basic and applied research, informing stakeholders of promising research findings and technological advances, engaging stakeholders in the research-to-transitions process, and promoting success stories involving ONR and partners across the Naval Research and System Command enterprises. This communication responsibility includes collaborating with global research partners across academia, industry and other government organizations.

The communications support for the CNR/ONR team covers a team that spans the 50 states and 70 countries, including more than 900 companies, 3000 principal investigators, 3,000 graduate students and 1,000 universities and non-profit entities. Naval Sea Systems Command Office of the Directorate oversees the development, implementation and execution of the command communication strategy, planning and tactics for enterprise and national-level initiatives across all audiences.

This effort was previously competed under ONR's Multiple Award Task Order Contract (MATOC). An award was made to Jorge Scientific Corporation under delivery order N00014-04-D-0540/0002. The period of performance for that order expires on 28 April 2010.

2.0 Statement of Work

2.1 Objective

The purpose of this effort is to provide public information support to effectively communicate the role and contributions of ONR's Science and Technology (S&T) programs to internal and external stakeholders, including the tax-paying public, media representatives, the Department of the Navy (DoN) and Department of Defense (DoD) leadership and current and potential S&T partners. Work effort will be facilitated by and accountable to the Director, Corporate Strategic Communications Office, Office of Naval Research.

- This effort is required under the provisions of 10 USC 5022.
- Support contemplated under this solicitation will require travel, both domestic and international. There may be situations where it is necessary for performers to travel and utilize of Navy and Marine Corps field accommodations.
- Collaboration with all departments of ONR and with the broader Naval Research Enterprise (NRE) and DoN acquisition community will be required for a full understanding and appreciation of the efforts of the Agency.
- The focus of the effort is support for communication efforts of the Agency.

2.2 Scope

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To provide the required communications support at a professional level commensurate with the high-level technical information of naval science and technology. CSC requires support services for public affairs, strategic communications, and multimedia support, including:

1. Development and execution of strategic communication plans, including message writing, validation and insertion in communication products ;
2. Professional speechwriting;
3. Internal Communication Support including professional journalistic writing/editing;
4. External communications support to include receiving and cataloging media and public inquiries, and coordinating responses with appropriate ONR/DON subject matter experts;
5. Risk communication training and consultancy support;
6. Multimedia documentation and presentation, including audiovisual and photographic production and editing;
7. Execution of the command exhibit program, which covers exhibit planning, leasing of exhibit space and services;
8. Publishing of quarterly ONR/NRE flag ship publication, including writing, layout, design, printing and distribution;
9. Web management support, including content management, social media support and web site improvement coordination;
10. Photographic support and multimedia message videos;
11. Communications scheduling and work flow assistance;
12. Professional free lance writers; and
13. Printing that cannot be done through internal ONR channels and purchasing of approved specialty exhibit support material or Collateral Support Materials.

2.3 Technical Tasks/Requirements

ONR CSC requires strategic communications support personnel for all aspects of the operations of the communications office to include, but not be limited to:

1. Development and execution of strategic communication plans, including message writing, validation and integration in communication products. This includes developing/assisting in the planning, writing and layout/design of an annual communication strategy; planning, writing and layout/design of a monthly tactical communication document; collecting and analyzing metrics for assessment of communication initiatives using Excel spreadsheets and other tools.
2. Professional speech and feature-length writing. Includes ghostwriting 750- to 3,000- word articles for ONR leadership. Editing feature articles written by ONR subject matter experts to comply with editorial standards of preferred stakeholder communication publications and platforms. Prepare presentations for the CNR and ONR leadership in support of for about 60 speaking engagements a year to include development of messages to align ONR initiatives as outlined in the Science and Technology Strategic Plan with DON leadership/stakeholder and partnership messages. The writing support will be developed in both traditional Word and PowerPoint formats.
3. Internal Communication Support, including professional journalistic writing, editing and design support. Support includes writing, editing, and layout support for the command's weekly "ONR Snapshot" newsletter using Adobe In Design software for release to ONR employees, a bi-weekly ONR "Leadership Snapshot" for CNR release to Navy leadership, a monthly ONR "Leadership Snapshot" for CNR release to Marine Corps leadership, and 300-word leadership columns for the

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weekly ONR Snapshot. Other writing and editing include support of other written Public Affairs products such as press releases and communication plans as needed. Additionally, writers are responsible for development of a strategic communication calendar for ONR and CSC, and maintenance of communication documents on the shared drive.

4. External communications support. Support includes receiving and cataloging media and public inquiries, and coordinating responses with appropriate ONR/DON subject matter experts. Planning and executing the release of information on significant, pertinent and timely ONR events for placement in media outlets valued as a credible source by ONR customers and stakeholders.

5. Risk Communication Support. CSC's responsibilities for communicating with a broad range of stakeholders critical to ONR, internally to the Navy and externally to government, academia, industry, and the public, require strong science-based communication strategy and execution. Research in the area formally known as risk communication provides the essential principals to accurately define ONR's communication needs and accurately guide its communication planning and execution. To effectively adapt and apply these principles to ONR's unique needs, the CSC risk communication advisor must have extensive knowledge of organizational communication literature, background in Navy and DoD Public Affairs policies and broad understanding of military operations, systems and warfighter requirements identification process to properly advise the CSC director and staff, as well as provide training to ONR senior leadership. To fully support CSC's needs, the risk communication advisor must be able to gain credibility with senior officials within ONR, as well as with stakeholders, on successful military applications of science and technology. The advisor must have the ability and resources to help position ONR as a value-added technology resource for the Department of the Navy and the nation.

6. Multimedia documentation and presentation, including audiovisual and photographic production and editing. Provide multimedia support using Contractor Furnished Equipment for approximately 15 three-to-five minute videos on ONR-sponsored technology to support command communication goals. Support will also include on-site audiovisual documentation and feature-length products for three events per year. Products will be used for multiple outlets including video news releases, posting on ONR web site and other communication products. Material must be edited into a professional audiovisual product in accordance with industry audiovisual standards; adhere to Section 508 standards; and be usable by commercial news outlets when specified.

7. Execution of the command exhibit program, which covers exhibit planning, leasing of exhibit space and services. Contractor will provide support for the ONR Exhibit Program to include managing the development of yearly exhibit themes and collateral material for about 40 national/international events, such as Sea Air Space, Modern Day Marine, Paris Air Show, National Society of Black Engineers (NSBE), American Physical Society (APS) & New York Fleet Week. Support includes storing, maintaining, shipping and setting up ONR's 10x10, 10x20 and 20x20 display systems. Contractor will be responsible for securing and renting exhibit space (using the ODC CLIN), attending design meetings, handling all administrative matters associated with exposition planning (i.e. defining drayage, electrical, LAN hookups), identifying and leasing exhibit hardware, digital signage hardware/software, printing of 5-8 graphic elements/panel, and using pre-existing templates for display materials and making recommendations for government approval.

8. Publishing of quarterly ONR/NRE flag ship publication, including writing, layout, and design. Provide planning, design, layout, writing, editing and proofing of four quarterly ONR publications and the Naval Science and Technology Strategy bi-annually. Provision and management of print and electronic

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distribution. Subscription/subscriber management. Publications will be four-color products, with the magazine containing 64-72 pages with heavy photographic elements and the strategy will contain 40-56 pages.

9. Web management support, including content management, social media support and web site improvement coordination. Provide web content management support to a government employee for the ONR public web site and Intranet using the Site Corp content management system for the public site. Includes development and support of customized content management tools, managing two 300+ page websites (one internal, one external) consistent with professional industry standards and adherent to DoN and DoD policy and guidelines, under the supervision of a government official responsible for approving content. Task requires experience and/or extensive knowledge of Site Corp, or similar content management software and experience serving as the webmaster of a large government web site. A working level knowledge of video streaming is required.

10. Photographic support. Photography support of 100-200 distinct events each year which may require travel, portrait shots and capture of technology development, testing and demonstrations co-located with ONR partners. Photography should be captured in a journalistic style in digital format using Government Furnished Equipment or the Contractor's own equipment if it is determined to be acceptable. Photographs should be properly cropped, edited, and captioned according to Navy Style guidelines in order to support archival and search/find of specific photo events on Government Furnished Equipment for use in other command public affairs products. Photography products will be provided to support development of internal and external communication products.

11. Communications scheduling and work flow assistance. The Contractor should provide general executive assistant support to the office including keeping the ONR Corporate Events Calendar and CSC Communications Support Calendar, tracking assigned tasks, typing, and filing. The assistant shall support the scheduling of conferences and exhibits, constituent service, coordination of communication meetings and events, and direct support of work assigned to the CSC director.

12. Professional free lance writers. Freelance writers will research specified Science and Technology topic areas of importance to key ONR stakeholders, interview ONR leadership and subject matter experts, write feature length articles from 750 to 3500 words, market articles to selected publications familiar with their names and coordinate with ONR CSC representative to meet scheduling and milestone deadlines for at least 18 articles per year.

13. Printing that cannot be done through internal ONR channels and purchasing of approved exhibit support material. Contractor will produce support material or procure support material for the ONR exhibits. These materials must meet the specifications of the ONR exhibit design and structure. Support includes design, manufacturing, and delivery to government or agreed upon storage location. Examples of printing and exhibit support materials that cannot be done through internal ONR channels may include large signage, banners, specialty brochures or pamphlets, and other items not easily defined. Contractor must obtain approval from the Contracting Officer Representative (COR) prior to initiating of any printing requirement outside ONR internal channels.

2.4 Reports Data and Other Deliverables

2.4.1 Monthly Status and Financial Report

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The monthly status report shall list the major activities performed, the man-hours charged by key personnel, the total costs incurred for the month (Project Support Line Item and ODCs separated) and whether or not there are any projected deviations to the performance, schedule or budget for assigned tasks. The report shall include a forecast of work products for the coming month. The report should be submitted by the 15th day of the each month following the first full calendar month after task order award. Contractor format is acceptable and electronic submission is encouraged.

2.4.3 Quality Control Plan

The contractor is required to provide a Quality Control Plan detailing the quality control procedures and methods, how the plan will be implemented, and how the plan will be evaluated. The Quality Control Plan should be submitted within sixty (60) days of contract award. Contractor format is acceptable and electronic submission is encouraged.

2.4.4 Other Deliverables

The contractor is required to provide graphics, brochures, pamphlets, provide articles, newsletters, speeches, articles, photographs, and other media materials as required. The format for these items should be discussed and coordinated with the Contracting Officer's Representative (COR) prior to submission. Final products are property of the Office of Naval Research.

2.4.5 Ad Hoc Reports/Presentations

The Contractor shall provide ad hoc reports and presentations as required. The required format, timing, content and distribution shall be provided by the COR at the time the requirement is provided.

2.4.6 Final Report

The Contractor shall provide a final report which summarizes the major accomplishments during the period of performance as well as a summary of all prior submitted monthly reports. Contractor format is acceptable and electronic submission is encouraged.

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SECTION D PACKAGING AND MARKING

Packaging and marking shall be in accordance with Section D of the IDIQ contract.

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SECTION E INSPECTION AND ACCEPTANCE

Inspection and Acceptance of deliveries under this Task Order will be accomplished by the Task Order Manager/Contracting Officer's Representative listed in Section G, who shall have at least thirty (30) days after contractual delivery for acceptance.

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SECTION F DELIVERABLES OR PERFORMANCE

1. The support services performed under the Base Period (CLINs 4000 and 6000) shall be performed from date of task order award through twelve (12) months.
2. If exercised, the support services performed under Option Period I (CLINs 4100 and 6100) shall be performed from the effective date of option exercise through twelve (12) months thereafter.
3. If exercised, the support services performed under Option Period II (CLINs 4200 and 6200) shall be performed from the effective date of option exercise through twelve (12) months thereafter.
4. If exercised, the support services performed under Option Period III (CLINs 4300 and 6300) shall be performed from the effective date of option exercise through twelve (12) months thereafter.
5. If exercised, the support services performed under Option Period IV (CLINs 4400 and 6400) shall be performed from the effective date of option exercise through twelve (12) months thereafter.
6. Distribution, consignment and marking instructions for all reports listed in Section C, Statement of Work, shall be FOB Destination to the cognizant Task Order Manager/Contracting Officer's Representative listed in Section G.

7. Place of Performance

The majority of work will be performed at the Office of Naval Research. (See further details in Order Details within Section G).

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SECTION G CONTRACT ADMINISTRATION DATA

1. PAYMENT AND INVOICE INSTRUCTIONS (COST REIMBURSEMENT)

1.1 Submission of Invoices

PAYMENT AND INVOICE INSTRUCTIONS (COST TYPE)

All payments shall be made by funds transfers to the bank account registered in the Central Contractor Registration (CCR), <http://www.ccr.gov>. The Awardee agrees to maintain its registration in the CCR including information necessary to facilitate payment via Electronic Funds Transfer (EFT). Should a change in registry or other incident necessitate the payment to an account other than that maintained in CCR, it is the Awardee's responsibility to notify the Administrative Contracting Office (ACO) and obtain a modification to this Award reflecting the change. The Government shall not be held responsible for any misdirection or loss of payment which occurs as the result of an Awardee's failure to maintain correct/current EFT information within its CCR registration.

Wide Area Work Flow (WAWF) has been designated as the Department of Defense standard for electronic invoicing and payment. The Office of Naval Research will utilize the WAWF system. This web based system, located at <https://wawf.eb.mil>, provides the technology for government contractors and authorized Department of Defense (DoD) personnel to generate, capture and process receipt and payment-related documentation in a paperless environment. Payment Requests/Invoices for supplies/services rendered under this contract shall be submitted electronically through WAWF. Submission of hard copy DD250/invoices will no longer be accepted for payment.

It is recommended that all persons designated as CCR Electronic Business (EB) Points of Contact, and anyone responsible for submitting payment requests, use the online training system for WAWF at <http://wawftraining.com>. The Vendor, Group Administrator (GAM), and sections marked with an asterisk in the training system should be reviewed. Vendor Quick Reference Guides are also available at (http://acquisition.navy.mil/rda/home/acquisition_one_source/ebusiness/don_ebusiness_solutions/wawf_overview/vendor_information). The most useful guides are "Vendor Self Registration/Account Management" and "Cost Voucher".

To comply with the above initiative, the Awardee must register in WAWF and have the appropriate CAGE code activated. Your CCR EB Point of Contact is responsible for activating the CAGE code in WAWF by calling 1-866-618-5988. Once the CAGE Code is activated, the CCR EB Point of Contact will self-register in WAWF (<https://wawf.eb.mil>) and follow the instructions for a group administrator. After the CAGE Code is set-up on WAWF, any additional persons responsible for submitting payment requests must self-register in WAWF.

After self-registering and logging on to the WAWF system, click on the plus sign next to the word "Vendor" and then click on the "Create New Document" link. Enter the Contract Number (no dashes), Delivery Order (if applicable) and CAGE Code, and then hit Continue. (*Note - Some codes may automatically pre-populate in WAWF; if they do not, they should be entered manually*)

-Enter the Pay DODAAC and hit Submit.

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Pay DoDAAC: [Use the 6 character “PAYMENT WILL BE MADE BY” CODE on page one of the award document]

Select the “Cost Voucher” invoice type within WAWF and hit Continue. This type of invoice fulfills any requirement for submission of the Material Inspection and Receiving Report, DD Form 250. Fill in the additional required information (if it has not been pre-populated) and hit Continue.

Issue Date: [Use the signed date of the award document]

IssueBy DoDAAC: [Use the 6 character “ISSUED BY” CODE on page one of the award document]

Admin DoDAAC: [Use the 6 character “ADMINISTERED BY” CODE on page one of the award document]

DCAA Auditor DoDAAC: [Look up via the AUDIT OFFICE LOCATOR at <http://www.dcaa.mil>. If you encounter any problems finding your cognizant audit office, write to dcaaweb@dcaa.mil or call ONR’s DCAA liaison at (703) 696-2599]

Service Approver: [Use the 6 character “ADMINISTERED BY” CODE on page one of the award document]

LPO DoDAAC: [Use the 6 character “ADMINISTERED BY” CODE on page one of the award document] (*Note - this line is required only when the “PAYMENT WILL BE MADE BY” DODAAC is HQ0251 or begins with an ‘N’; otherwise leave blank*)

Fill in all applicable information under each tab within the document. Back up documentation (5MB limit) can be included and attached to the invoice in WAWF under the “Misc Info” tab.

Take special care when you enter Line Item information - the Line Item tab is where you will detail your request for payment and material/services that were provided based upon the contract. Be sure to fill in the following two informational items exactly as they appear in the contract:

Item Number: If the contract schedule has more than one ACRN listed as sub items under the applicable Contract Line Item Number (CLIN), use the 6 character separately identified Sub Line Item Number (SLIN) (e.g. – 0001AA) or Informational SLIN (e.g. – 000101), otherwise use the 4 character CLIN (e.g. – 0001).

ACRN: Fill-in the applicable 2 alpha character ACRN that is associated with the SLIN or CLIN. (Note – DO NOT INVOICE FOR MORE THAN IS STILL AVAILABLE UNDER ANY ACRN).

After all required information is included, click on the “Create Document” button under the “Header” tab.

1.2 Payment of Allowable Costs and Fixed Fee

As consideration for the proper performance of the work and services required under this contract, the Contractor shall be paid as follows:

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(a) Costs, as provided for under the contract clause entitled "Allowable Cost and Payment," shall not exceed the amount set forth as "Estimated Cost" in Section B, and is subject to the contract clause entitled "Limitation of Cost" or "Limitation of Funds" whichever is applicable.

(b) A fixed fee, in the amount set forth as 'Fixed Fee' in Section B, in accordance with the contract clause FAR 52.216-8 "Fixed Fee", shall be paid upon completion of the work and services required under this contract and upon final acceptance by the Contracting Officer. However, the Contractor, shall bill on each voucher the amount of the fee bearing the same percentage to the total fixed fee as the amount of cost billed bears to the total estimated cost not to exceed the amount set forth as "Fixed Fee" in Section B. The total fixed fee billed, shall not exceed the total fixed fee specified in Section B and is subject to the contract clause entitled "Limitation of Cost" or "Limitation of Funds" whichever applies.

(c) In accordance with FAR 52.216-8, "Fixed Fee", the Administrative Contracting Officer (ACO), in order to protect the Government's interest, shall withhold 10% of the fixed fee amount set forth in Section B or until a reserve is set aside in the amount of \$100,000.00, whichever is less. The ACO shall release 75% of the fixed fee reserve upon acceptance of deliverables identified in section F of this contract. The remaining 25% of the fixed fee reserve will be released after receipt of final rates, the contractor has satisfied all other contract terms and conditions, including the submission of final patent and royalty reports, and is not delinquent in submitting final vouchers of prior years' settlements.

1.3 Allotment of Funds

(a) It is hereby understood and agreed that this contract will not exceed a total amount of \$XXXXX; including an estimated cost of \$XXXXX and a fixed fee of \$XXXXX.

(b) It is hereby understood and agreed that CLIN XXXX will not exceed a total amount of \$XXXXX; including an estimated cost of \$XXXXX and a fixed fee of \$XXXXX. The total amount presently available for payment and allotted to CLIN XXXX of this contract is \$XXXXX; including an estimated cost of \$ and a fixed fee of \$XXXXX. It is estimated that the amount allotted of \$ will cover the period from date of award through XXXXX.

(c) It is hereby understood and agreed that CLIN XXXX will not exceed a total estimated cost of \$XXXXX (no fixed fee). The total amount presently available for payment and allotted to CLIN XXXX is \$XXXXX. It is estimated that the amount allotted of \$XXXXX will cover the period from date of award through XXXX months thereafter.

2.0 Payment Instructions for CLINs W/ Multiple ACRNs/Lines of Accounting

For all invoices submitted against CLINs with multiple Accounting Classification Reference Numbers (ACRNs), the billing shall be paid from the earliest Fiscal Year (FY) appropriation first (e.g., FYX0 funding shall be completely exhausted before any FYX1 funds are paid). In the event there are multiple ACRNs with the same FY of appropriation, billings shall be proportionally billed to all ACRNs for that FY in the same ratio that the ACRNs are obligated.

3.0 Order Details

3.1 Other Direct Costs (ODCs)

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ODCs (including travel, supplies, etc.) will be reimbursed at cost plus G&A without profit or fee. Purchases of items (other than consumable materials or supplies) exceeding \$2,500 and all travel must be approved in advance by the Contracting Officer's Representative (COR). The total Travel/ODC amount is not to exceed \$1,300,000 per year.

This NTE amount should be proposed and included as part of the cost total (without profit or fee) in every proposal submitted under this solicitation.

3.1.1 Travel and Per Diem

Travel will be required to support this Statement of Work. In accordance with the contract requirements, direct costs associated with the Contractor's travel should not exceed the applicable rates found in the Joint Travel Regulations (JTR). All travel arrangements under the Contractor's responsibility include: clearance requests, hotel accommodations, travel orders, and visa/passport requirements, unless otherwise stated by the Government sponsor.

3.1.2 Other Direct Costs (Other than Travel and Per Diem)

ODCs may be required to fully support this task requirement. At this time, the specific items cannot be identified; however the ODC and Travel cost total cannot exceed the NTE amount stated in Section G, paragraph 3.1.

3.2 Government Furnished Resources (GFR):

The Government will provide information, material and forms unique to the Government for supporting the task. The Government furnished resources necessary to perform the statement of work should be identified and requested through the designated Contracting Officer's Representative (COR).

3.3 Place of Performance and Facilities, Supplies and Services: Work will be performed at the Office of Naval Research and company site locations as noted in the labor category descriptions in Section G, paragraph 9.0. All personnel are expected to work at the Office of Naval Research with the exception of the part-time Risk Communication Specialist and Free Lance Writers. Basic facilities such as work space and its associated operating requirements (i.e., phones, desks, and utilities) will be provided while working in Government facilities. In addition, a camera and other photography equipment is available for the photography required under the Section C, paragraph 10.0. The availability of any required computer resources while working in Government facilities should be verified in advance with the designated Contracting Officer Representative (COR).

3.4 Information: All Government unique information related to this requirement necessary for Contractor performance will be made available to the Contractor. The Contracting Officer's Representative (COR) will be the point of contact for identification of any required information to be supplied by the Government.

3.5 Documentation: All existing documentation relevant to this task's accomplishment will be made available to the contractor at the beginning of the task. The Contractor will be required to prepare documentation in accordance with defined guidelines provided by the Government.

3.6 Equipment: With the exception to the basic facility terms items noted in Section G, paragraph 3.3, and in accordance with the general guidance in FAR Part 45.102, Contractors are required to furnish all property necessary to perform on Government contracts or orders. PCs should not be proposed as a

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direct charge under this solicitation. For security purposes, computers may be required to be authorized and approved for use by ONR.

Contractors may be required to obtain one or more Navy Marine Corps Intranet (NMCI) seats to perform the Task Order Statement of Work. During the performance of the Order, if either party (Government or Contractor) identifies a requirement for the Contractor to obtain an NMCI seat to perform its duties, ONR officials will work with the Contractor to obtain an NMCI seat in a timely manner and, if necessary, will pursue a mutually satisfactory agreement in regards to any formal modifications or changes to the scope, structure or dollar values of the Order as a result of the emerging NMCI requirements. General information regarding NMCI can be obtained at: <http://www.nmci-eds.com/index.asp>.

3.7 Subcontracts/Consultants: This is a 100% Small Business Set-aside and the prime Contractor's employees shall perform at least 51 percent of the cost of the contract performance incurred for personnel.

3.8 Security Requirements:

a. Clearance Requirements. During the performance of this effort, the Contractor may be required to have access to, and may be required to receive and generate classified data to the level of SECRET. For personnel, a minimum of a SECRET clearance is required. Any Contractor facilities used in support of this contract must be granted SECRET Facility clearance and have the capability to store material classified up to and including SECRET. A DD Form 254 will be required to access or produce any classified information. Additionally, Contractor is required to safeguard all information labeled as proprietary.

b. Privacy Act. All Contractor personnel assigned to this task will have access to information that may be subject to the Privacy Act of 1974. The Contractor is required to ensure the proper safeguarding of such information to prevent unauthorized release.

c. Nondisclosure Agreement. In the course of its work, the Contractor will be required to execute Nondisclosure Agreements (NDAs) as outlined in Section L, paragraph 1.5.1 of this solicitation.

4.0 Procuring Office Representatives:

In order to expedite administration of this order, the Administrative Contracting Officer should direct inquiries to the appropriate office listed below. Please do not direct routine inquiries to the person listed in Block 21 of the signature page of this order.

Contract Negotiator – Jennifer Williams, ONR 251, (703) 588-2432, DSN 426-2432, E-Mail Address: Jennifer.williams4@Navy.mil

Security Matters – Ms. Diana Pacheco, ONR 43, (703) 696-8177, DSN 426-8177, E-Mail Address: diana.pacheco@navy.mil

Task Order Ombudsman (as per FAR 16.505(b)(5))- CAPT John Couture, ONR 02, (703) 696-4607, DSN 426-4607, Email Address: john.couture@navy.mil

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5.0 ONR 55252.242-9720 CONTRACTING OFFICER'S REPRESENTATIVE (COR) (SEP 1996)

The COR for this contract is: Will be inserted at time of award.

Code: XXXX

Mailing Address: Office of Naval Research, 875 North Randolph Street, Suite XXX, Arlington, VA 22203-1995

The COR will act as the Contracting Officer's representative for technical matters, providing technical direction and discussion as necessary with respect to the specification or statement of work, and monitoring the progress and quality of contractor performance. The COR is not an Administrative Contracting Officer and does not have authority to take any action, either directly or indirectly, to change the pricing, quantity, quality, place of performance, delivery schedule, or any other terms and conditions of the contract (or delivery order), or to direct the accomplishment of effort which goes beyond the scope of the statement of work in the contract (or delivery order).

When, in the opinion of the contractor, the COR requests effort outside the existing scope of the contract (or delivery order), the contractor shall promptly notify the contracting officer (ordering officer) in writing. No action shall be taken by the contractor until the contracting officer (or ordering officer) has issued a modification to the contract (or delivery order) or has otherwise resolved the issue.

In the absence of the COR named above (due to reasons such as leave, illness, official travel), all responsibilities and functions assigned to the COR shall be the responsibility of the alternate COR acting on behalf of the COR.

6.0 Contract Type

This is a cost-plus-fixed-fee (level of effort) task order.

7.0 Level of Effort ONR 5252.216-9706 (DEC 88)

1) The Contractor agrees to provide the total level of effort specified in the next sentence in performance of the work described in this contract. The yearly level of effort for the performance of this contract shall be 17,745 total hours of direct labor, including subcontractor direct labor for those subcontractors specifically identified in the Contractor's proposal as having hours included in the proposed level of effort. A breakdown of labor categories and hours is set forth in Paragraph 11 below.

2) The level of effort for this contract shall be expended at an average rate of 1,479 hours per month. It is understood and agreed that the rate of 1,479 hours per month may fluctuate in pursuit of the technical objective, provided such fluctuation does not result in the use of the total hours of effort prior to the expiration of the term of the contract.

3) The Contractor is required to notify the Contracting Officer when any of the following situations occur or are anticipated to occur: If during any three consecutive months the monthly average is exceeded by 25% or, if at any time it is forecast that during the last three months of the contract less than 50% of the monthly average will be used during any given month; or, when 85% of the total level of effort has been expended.

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4) If, during the term of the contract, the Contractor finds it necessary to accelerate the expenditure of direct labor to such an extent that the total hours of effort specified would be used prior to the expiration of the term, the Contractor shall notify the Contracting Officer in writing, setting forth the acceleration required, the probable benefits which would result, and an offer to undertake the acceleration at no increase in the estimated cost or fixed fee together with an offer, setting forth a proposed level of effort, cost breakdown, and proposed fixed fee, for continuation of the work until expiration of the term hereof. The offer shall provide that the work proposed will be subject to the terms and conditions of this contract and any additions or changes required by then current law, regulations, or directives, and that the offer, with a written notice of acceptance by the Contracting Officer, shall constitute a binding contract. The Contractor shall not accelerate any effort until receipt of such written approval by the Contracting Officer. Any agreement to accelerate will be formalized by contract modification.

5) The Contracting Officer may, by written order, direct the Contractor to accelerate the expenditure of direct labor such that the total hours of effort specified in paragraph 1 above would be used prior to the expiration of the term. This order shall specify the acceleration required and the resulting revised term. The Contractor shall acknowledge this order within five days of receipt.

6) If the total level of effort specified in paragraph 1 above is not provided by the Contractor during the period of this contract, the Contracting Officer shall either (i) reduce the fixed fee of this contract as follows:

Fee Reduction =

Fixed Fee x (Required LOE Hours - Expended LOE Hours

Required LOE Hours

or (ii) subject to the provisions of the clause of this contract entitled "Limitation of Cost", require the Contractor to continue to perform the work until the total number of hours of direct labor specified in paragraph 1 shall have been expended, at no increase in the fixed fee of this contract.

7) In the event the government fails to fully fund the contract in a timely manner, the term of the contract will be extended accordingly with no change to cost or fee. If the government fails to fully fund the contract, the fee will be adjusted in direct proportion to that effort which was performed.

8) Notwithstanding any of the provisions in the above paragraphs, the Contractor may furnish hours up to five percent in excess of the total hours specified in paragraph 1 above, provided that the additional effort is furnished within the term hereof, and provided further that no increase in the estimated cost or fixed fee is required, and no adjustment in the fixed fee shall be made provided that the contractor has delivered at least 95% of the level of effort required in paragraph 1 above.

9) It is understood that the mix of labor categories provided by the Contractor under the contract, as well as the distribution of effort among those categories, may vary considerably from the initial mix and distribution of effort that was estimated by the government or proposed by the Contractor.

10) Nothing herein shall be construed to alter or waive any of the rights or obligations of either party pursuant to the clause entitled "Limitation of Costs" or "Limitation of Funds", either of which clauses as incorporated herein applies to this contract.

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11) A breakdown of the total level of effort is as follows:

The period of performance shall be as follows: a 12-month base period and four 12-month option periods have been estimated for the proposed contract.

Annual Level of Effort: The base period of performance will be from time of award through 12-months. The level of effort anticipated for this period is approximately 9.64 man-years at an average rate of approximately 1,479 hours per month. The period of performance for each option period is 12 months from the start of the option period. The level of effort anticipated for each option period is approximately 9.64 man-years at an average rate of approximately 1,479 hours per month.

Labor Category	Hours Per Year
Senior Strategic Communication Manager	1,840
Senior Strategic Communication Specialist	7,360
Strategic Communication Specialist	3,680
Administrative Communication Assistant	1,840
Visual Information Specialist	1,840
Risk Communication Specialist	825
Free Lance Writers	360
Total	17,745

Note: 1,840 hours is equivalent to one (1) man-year taking into account 20 days of paid time off (including sick and vacation days) and 10 government holidays.

The above labor categories and hours are provided as the Government's best estimate of the work to be performed. The offeror may propose the same level of effort (hours and labor categories) or a different level of effort based on its own labor classification system and unique approach to satisfy the Government's requirement. While the Government will consider an alternate level of effort, it is the Government's preference to maximize the estimated labor hours devoted to the direct performance of the technical tasks. To the extent that the level of effort proposed is different than the Government's estimate, the offeror's technical proposal should clearly specify the hours and labor categories proposed for each task in the statement of work.

8.0 SSP 5252.216-9775 Increase in Level of Effort (Cost-Reimbursement) (Mar 1992)

(a) In addition to any other option rights that may be provided to the Government by this contract, the Government shall have the right, within any given contract period established in Section C of this contract, to increase the level of effort by up to thirty percent (30%) of the total level of effort for that period at the same labor mix as proposed in the contract for that period. The Contractor agrees to

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accept such increase in the level of effort at an increase in the estimated cost and an increase in the fixed fee which are calculated as follows:

$$IEC = (ILOE/LOE) \times EC$$

$$IFF = (ILOE/LOE) \times FF$$

IEC = The increase in the estimated cost.

ILOE = The increase in the level of effort.

LOE = The level of effort contracted for the contract year in which the level of effort is increased.

EC = The estimated cost contracted for in the contract year in which the level of effort is increased.

IFF = The increase in the fixed fee.

FF = The fixed fee contracted for in the contract year in which the level of effort is increased.

This option may be exercised at any time or times prior to the end of the affected period provided however, that the exercise of such option must give the Contractor sufficient time to provide all of the man-hours for that period, including the increase, by the end of the affected period.

(b) Any exercise by the Government of its option rights under this clause shall be effected by written notice from the Contracting Officer.

(c) The exercise of the option shall be formally reflected by a modification to this contract increasing the estimated cost and fixed fee and adjusting the Level of Effort provision for the affected contract period.

9.0 Personnel Qualifications

9.1 Personnel Qualifications

The Contractor shall provide qualified personnel to manage and execute all aspects of the statement of work. All personnel must be thoroughly familiar and proficient in the use of commercial software packages such as Microsoft Word, Project, Excel and PowerPoint. The following skill sets are anticipated to support the tasks:

9.1.1 Senior Strategic Communications Manager. The Senior Strategic Communication Manager should have at least a Bachelor's degree from an accredited college or university and at least fifteen (15) years of experience as a communicator or writer in support of various unique, specialized organizational goals. The requirement for a Bachelor's degree may be waived if the proposed personnel has some higher level education and at least twenty (20) years of experience as a communicator or writer in support of various unique, specialized organizational goals. The proposed personnel should provide a maximum of a two (2) page writing sample of a previously published professional publication. The proposed personnel must be thoroughly familiar and proficient in the use of commercial software

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packages such as Adobe InDesign Suite, Microsoft Word, Project, Excel and PowerPoint. The proposed individual should have excellent professional writing skills and verbal communications skills. The proposed individual should demonstrate competence representing organizations of departmental, national, and international interests via multimedia and face-to-face venues, such as print, broadcast and exhibit formats. A working level knowledge of video streaming is required. The manager must be able to convey meaningful messages related to the organizational mission scientific research and technology discovery and transition. The manager should have the ability to effectively write, edit, and publish newsletters and other publications. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required. Some travel may be required in support of ONR events.

9.1.2 Senior Strategic Communications Specialists. The Senior Strategic Communication Specialists should each have at least a Bachelor's degree from an accredited college or university and at least ten (10) years of experience as a communicator or writer in support of various unique, specialized organizational goals. The requirement for a Bachelor's degree may be waived if the proposed personnel have some higher level education and at least fifteen (15) years of experience as a communicator or writer in support of various unique, specialized organizational goals. Three of the four of the proposed personnel should provide a maximum of a two (2) page writing sample of a previously published professional publication. The proposed personnel must be thoroughly familiar and proficient in the use of commercial software packages such as Adobe InDesign Suite, Microsoft Word, Project, Excel and PowerPoint. One of the four Specialists should be proficient in the use of Site Corp and Web Management. The proposed individual should have excellent professional writing skills and verbal communications skills. The proposed individual(s) should demonstrate competence representing organizations of departmental, national and international interests via multimedia and face-to-face venues, such as print, broadcast and exhibit formats. A working level knowledge of video streaming is required. The specialist(s) must be able to convey meaningful messages related to the organizational mission scientific research and technology discovery and transition. The specialist should have the ability to effectively write, edit, and publish newsletters and other publications. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required. Some travel may be required in support of ONR events.

9.1.3 Strategic Communications Specialists. The Strategic Communications Specialists should have at least a Bachelor's degree from an accredited college or university and at least five (5) years of experience in providing public affairs support in a professional communications environment. The requirement for Bachelor's degree may be waived if the proposed personnel have some higher level education and at least ten (10) years of experience as a communicator or writer in support of various unique, specialized organizational goals. Previous experience with Defense related public affairs support is desired. The proposed personnel should provide a maximum of a two (2) page writing sample of a previously published professional publication. The proposed individual should have excellent skills in customer relations and be able to communicate effectively with and for senior level DoD and DoN officials to assist them in the process of communicating the ONR message. The proposed individual should have excellent professional writing skills and verbal communications skills. The proposed individual should have demonstrated competence in research and planning skills to support outreach activities. The Specialist should have the ability to effectively organize and track tasks, and develop well-written business letters and reports. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required. Some travel may be required in support of ONR events.

9.1.4 Administrative/Communications Assistant. The Administrative/Communications Assistant should

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have at least five (5) years of experience and excellent skills in preparing event materials, scheduling meetings, assembling press clippings and developing reports. The requirement for a Bachelor's degree may be waived if the proposed personnel have at least ten (10) years of experience and excellent skills in preparing event materials, scheduling meetings, assembling press clippings and developing reports. The administrative support person should have demonstrated competence in documentation management and desktop publishing in the preparation of fact sheets. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required. Some travel may be required in support of ONR events.

9.1.5 Visual Information Specialist. The Visual Information Specialist should have at least a Bachelor's degree from an accredited college or university and at least five (5) years experience in professional photography. The requirement for a Bachelor's degree may be waived if the proposed individual at least ten (10) years of experience in professional photography. The proposed individual should have excellent skills in both still and video photography including staging and studio. The proposed individual should demonstrate competence in photojournalism. The Visual Information Specialist should have the ability to effectively manage technical aspects of image distribution and must be familiar with Navy customs and protocols with respect to the correct wearing of the Navy uniform, security considerations, etc. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required. Some travel may be required in support of ONR events.

9.1.6 Risk Communication Specialist. The Risk Communication Specialist should have at least a Master's degree in organizational communication or a related field from an accredited college or university and at least fifteen (15) years experience in risk communication. The proposed individual should have a record of success conducting corporate and organizational communication programs, preferably in both government and private sector, as well as skill and credibility in providing advice and counsel to senior leaders. It is preferred that the proposed individual have an in-depth military background, including the policies and procedures of military public affairs. The Risk Communication Specialist should be experienced in the leading organizational change methodologies and best practices, and the successful application of risk communication principles in a variety of organizational change scenarios. A minimum of a SECRET INTERIM clearance and the ability to obtain a favorable FINAL SECRET clearance is required.

9.1.7 Free Lance Writers. Writers should have a Bachelor's degree in journalism, mass communication and at least 8 to 10 years of writing experience including technical articles for print and/or online publications. The requirement for a Bachelor's degree may be waived if the proposed personnel have at least fifteen (15) years of writing experience including technical articles for print and/or online publications. The proposed personnel should provide a maximum of a two (2) page writing sample of a previously published professional publication. A SECRET clearance is not required for the Free Lance Writers.

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SECTION H SPECIAL CONTRACT REQUIREMENTS

H-1 NOTIFICATION CONCERNING DETERMINATION OF SMALL BUSINESS SIZE STATUS

For the purposes of FAR clauses 52.219-6, NOTICE OF TOTAL SMALL BUSINESS SET-ASIDE, 52.219-3, NOTICE OF TOTAL HUBZONE SET-ASIDE, 52.219-18, NOTIFICATION OF COMPETITION LIMITED TO ELIGIBLE 8(A) CONCERNS, and 52.219-27 NOTICE OF TOTAL SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS SET-ASIDE, the determination of whether a small business concern is independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the size standards in this solicitation, and further, meets the definition of a HUBZone small business concern, a small business concern certified by the SBA for participation in the SBAs 8(a) program, or a service disabled veteran-owned small business concern, as applicable, shall be based on the status of said concern at the time of award of the SeaPort-e MACs and as further determined in accordance with Special Contract Requirement H-19.

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SECTION I CONTRACT CLAUSES

CONTRACT CLAUSES SHALL BE IN ACCORDANCE WITH SECTION I OF THE BASIC IDIQ SEAPORT-E MULTIPLE-AWARD CONTRACT AND HEREBY INCORPORATED BY REFERENCE.

ADDITIONAL FAR AND DFARS CLAUSES

THIS TASK ORDER INCORPORATES ONE OR MORE CLAUSES BY REFERENCE WITH THE SAME FORCE AND EFFECT AS IF THEY WERE GIVEN IN FULL TEXT. UPON REQUEST, THE CONTRACTING OFFICER WILL MAKE THEIR FULL TEXT AVAILABLE. ALSO, THE FULL TEXT OF A CLAUSE MAY BE ACCESSED ELECTRONICALLY AT THIS ADDRESS: [HTTP://WWW.ARNET.GOV/FAR/](http://www.arnet.gov/far/)

X	FAR 52.217-9	Option to Extend the Term of the Contract (MAR 2000) (In first blank of paragraph (a) insert "any time during period of performance," in second blank of paragraph (a) insert "1 day," and in paragraph (c), insert "5 years."
X	FAR 52.223-5	Pollution Prevention and Right-to-Know Information (AUG 2003)
X	FAR 52.223-6	Drug-Free Workplace (MAY 2001)
X	DFARS 252.204-7000	Disclosure of Information (DEC 1991)
X	DFARS 252.215-7002	Cost Estimating System requirements (DEC 2006)

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SECTION J LIST OF ATTACHMENTS

- Attachment Number 1: Non-Disclosure Agreement, 2 pages
- Attachment Number 2: Past Performance Questionnaire, 2 pages
- Attachment Number 3: Rate Check Request Template, 2 pages
- Attachment Number 4: Cost Proposal Format, 1 page
- Attachment Number 5: Quality Assurance Surveillance Plan, 8 pages
- Attachment Number 6: Financial Accounting Data (FAD) Sheet (will be attached at time of award)

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SECTION K REPRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFERORS

The requirement for Annual Representation and Certifications at 52.204-8 applies at the basic multiple award contract (MAC) level for each Offeror. Offerors are not required to submit representation or certifications in response to this solicitation or its subsequent Task Order award, if any. All requests for representation or rerepresentation shall come from the MAC Contracting Officer in accordance with the terms of the basic contract.

The Ordering Officer will consider quoter's size/socioeconomic status as defined within the SeaPort-e portal at the following web address:

<https://auction.seaport.navy.mil/Bid/PPContractListing.aspx>

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SECTION L INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

1.0 Proposal Requirements

1.1 Proposals

Proposals must be submitted electronically no later than 02 MAR 2010, 2:00 pm local time, via the Seaport electronic portal. Upon receipt of proposals, the Government will evaluate each proposal for the purpose of determining which Offeror provides the best value to the Government. Offerors must comply with the detailed instructions for the format and content of the proposal; proposals that do not comply with the detailed instructions for the format and content of the proposal may be considered non-responsive and may render the Offeror ineligible for award.

1.2 Proposal Format:

In order to maximize efficiency and minimize the time for proposal evaluation, it is required that all Offerors submit their proposals in accordance with the format and content specified. The electronic proposal shall be prepared so that if an evaluator prints the proposal, the proposal meets the following format requirements:

- a. 8.5 x 11 inch paper
- b. Double spaced typed lines
- c. No graphics or pictures other than those specified in this solicitation
- d. 1 inch margins
- e. 12-point Times New Roman Font in text
- f. No hyperlinks
- g. Microsoft Word or Adobe Acrobat software
- h. All files named with the file extension ".doc" or ".PDF"
- i. Supporting Cost Data may contain spreadsheets in Microsoft Excel software, with all files named with the file extension, ".xls"

1.2.1 Specific File Format

One (1) file, continuous flow, Microsoft Word or Adobe Acrobat that includes the sections as specified below:

1.2.2 Proposal submissions and pages

Proposals shall be limited to the following submissions and pages:

Volume 1 - Legal Offer

- a. Cover letter, page limit: 1
- b. Table of Contents, page limit: 1
- c. Section B, no limit

Volume 2 - Technical: 20 pages (excluding Personnel Resumes and Writing Samples)

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- a. Personnel Qualifications
- b. Past Performance
- c. Management Plan and Technical Approach

Volume 3- Cost: no limit

1.2.3 Proposal Content

1.2.3.1 Volume 1, Legal Offer

The completion and submission to the Government of an offer shall indicate the Offeror's unconditional agreement to the terms and conditions in this solicitation. The offer consists of, and must include the following:

- a. Cover Letter. The proposal shall include a cover letter that identifies all enclosures being transmitted as part of the proposal. The letter shall reference the solicitation number and acknowledge that it transmits an offer in response to the solicitation. It shall state proposal validity for 120 days.
- b. Section B, fill-ins to be completed by Offeror

1.2.3.2 Volume 2 – Technical

1.2.3.2.1 Factor 1: Personnel Qualifications

The technical proposal should include the following: the Offeror's understanding of the personnel requirements, resumes of proposed personnel, writing samples limited to a maximum of two (2) pages for required labor categories identified under Section G Paragraphs 9.1.1, 9.1.2, 9.1.3 and 9.1.7, and the amount of proposed hours for personnel.

1.2.3.2.2 General personnel requirements:

The Offeror shall identify all proposed personnel who are not currently employees of the Offeror or proposed subcontractor. The Offeror shall also provide a statement signed by each person indicating his/her commitment to be hired if the Task Order is awarded to the Offeror, and specifying compensation. All proposed personnel, where indicated in Section G, paragraph 3.8, shall have an INTERIM SECRET security clearance with the ability to obtain a favorable FINAL SECRET security clearance at time of contract award.

Contractors submitting a proposal under the subject solicitation should attempt to minimize the number of proposed labor personnel for which candidates have not been identified. Risk increases when candidates have not been identified for proposed labor category personnel positions. An officer of the prime contractor and any proposed subcontractor(s) must certify that all individuals proposed are available to work on this Task Order. Resumes are considered a material part of the proposal.

1.2.3.2.3 Factor 2: Past Performance on Similar Contracts

Offers shall describe experience on how they have performed on earlier tasks under similar contracts that demonstrate: a.) specific FNC Program or similar Technology Transition Program experience, b)

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high quality deliverables, c) cost control.

The offer shall identify a total of three current or recently completed (past 3 years) contract references performed by the prime or by its sub-contractor, and complete a past performance questionnaire (Attachment 2) for each. Offerors should provide Past Performance Questionnaires to its customer references so they can electronically mail (e-mail) the completed questionnaires directly to the Contracting Officer.

The Government may contact some of each Offeror's customers to ask whether or not they believe: (1) that the Offeror is capable, efficient, and effective; (2) that the Offeror's performance conformed to the terms and conditions of its contract; (3) that the Offeror was reasonable and cooperative during performance; (4) that the Offeror was committed to customer satisfaction; (5) that the Offeror was able to hire and retain qualified personnel to the satisfaction of the customer; and (6) if given a chance, whether they would select the same Contractor or a different Contractor. The Government may also use other information available from Federal, State and local Government agencies, Better Business Bureaus, published media, and electronic databases to evaluate an Offeror's past performance. Contractor Performance Assessment Reports (CPARs) or other past performance assessment tools may be used. The Government reserves the right to limit or expand the number of references it decides to contact and to contact references other than those provided by the Offeror. The Government will consider the currency and relevance of the information, the source of the information, the context of the data, and general trends in the contractor's performance. The Government will also consider the Offeror's record of compliance with Federal, State, and local laws, and regulations, and DoD and Navy instructions and guidance. The Government will consider past performance information regarding predecessor companies, key personnel who have relevant experience and subcontractors that will perform major or critical aspects of the Statement of Work. In the case of an offer or without a record of relevant past performance or for whom no information on past performance is available, the Offeror will not be evaluated either favorably or unfavorably on past performance.

1.2.3.2.4 Factor 3: Management Plan and Technical Approach

Offerors must describe their technical and management approach for satisfying the requirements of the statement of work in terms of understanding, the technical management and business processes of the Office of Naval Research, the application of relevant methods and tools, and the ability to manage workload and be responsive to emerging and/or new requirements while assuring timely delivery of quality services. The Offeror should explain how technical objectives, tasks and deadlines will be determined; how staff responsibilities will be assigned; whether consultants and/or subcontractors will be utilized; how the quality and timeliness of work performance will be supervised and controlled; how the Offeror will coordinate with the program office; how a surge capacity will be maintained to meet unanticipated requirements; and how administrative tasks such as travel, security and resource requests will be handled. In addition, the plan should exhibit the Offeror's understanding of and approach to the requirement.

1.2.3.3 Volume 3 - Cost

The Contractor should submit a cost proposal that itemizes the following proposed costs (as applicable): direct labor (including each labor category with associated proposed hours and hourly rate), fringe benefits, labor overhead, consultants, subcontracts, subcontractor/consultant handling charges, G&A, cost of money, fixed fee and any other relevant cost categories. The Offeror shall use Attachment

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4, titled Cost Proposal Format, to submit its Cost Proposal. The Offeror should also include the estimated Travel and ODC amounts set forth in the “Other Direct Costs” section of the solicitation as part of its proposed costs. The base calculation and rates must be provided for all indirect cost items. The Subcontract cost information shall be submitted utilizing Attachment 4 and should contain the same type of details described above for the prime. The Subcontract cost information must be provided either with the proposal or submitted by e-mail to Jennifer Williams at jennifer.williams4@navy.mil before the solicitation due date and time.

1.2.3.3.1 Cost Summary, Prime Contractor

Submit in Microsoft Excel spreadsheet format in accordance with Attachment 4. All formulas shall remain in the spreadsheet so as to allow for adjustments for cost realism purposes by the Government cost evaluator. For example, the Government should be able to change a cell containing a specific labor rate for an individual and have the change flow through the spreadsheet automatically.

1.2.3.3.2 Other Direct Costs

The Government's estimate for Other Direct Costs, including travel, for the prime and any subcontract efforts is \$1,300,000.00. Offerors may depend upon these estimates and burden them with their DCAA approved indirect rates. No detailed justification is required for these Government Estimate ODC amounts. If an Offeror chooses to increase an amount, the Offeror must provide the basis/detail for the increase. This estimate must be included in Section B of the offer.

1.2.3.3.3 Subcontracted Costs

Each subcontractor shall be addressed separately in the proposal and detailed cost information shall be provided in the same format as required for the prime contractor. The preferred method of submittal of subcontractor detailed cost information, which subcontractors who do not wish to provide to the prime contractor, is via the Auction Services Site. The SeaPort Subcontractor User's Guide dated 08 March 2004 is available on the Auction site and provides guidance for subcontractor submissions. Cost data provided separately by a subcontractor must be received by the time and date specified for receipt of proposals. Subcontractors are required to provide the DCAA Branch Office for their company, with the name and phone number of a DCAA point of contact who is familiar with their company. If no previous review has been conducted, the Government will perform an alternate analytical approach to evaluate thereasonableness of the proposed cost.

1.3 DCAA Information

If available and applicable, the Contractor should also provide its Defense Contract Audit Agency (DCAA) point of contact, including the Branch Office name, auditor name, phone number, and e-mail address.

The Contractor shall also complete Attachment 3 DCAA Rate Check Request Template and shall include it with the Cost Proposal submission.

1.4 Level of Effort

1.4.1 The level of effort has been estimated for the proposed contract. Both a 12-month base period, four 12-month option periods have been defined. Total potential period of performance with options is

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60 months.

1.4.2 Annual Level of Effort: The base period of performance will be from time of award through 12-months. The level of effort anticipated for this period is approximately 9.64 person-year at an average rate of approximately 1,479 hours per month. The period of performance for each option period is 12 months from the start date of the option period. The level of effort anticipated for each option period is approximately 9.64 person-year at an average rate of approximately 1,479 hours per month.

1.4.3 A summary of the labor categories and the total anticipated annual hours for this effort (Base and Options) is estimated in Section G.

1.4.4 The labor categories and hours are provided in Section G are the Government's best estimate of the work to be performed. The offeror may propose the same level of effort (hours and labor categories) or a different level of effort based on its own labor classification system and unique approach to satisfy the Government's requirement.

1.4.5 While the Government will consider an alternate level of effort, it is the Government's preference to maximize the estimated labor hours devoted to the direct performance of the technical tasks. To the extent that the level of effort proposed is different than the Government's estimate, the offeror's technical proposal should clearly specify the hours and labor categories proposed for each task in the statement of work.

1.5 Other Required Documents: In addition to the Technical and Cost Proposals, a Contractor shall also complete the following:

1.5.1 Non-Disclosure Agreement. Each employee of the successful offeror will be required to sign a Non-Disclosure Agreement (NDA) prior to commencing work under this Order. The supervisor/manager of the proposed personnel will also be required to sign the NDA on behalf of the Contractor. Attachment 1 is the NDA that shall be used at the commencement of this order.

1.6 Proposal Submission: The due date for submission of proposals for this solicitation is **2:00 PM (EST), 02 MAR 2010**. Proposals shall be submitted via the Seaport Portal.

1.7 Anticipated Date of Award: The anticipated award date is 16 APR 2010.

2.0 Submission of Questions: Any questions regarding this solicitation must be submitted in writing through the Seaport website. Questions submitted less than 72 hours prior to the closing date for proposals may not be answered and the due date for submission of proposals may not be extended.

3.0 Solicitation Amendments: It is the Offeror's responsibility to regularly check on the Seaport website for any postings of solicitations, amendments, and questions and answers for this Seaport Task Order Solicitation.

4.0 Point of Contact : The Primary Point of Contact for this solicitation is Jennifer Williams, Contract Specialist, ONR 251. Telephone 703-588-2432, Fax: 703-696-3365, E-mail: Jennifer.williams4@navy.mil. The Secondary Point of Contact for this solicitation is Lynn Christian, Contract Specialist, ONR 251, Telephone 703-696-1575, Fax: 703-696-3365, E-mail: lynn.christian@navy.mil.

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5.0 Post-Award Debriefing:

(Applicable to Orders in Excess of \$5,000,000)

The following information may at a minimum be disclosed in a post-award debriefing:

- 1) The agency's evaluation of the significant weak or deficient factors in the offeror's offer;
- 2) The overall evaluated cost and technical rating of the offer of the contractor awarded the contract and the overall evaluated cost and technical rating of the offer of the debriefed offeror;
- 3) The overall ranking of all offers (if performed);
- 4) A summary of the rationale for the award; and
- 5) Reasonable responses to relevant questions posed by the debriefed offeror as to whether source selection procedures set forth in the solicitation, applicable regulations, and other applicable authorities were followed by the agency.

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SECTION M EVALUATION FACTORS FOR AWARD

1.0 Evaluation Information

A Task Order will be awarded to that responsible Offeror whose proposal represents the best value after evaluation in accordance with the factors and sub-factors described herein. "Factors" and "sub-factors" shall include all of those evaluation factors and sub-factors which are described in this Section.

This solicitation is reserved for only those contractors which have National Capital Zone 2 identified in SECTION B of their basic SeaPort-e IDIQ contract. Proposals from other contractors will not be considered. This solicitation is a 100% Small Business Set-aside.

1.1 General

The Navy intends to award one cost-plus-fixed-fee task order for technical and management support services in support of the Office of Naval Research Future Naval Capabilities (FNC) Program. The award will be made to that Offeror whose proposal is the most advantageous to the Government under the selection criteria set forth in this Section.

1.2 Basis for Award

1.2.1 The following conditions must be met in order to be eligible for award:

(i) The proposal must comply in all material respects with the requirements of the law, regulation and conditions set forth in this solicitation and in the SeaPort-e basic IDIQ contract.

(ii) The proposal must meet all mandatory solicitation requirements.

1.2.2 The Government anticipates a single Task Order award resulting from this solicitation. Award will be made to the Offeror whose proposal provides the best overall value to the Government considering the factors and subfactors identified below. However, the Government reserves the right to award no task order, depending on the responsiveness of the proposals received and the availability of funds. The Government also reserves the right to make an award without discussions.

1.2.3 The award decision will be determined based on the Government's evaluation of each Offeror's complete proposal against the evaluation factors and sub-factors identified below. Award will be made to the Offeror whose proposal demonstrates the best overall value to the Government based on the factors and sub-factors described herein. Best value means the expected outcome of an acquisition that, in the Government's estimation, provides the greatest overall benefit in response to the requirement (FAR 2.101). In making this decision, the Government is more concerned with obtaining offers demonstrating superior technical merit based on the non-cost factors at a reasonable cost or price than with making an award to the Offeror with the lowest proposed cost/price. Accordingly, the Government may be willing to pay a reasonable premium for a contract offering superior technical merit.

1.2.4 In order to select the successful Offeror, the Government will compare Offeror proposals. The comparison will trade off differences in technical merit based on the non-cost factors and Total

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Evaluated Cost (TEC). If one Offeror has both the better technical merit or capability and the lower TEC, then that Offeror will be the better value. If one Offeror has the better technical merit or capability and a higher TEC, the Government will decide whether the difference in technical merit/capability is worth the difference in TEC. If it is determined that the difference in technical merit/capability is worth the difference in TEC, then the more capable, higher-priced Offeror will be the better value. If not, then the less capable, lower-priced Offeror will be the better value. Best value analysis will not be performed for any Offerors who are unacceptable or unsatisfactory in any factor or sub-factor and award will not be made to any Offeror who is unacceptable or unsatisfactory in any factor or Sub-factor.

1.3 Evaluation Factors for Award

The factors below will be used in evaluation and selection of offers for award:

Factor 1: Personnel Qualifications

Factor 2: Past Performance

Factor 3: Management Plan and Technical Approach

Factor 4: Cost/Price

The Offeror's technical capability (as measured by the Technical Factors 1-3) and Cost Factor (Factor 4) are equal in importance. In regards to the stated Technical Factors, Factor 1 is of the greatest weights. Technical Factors 2 and 3 are equally weighted.

1.3.1 Factor 1 - Personnel Qualifications

The Offeror shall be evaluated on the quality of personnel proposed for performance under this contract. The Offeror shall be evaluated on how well proposed personnel meet or exceed the Government's experience qualifications for performing the tasks specified in the SOW of the solicitation along with the quality of the submitted writing samples as required for the various labor categories. All personnel, whether prime or subcontractor personnel, must indicate whether they are currently employed by the Offeror, or a subcontractor of the Offeror. Resumes of any personnel not currently employed by the Offeror, or a subcontractor of the Offeror must contain a statement signed by the individual that use of their resume for this solicitation is authorized. Lack of a resume on a signed statement by a non-employee will result in a lower evaluation under this factor.

1.3.2 Factor 2- Past Performance

The past performance factor of the evaluation reflects the extent to which the contractor has satisfactorily provided services of a similar scope and nature. Past performance areas that will be considered include the following subfactors:

1. Experience in the development of communication plans, market research analysis planning, message/brand development, data analysis and determining the breadth and focus of communication plans.
2. Experience in the development of speeches in for external audiences that ensure message alignment with key communication themes.
3. Experience in managing all facets show services, including renting exhibit hardware for Exhibit program.

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4. Experience in design, layout, writing and printing major publications that ensures message alignment with key communication themes.
5. Experience in the development of lighting, production, and postproduction in video development in accordance with industry audiovisual standards and Section 508 standards as well as experience in the development of multimedia documentation and photography according to Navy Style Guidelines.
6. Experience in developing programming, scheduling, producing internal and external media content.
7. Experience in producing sophisticated audiovisual presentations and high-end multimedia products for use in various venues.
8. Cost Control

In evaluating past performance on individual orders, the procedural requirements in FAR 42.15 are not mandatory. Past performance will be based on the Government's subjective evaluation of the Contractor's performance with previous orders, if any, under this contract and similar contracts.

The Government may also take into consideration relevant information other than and independent of the Offeror's submission for this factor, including but not limited to information submitted by third party references and information contained in federal past performance databases.

1.3.3 Factor 3- Management Plan and Technical Approach

The offeror's approach to this requirement must clearly describe their technical and management approach for satisfying the requirements of the statement of work in terms of understanding the technical management and business processes of the Office of Naval Research, the application of relevant methods and tools, coordinating with various counterparts, and the ability to manage workload and be responsive to emerging and/or new requirements while assuring timely delivery of quality services.

1.3.5 Factor 4- Price

The Government will evaluate price/cost for

- a. Completeness and reasonableness but cost/price will not be objectively rated. Cost/price will become significantly more important as technical scores approach equality.
- b. Options. The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that an offer is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).
- c. A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful Offeror within the time for acceptance specified in the offer, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

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1.4 Technical Evaluation Process

Government evaluators will evaluate all non-cost/price elements of each Offeror's proposal based on the evaluation criteria.

Evaluators shall independently review and evaluate all parts of each proposal (except for the cost/price proposal). Evaluators will determine if Offerors meet the mandatory requirements related to non-cost/price factors by reviewing each Offeror's proposal based on the evaluation criteria. Evaluators shall provide comments for each factor and subfactor to indicate the areas of proficiency or insufficiency for each factor and sub-factor.

1.5 Cost/Price Evaluation

The Government will evaluate each Offeror's proposed pricing to establish that it is reasonable. At the Contracting Officer's discretion, price reasonableness may be presumed without further review based on adequate price competition for the requirement that is the subject of this solicitation. Where adequate price competition is deemed not to exist based on proposals received or on other factors, the Government, at its election, may determine the reasonableness of any Offeror's proposed pricing with reference to the factors identified at FAR 15.404-1(b)(2)(ii)-(vii). The Government reserves the right to reject, without further consideration and without notice to the Offeror, any offer where the proposed pricing is determined to be unreasonable.

"Reasonableness" is defined as, "The Offeror's proposed price factors will be evaluated to determine if any are unreasonably high or low in relation to the Offeror's technical approach and in comparison to the Independent Government Cost Estimate."

The Contracting Officer and his/her staff shall conduct the evaluation of cost/price. The Source Selection Evaluation Board (SSEB) will not be consulted on price issues or shown any price proposals. The cost/price evaluation shall be documented.

The cost area will not be adjectivally rated.

1.6 Award: The Government will award a task order to the responsible Offeror whose offer conforms to the solicitation and is determined to be most advantageous to the Government, cost and other factors considered. The anticipated award date of this order is on or about April 16, 2010. The anticipated start date for this order is April 16, 2010.