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SECTION B - CONTINUATION OF SF 1449 BLOCKS

B.1 CONTRACT ADMINISTRATION DATA

(continuation from Standard Form 1449, block 18A.)

1. Contract Administration: All contract administration matters will be handled by the following individuals:

a. CONTRACTOR: TBD

b. GOVERNMENT: Contracting Officer 00248
Department of Veterans Affairs
Network Contracting Office 8 (NCO 8)

8875 Hidden River Pkwy Suite 525
Tampa FL 33637

2. CONTRACTOR REMITTANCE ADDRESS: All payments by the Government to the contractor will be made in accordance with:

☒ 52.232-34, Payment by Electronic Funds Transfer -
Other than Central Contractor Registration, or

☐ 52.232-36, Payment by Third Party

3. INVOICES: Invoices shall be submitted in arrears:

a. Quarterly ☐

b. Semi-Annually ☐

c. Other ☒ Monthly

4. GOVERNMENT INVOICE ADDRESS: All invoices from the contractor shall be mailed to the following address:

Department of Veterans Affairs
Financial Services Center

P.O. Box 149971
Austin TX 78714-9971

ACKNOWLEDGMENT OF AMENDMENTS: The offeror acknowledges receipt of amendments to the Solicitation numbered and dated as follows:

AMENDMENT NO

DATE

B.2 PRICE/COST SCHEDULE

ITEM NO.	DESCRIPTION OF SUPPLIES/SVCS	QTY	UNIT	UNIT PRICE	AMOUNT
0001	BASE YEAR - Development, Test, Implementation, and Hosting of Game-motivated Web-based Instructional Content in accordance with the attached Statement of Work.	1.00	EA	_____	_____
1001	OPTION YEAR ONE - Mangagement and Hosting of Game-motivated Web-based Instructional Content in accordance with the attached Statement of Work.	1.00	EA	_____	_____
2001	OPTION YEAR TWO - Mangagement and Hosting of Game-motivated Web-based Instructional Content in accordance with the attached Statement of Work.	1.00	EA	_____	_____
3001	OPTION YEAR THREE - Mangagement and Hosting of Game-motivated Web-based Instructional Content in accordance with the attached Statement of Work.	1.00	EA	_____	_____
GRAND TOTAL ---				_____	=====

B.3 DELIVERY SCHEDULE

ITEM NUMBER	QUANTITY	DATE OF DELIVERY
0001	1.00	28 Sep 2012 - 27 Sep 2013
SHIP TO : COE ATTN JOLIE HAUN, PHD		
1001	1.00	28 Sep 2013 - 27 Sep 2014
SHIP TO : COE ATTN JOLIE HAUN, PHD		
2001	1.00	28 Sep 2014 - 27 Sep 2015
SHIP TO : COE ATTN JOLIE HAUN, PHD		

VA248-12-R-2791

3001 1.00 28 Sep 2015 - 27 Sep 2016
SHIP TO : COE ATTN JOLIE HAUN, PHD

ACCOUNTING AND APPROPRIATION DATA:

APPROPRIATION	REQUISITION NUMBER
673-3620160-783-824100-3131 T21UOTH00	673-12-4-783-0002

PURCHASE ORDER #	AMOUNT
TBD	TBD

SUBMITTING INVOICES: Ensure the Purchase Order # listed above is referenced on all invoices.

**STATEMENT OF WORK
HEALTH ENTERPRISE STRATEGY/HEALTH INFORMATICS STRATEGY**

A. GENERAL INFORMATION

1. Title of Project: **Promoting Veteran Adoption of VA Patient-Facing Platforms using Game-Motivated Web-Based Instruction**

2. Scope of Work: The contractor shall provide all resources necessary to accomplish the deliverables described in this statement of work (SOW), except as may otherwise be specified. This project will adapt existing promotional and instructional materials for VA Veteran-facing platforms (ex. My HealtheVet, Mobile, Kiosks, Home Tele-health, etc.) to a game-motivated instructional website to inform Veterans and their caregivers about these services and how to access and use these services. This site incorporates instructional learning modules and game-based motivations (gamification) approaches. It should be extensible, to adapt future instructional modules. This product is not accessing Veteran's data, nor interacting with VA patient-facing platforms. This product is an instructional module about the patient-facing platforms to assist with VA resources (ex. My HealtheVet, Mobile, Kiosks, Home Tele-health, etc.) access and navigation. This product will not interact with VA's patient-facing platforms during the scope of this project. There is no sensitive data involved in the scope of this project.

3. Background: The Veterans Administration (VA) recognizes the need to develop a holistic approach to create a seamless patient experience across patient-facing platforms, applications, and services. Currently most educational and promotional materials about these patient-facing platforms, applications, and services are paper-based, lacking engagement or motivation. Further, they are quickly outdated as a result of ongoing advancements in VA patient-facing platforms and services. The VA's objectives of this project are to develop a game-motivated website to increase Veteran awareness, adoption, and sustained Veteran utilization of patient-facing platforms, applications, and services to improve Veteran self-management of care. These objectives are in direct alignment with the emerging recommendations from the Policy/Technical Workgroup of the VHA eConnected Health Task Force, which recognize that a more comprehensive and engaging strategy is needed to ensure that Veterans are aware of eHealth services and understand how to access these services.

4. Performance Period: The contractor shall complete the development and implementation work required under this SOW in one year or less from date of award, unless otherwise directed by the Contracting Officer (CO). If the contractor proposes an earlier completion date, and the Government accepts the contractor's proposal, the contractor's proposed completion date shall prevail. Work at the Government site shall not take place on Federal holidays or weekends unless directed by the CO.

5. Type of Contract: Firm-Fixed-Price. This contract will be for one base year and three option years. The base year will be primarily for development, testing, and implementation of the content. The option years will be primarily for the management and hosting of the content. Option years will only be exercised based on satisfactory performance, continuing need, and available funds. In scope changes may be required to accommodate new work and effort and will be accomplished through bi-lateral modifications.

B. CONTRACT AWARD MEETING

A kick off meeting is tentatively planned to be held approximately two weeks after contract award. If the kick-off meeting is waived the contractor will be notified by the CO.

C. GENERAL REQUIREMENTS

1. For every task, the contractor shall identify in writing all necessary subtasks (if any), associated costs by task, along with associated sub-milestone dates. The contractor's subtask structure shall be reflected in the technical proposal and detailed work plan.

2. All written deliverables shall be phrased in layperson language. Statistical and other technical terminology shall not be used without providing a glossary of terms.

3. Where a written milestone deliverable is required in draft form, the VA will complete their review of the draft deliverable within 30 calendar days from the date of receipt. The contractor shall have 30 calendar days to deliver the final deliverable from date of receipt of the Government's comments.

D. SPECIFIC MANDATORY TASKS AND ASSOCIATED DELIVERABLES REQUIRED DURING BASE YEAR DEVELOPMENT AND IMPLEMENTATION

Description of Tasks and Associated Deliverables: The contractor shall provide the specific deliverables described below within the performance period stated in Section A.4 of this SOW. The VA team will produce an identified issues list to the contractors within **one month after contractor delivery** of the working deliverables.

Task One: The contractor shall provide a detailed work plan and briefing for the VA project team, which presents the contractor's plan for completing the task order. The contractor's plan shall be responsive with this SOW and describe, in further detail, the approach to be used for each aspect of the task order as defined in the technical proposal.

Deliverable One: A detailed work plan and briefing will be conducted virtually (ex. Skype, VTEL or MS Communicator). The VA team will provide existing instructional and promotional materials about VA virtual services and resources for learning modules. The VA team will go over the site-wide requirements that are necessary for the website and contractor will demonstrate their ability to meet these requirements. These include:

- Contractor will work with VA team to refine their existing wire-framed design and use cases to build a web-based learning application to motivate veterans to learn about their health care options in the VA. Learning modules will be developed to instruct Veterans about these topics, incorporating interactive features to motivate the Veteran's learning. Features from games will be used to motivate Veterans, i.e. "Gamification". This includes ribbons, medals and promotions. A forum will be created to add more interaction among the community. Guides and screen casts will also be created to walk Veterans through online resources.
- Contractor will explain their plan for managing new learning modules.
- The site is designed for extreme accessibility. This includes: 508 compliance, a preference for icons over text, audio playback of text content, cross browser compatibility (including Safari, Firefox and IE 7+) and no Adobe Flash. Alternative web technologies (such as HTML5 and/or JavaScript) will be used for developing website interactivity and presenting rich media (e.g. videos)
- The site will have three virtual personalities, hereafter avatars, which the Veteran will interact with. These avatars (presented as images or video) will be present on mission pages, as well as others, to talk back to the Veteran. These avatars include a sergeant, an officer and a healthcare worker and will have separate voices and static images.

They will be used to create a more social and interactive feel as they guide the Veterans through the missions.

- The website will be designed for new modules to be added in the future as new VA technologies and benefits become available to Veterans.
- The content and the learning application will be developed with industry standard PHP/MySQL web and database development technologies in human-readable formats (i.e. non-obfuscated), will be 508 compliant, with web analytic software incorporated (ex. Piwik).
- The contractor will use commonly available middleware, content management and server software and plugins. Any supporting software should be free to use, not require a per-user license and fully hosted on our server. There is a preference for open source. These measures ensure scalability and extensibility of the delivered product into the future.
- Media will use standard web formats: images (png, gif or jpg), video (mpg, mp4) and audio (mp3,aac).

Task Two: **Three months** represents the design milestone. It will require agreements between the VA team and contractor in terms of “signed-off” wireframe designs, a selected “look and feel document” for the website, “signed-off” learning modules outlines and a forum software selected and plan for incorporation in the site. All use cases will be finalized for learner’s interactions as well as for learning application administration.

Deliverable Two: Signed-off functional design plan (including wireframes) signifying an understanding between the contractors and the VA team. Contractor will work with VA team, using the VA’s existing wireframe as a template, to develop a finalized wireframe addressing the projects needs. This “sign-off” will be achieved in a final review meeting, after previous planning meetings, and represented as an email acknowledgement from the VA team.

Deliverable Three: Three competing “look and feel” options, each fully developed and demonstrated on two hypothetical webpages of the final website, will be developed by the contractor for the VA team to choose between for the final site’s look and feel. These options will be different and informed by conversations with the VA team. Small adjustments by the VA team to a selected look and feel are expected. The “look and feel” should include example ribbons and medal artwork, demonstrative of future artwork to be delivered.

Deliverable Four: The VA team will sign-off on the learning module outlines created by the contractor (or similar representation of learning module design used by the contractor and agreed to in the opening meeting) and both will agree to the topics of 5 step-by-step guides (or “wizards”). We anticipate 15-18, 4-5 minute length learning modules covering 3-5 topic areas, presented in the kickoff meeting. We anticipate 5 screen capture videos to be incorporated in the plan and 3 types of interactive learning experiences (ex. drag and drop, text entry, etc.) to be used in the learning modules. The guides will address commonly used functionality of the VA’s online resources and will be provided by the VA team.

Deliverable Five: A scoring plan will be developed by the contractor and VA team incorporating rewards for completing tasks on the site, for example: ribbons, medals and rank. A scoreboard will be developed so Veterans can compare themselves in relation to peer users (using overall performance metrics). Artwork will be associated with each reward. Methods to incorporate social media and popularize the system will be incorporated in this plan (ex. print a paper certificate when a high-level reward is achieved).

Deliverable Six: A forum section of the website will be designated, allowing Veteran users to discuss topics and communicate, and a plan for implementation will be presented to the VA team. Off the shelf solutions are expected to be used, which adhere to our site-wide requirements in addition to providing the following functionality, as an example, to be demonstrated to the VA team:

- Able to “pin” important posts to the top of a forum topic.
- Able to like/dislike a post, mark a posted question as answered and de-emphasize bad posts so they disappear (through a dislike function)
- Able to see a poster’s log of posts as well as their track record in terms of number of posts and like/dislike level.

Task 3: **Six months** in, the development milestone will deliver a prototype of the website for the VA team to review and to test with Veteran users.

Deliverable Seven: The contractor will provide a working prototype of the website to support the VA team’s user testing. A meeting will be held between contractor and the VA team where VA team is walked through the prototype and its features. This should take the form of a Cognitive Walkthrough, to identify issues that could impact a Veteran’s ability to use the site. The outcome of this Cognitive Walkthrough will be an initial issues list for the contractor. At this time the contractor will provide a hosting solution for the website (both web and database) for the remainder of the contract period.

Deliverable Eight: The VA team will produce an identified issues list to the contractors at **one month after contractor delivery** of the working prototype, whichever is later. This list will be ranked by issue severity. Contractor must make a best-effort to address identified issues on this list. The final list of changes will be mutually agreed upon by the contractor and the VA team. It is anticipated that contractor will deliver new updates for VA feedback during the remaining months of the project.

Task 4: Final system delivery milestone will occur within **10 months** after start of project.

Deliverable Nine: The contractor will deliver the new website on a portable storage media (such as a USB flash drive), as well as instructions for deploying it on an IT infrastructure. They will assist the VA with any installation issues. All assets used in the system will be delivered to and owned by the VA. This includes raw audio, raw video, images, database structure, code, project save files, etc. The final delivery will also include a confirmation walkthrough of the complete instructional website, including completion of changes agreed upon in deliverable eight.

E. EVALUATED OPTIONAL TASKS AND ASSOCIATED DELIVERABLES REQUIRED DURING OPTION YEAR HOSTING

Optional Task One: Additional learning modules to address new topics or add new modules to existing topics.

Optional Deliverable One: Contractor will deliver modules, with associated media and source files in-line with the above requirements, to VA team for delivery. As with the mandatory tasks of Section D, the VA team is expected to review the design and prototype of these modules, with at **least a month** of time for user testing to provide feedback to the contractor before the final deliverable. Additional artwork for the rewards should be included as well as support for adjusting the scoring system.

Optional Deliverable Two: Provide hosting solution for the website (both web and database) for a period of at least one year, up to three years.

Optional Deliverable Three: The contractor will supply a one year warranty support period after the website is delivered, to maintain function. This includes fixing flaws, bugs and issues related to software updates.

F. SCHEDULE FOR DELIVERABLES

1. The contractor shall complete the Delivery Date column in Attachment A for each deliverable specified.
2. Unless otherwise specified, the number of draft copies and the number of final copies shall be the same.
3. If for any reason any deliverable cannot be delivered within the scheduled time frame, the contractor is required to explain why in writing to the CO, including a firm commitment of when the work shall be completed. This notice to the CO shall cite the reasons for the delay, and the impact on the overall project. The CO will then review the facts and issue a response, in accordance with applicable regulations.
4. If the VA team grants the contractor more time in any particular milestone or deliverable date, this in no way changes following milestones or deliverable dates (unless otherwise stated above). Deliverable date changes must be in written form and provided by the VA team.
5. The contractor is encouraged to complete items earlier than scheduled.

G. CHANGES TO STATEMENT OF WORK

Any changes to this SOW shall be authorized and approved only through written correspondence from the CO. A copy of each change will be kept in a project folder along with all other products of the project. Costs incurred by the contractor through the actions of parties other than the CO shall be borne by the contractor.

H. REPORTING REQUIREMENTS

1. The contractor shall provide the PM/TM with monthly [frequency determined by project's duration] written progress reports (original plus 2 copies). These are due to the PM/TM by the second workday following the end of each calendar month, throughout the project's duration. The PM/TM is required to provide monthly progress reports to the Contracting Officer's Representative (COR) by the fifth workday of the new calendar month.
2. The progress report shall cover all work completed during the preceding month and shall present the work to be accomplished during the subsequent month. This report shall also identify any problems that arose, along with a statement explaining how the problem was resolved. This report shall also identify any problems that have arisen but have not been completely resolved, with an explanation.

I. TRAVEL

There is no anticipated travel. Communication will be handled electronically with a preference for video and screen sharing meetings (MS Communicator, VTEL, Skype, etc.).

J. CONTRACTOR EXPERIENCE REQUIREMENTS

The government will not dictate specific experience and education requirements of the employees initially proposed to perform the work stated herein. However, personnel proposed by the contractor should possess some of the following knowledge and/or skills:

- Instructional education or eLearning experience
- Graphic artists
- Desirable: Experience with Gamification or game-based learning motivations (edutainment)
- Desirable: Veterans healthcare systems

K. CONFIDENTIALITY AND NONDISCLOSURE

It is agreed that:

1. The preliminary and final deliverables, and all associated working papers, application source code, and other material deemed relevant by VA which have been generated by the contractor in the performance of this task order, are the exclusive property of the U.S. Government and shall be submitted to the CO at the conclusion of the contract or at any time the contract performance is ended.
2. The CO will be the sole authorized official to release, verbally or in writing, any data, draft deliverables, final deliverables, or any other written or printed materials pertaining to this task order. No information shall be released by the contractor. Any request for information relating to this task order, presented to the contractor, shall be submitted to the CO for response.
3. Press releases, marketing material, or any other printed or electronic documentation related to this project, shall not be publicized without the written approval of the CO.

Attachment A to the Statement of Work**Schedule of Deliverables (in accordance with the Statement of Work)**

<u>Deliverable No.</u>	<u>Item</u>
One	A detailed work plan and briefing for the VA project team.
Two	Signed-off wireframes signifying an understanding between the contractors and the VA team.
Three	Three competing “look and feel” options, each fully developed and demonstrated on two hypothetical webpages of the final website, will be developed by the contractor for the VA team to choose between for the final site’s look and feel.
Four	The VA team will signed-off on the learning module outlines created by the contractor and both will agree to the topics of 5 step-by-step guides (or “wizards”). We anticipate 15-18 4-5 minute length learning modules covering 3-5 topic areas, presented in the kickoff meeting. We anticipate 5 screen capture videos to be incorporated in the plan and 3 types of interactive learning experiences (ex. drag and drop, text entry, etc.) to be used in the learning modules.
Five	A scoring plan will be developed by the contractor and VA team incorporating rewards for completing tasks on the site, for example: ribbons, medals and rank. Methods to incorporate social media and popularize the system will be incorporated in this plan.
Six	A forum section of the website will be designated, allowing Veteran users to discuss topics and communicate, and a plan for implementation will be presented to the VA team.
Seven	The contractor will deliver the training delivery system with the current prototype website to support the VA team’s user testing. A meeting will be held between contractor and the VA team where VA team is walked through the prototype and its features. This should take the form of a Cognitive Walkthrough, to identify issues that could impact a Veteran’s ability to use the site. At this time contractor will also provide hosting solution for remainder of contract period.
Eight	Contractor will deliver new updates for VA feedback during the remaining weeks of the project based on VA provided “issues list”.
Nine	The contractor will deliver product (e.g. flash drive media), as well as instructions for installation. They will assist the VA with any installation issues. All assets used in the system will be delivered to and owned by the VA. This includes raw audio, raw video, images, database structure, code, project save files, etc. These will be delivered on the flash drive media with the website.
Optional Deliverable One	Contractor will deliver modules, with associated media and source files in-line with the above requirements, to VA team for delivery. Additional artwork for the rewards should be included as well as support for adjusting the scoring system.
Optional Deliverable Two	Provide hosting solution for the website (both web and database) for a period of at least one year, up to three years.
Optional Deliverable Three	Supply a one year warranty support period after the website is delivered. This includes fixing flaws, bugs and issues related to software updates.

VA INFORMATION AND INFORMATION SYSTEM SECURITY/PRIVACY LANGUAGE

VA INFORMATION CUSTODIAL LANGUAGE:

- a. Contractors, contractor personnel, subcontractors, and subcontractor personnel shall be subject to the same Federal laws, regulations, standards, and VA Directives and Handbooks as VA and VA personnel regarding information and information system security.
- b. If VA determines that the contractor has violated any of the information confidentiality, privacy, and security provisions of the contract, it shall be sufficient grounds for VA to withhold payment to the contractor or third party or terminate the contract for default or terminate for cause under Federal Acquisition Regulation (FAR) part 12.
- c. A contractor/subcontractor shall request logical (technical) or physical access to VA information and VA information systems for their employees, subcontractors, and affiliates only to the extent necessary to perform the services specified in the contract, agreement, or task order.
- d. All contractors, subcontractors, and third-party servicers and associates working with VA information are subject to the same investigative requirements as those of VA appointees or employees who have access to the same types of information. The level and process of background security investigations for contractors must be in accordance with VA Directive and Handbook 0710, *Personnel Suitability and Security Program*. The Office for Operations, Security, and Preparedness is responsible for these policies and procedures.

SECURITY INCIDENT INVESTIGATION:

- a. The term “security incident” means an event that has, or could have, resulted in unauthorized access to, loss or damage to VA assets, or sensitive information, or an action that breaches VA security procedures. The contractor/subcontractor shall immediately notify the COR and simultaneously, the designated ISO and Privacy Officer for the contract of any known or suspected security/privacy incidents, or any unauthorized disclosure of sensitive information, including that contained in system(s) to which the contractor/subcontractor has access.
- b. To the extent known by the contractor/subcontractor, the contractor/subcontractor’s notice to VA shall identify the information involved, the circumstances surrounding the incident (including to whom, how, when, and where the VA information or assets were placed at risk or compromised), and any other information that the contractor/subcontractor considers relevant.
- c. With respect to unsecured protected health information, the business associate is deemed to have discovered a data breach when the business associate knew or should have known of a breach of such information. Upon discovery, the business associate must notify the covered entity of the breach. Notifications need to be made in accordance with the executed business associate agreement.
- d. In instances of theft or break-in or other criminal activity, the contractor/subcontractor must concurrently report the incident to the appropriate law enforcement entity (or entities) of jurisdiction, including the VA OIG and Security and Law Enforcement. The contractor, its

employees, and its subcontractors and their employees shall cooperate with VA and any law enforcement authority responsible for the investigation and prosecution of any possible criminal law violation(s) associated with any incident. The contractor/subcontractor shall cooperate with VA in any civil litigation to recover VA information, obtain monetary or other compensation from a third party for damages arising from any incident, or obtain injunctive relief against any third party arising from, or related to, the incident.

LIQUIDATED DAMAGES FOR DATA BREACH:

a. Consistent with the requirements of 38 U.S.C. §5725, a contract may require access to sensitive personal information. If so, the contractor is liable to VA for liquidated damages in the event of a data breach or privacy incident involving any SPI the contractor/subcontractor processes or maintains under this contract.

b. The contractor/subcontractor shall provide notice to VA of a “security incident” as set forth in the Security Incident Investigation section above. Upon such notification, VA must secure from a non-Department entity or the VA Office of Inspector General an independent risk analysis of the data breach to determine the level of risk associated with the data breach for the potential misuse of any sensitive personal information involved in the data breach. The term 'data breach' means the loss, theft, or other unauthorized access, or any access other than that incidental to the scope of employment, to data containing sensitive personal information, in electronic or printed form, that results in the potential compromise of the confidentiality or integrity of the data. Contractor shall fully cooperate with the entity performing the risk analysis. Failure to cooperate may be deemed a material breach and grounds for contract termination.

SECURITY CONTROLS COMPLIANCE TESTING:

On a periodic basis, VA, including the Office of Inspector General, reserves the right to evaluate any or all of the security controls and privacy practices implemented by the contractor under the clauses contained within the contract. With 10 working-day's notice, at the request of the government, the contractor must fully cooperate and assist in a government-sponsored security controls assessment at each location wherein VA information is processed or stored, or information systems are developed, operated, maintained, or used on behalf of VA, including those initiated by the Office of Inspector General. The government may conduct a security control assessment on shorter notice (to include unannounced assessments) as determined by VA in the event of a security incident or at any other time.

TRAINING:

a. All contractor employees and subcontractor employees requiring access to VA information and VA information systems shall complete VA Privacy and Information Security Awareness and Rules of Behavior Training.

(1) Sign and acknowledge (either manually or electronically) understanding of and responsibilities for compliance with the *Rules of Behavior*.

- b. The contractor shall provide to the contracting officer and/or the COR a copy of the training certificates and certification of signing the Rules of Behavior for each applicable employee within 1 week of the initiation of the contract and annually thereafter, as required.
- c. Failure to complete the mandatory annual training and sign the Rules of Behavior annually, within the timeframe required, is grounds for suspension or termination of all physical or electronic access privileges and removal from work on the contract until such time as the training and documents are complete.
- d. The Certification and Accreditation (C&A) requirements do not apply and a Security Accreditation Package is not required for this SOW.

WAGE DETERMINATION INFORMATION:

The following wage determination applies to this requirement:

Wage Determination #2005-2125

Revision #16

Date of Revision 06/13/2012

2005-2125 first posted 06/19/2012

SUBMISSION OF OFFERS

Offerors shall submit a clear and logical technical approach that fully demonstrates their understanding and ability to meet the requirement listed in the Statement of Work. The offeror shall provide specific details of their technical approach (including links to existing web content) and avoid broad generalized statements. Offerors shall submit also applicable information to demonstrate their relevant past and present performance relating to this requirement. It is very important that the offeror's technical approach also clearly addresses all the evaluation factors listed separately under the Basis for Award in this solicitation. The total page limit for an offer shall not exceed 10 pages (not including the SF 1449). Proposed pricing shall be fully burdened to include all applicable management, labor, and equipment costs for the base and all option years.

BASIS FOR AWARD – LOWEST PRICE, TECHNICALLY ACCEPTABLE

The Government will award one contract to the responsible offeror who submits the lowest priced, technically acceptable offer conforming to the requirements of this solicitation. Each offer will be rated as either “acceptable” or “unacceptable” for each evaluation factor listed below. All factors must be rated as “acceptable” in order for the offer to be evaluated further for price. If any factor is determined to be “unacceptable”, the entire offer will not be considered further for award. Evaluation of price will be made on the total price proposed (including base and option years) and must also be determined to be fair and reasonable. Offerors are cautioned that an unrealistically low price may be grounds for eliminating a proposal on the basis that the offeror does not fully understand the requirement.

Information not contained in an offeror's proposal will not be considered in the evaluation. Offerors are reminded that the burden of providing sufficient information and details rests with them. The Government intends to make award selection without discussions, but may determine after evaluating proposals submitted that discussions are necessary and conduct them as appropriate.

Evaluation Factors
Able to create multiple innovative and creative look and feel documents for the design of a website.
Able to create interactive learning modules and instructional design content.
Able to create instructional design content for health care topics using multi-media.
Able to create websites, and producing video, and audio designed for 508 compliance.
Able to create original video and audio production for website content.
Have a production pipeline that allows production of a website using PHP/MySQL and using middleware that isn't proprietary or requires a license.
Experience using Gamification techniques (the application of game-based motivations to non-games) in web design and instructional content to create motivational experiences, including scoreboard and ranking activities to illustrate progress and achievements for users.
Able to create interactive content that does not use Adobe Flash.
Graphic design experience on the development team that will be able to produce a large number of images and icons for this website.
Experience working with end users in the development of wireframe

documents in the design of a website.
Ability to setup a host this website for a finite time period, within terms of the contract.
Able to work interactively with clients to iteratively improve a delivered project and can provide a warranty period for produced work.

SDVOSB AND VOSB EVALUATION FACTORS

Eligible service-disabled veteran-owned small business (SDVOSB) offerors will receive the following full credit, and eligible veteran-owned small business (VOSB) offerors will receive the following partial credit for price during the evaluation of offers under this solicitation. The eligible offerors must be verified in Vendor Information Pages (VIP) database and their offers must be determined acceptable in all evaluation factors to receive the credit.

SDVOSB Full Credit: If the lowest priced, technically acceptable offeror is not a SDVOSB or VOSB, then the SDVOSB's evaluated price will be reduced by a total of 1% of the lowest priced, technically acceptable offeror's price. If the lowest priced, technically acceptable offeror is a SDVOSB or VOSB, then no evaluated price credit will be given.

VOSB Partial Credit: If the lowest priced, technically acceptable offeror is not a SDVOSB or VOSB, then the VOSB's evaluated price will be reduced by a total of .5% of the lowest priced, technically acceptable offeror's price. If the lowest priced, technically acceptable offeror is a SDVOSB or VOSB, then no evaluated price credit will be given.

SECTION C - CONTRACT CLAUSES

C.1 52.212-5 CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS--COMMERCIAL ITEMS (MAY 2012)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

(1) 52.222-50, Combating Trafficking in Persons (FEB 2009) (22 U.S.C. 7104(g)).

Alternate I (AUG 2007) of 52.222-50 (22 U.S.C. 7104 (g)).

(2) 52.233-3, Protest After Award (Aug 1996) (31 U.S.C. 3553).

(3) 52.233-4, Applicable Law for Breach of Contract Claim (Oct 2004) (Pub. L. 108-77, 108-78)

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

☐ (1) 52.203-6, Restrictions on Subcontractor Sales to the Government (Sept 2006), with Alternate I (Oct 1995) (41 U.S.C. 253g and 10 U.S.C. 2402).

☐ (2) 52.203-13, Contractor Code of Business Ethics and Conduct (APR 2010)(Pub. L. 110-252, Title VI, Chapter 1 (41 U.S.C. 251 note)).

☐ (3) 52.203-15, Whistleblower Protections under the American Recovery and Reinvestment Act of 2009 (JUN 2010) (Section 1553 of Pub. L. 111-5). (Applies to contracts funded by the American Recovery and Reinvestment Act of 2009.)

☒ (4) 52.204-10, Reporting Executive Compensation and First-Tier Subcontract Awards (FEB 2012) (Pub. L. 109-282) (31 U.S.C. 6101 note).

☐ (5) 52.204-11, American Recovery and Reinvestment Act-Reporting Requirements (JUL 2010) (Pub. L. 111-5).

☒ (6) 52.209-6, Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment. (Dec 2010) (31 U.S.C. 6101 note).

☐ (7) 52.209-9, Updates of Publicly Available Information Regarding Responsibility Matters (FEB 2012) (41 U.S.C. 2313).

☒ (8) 52.209-10, Prohibition on Contracting with Inverted Domestic Corporations (MAY 2012) (section 738 of Division C of Pub. L. 112-74, section 740 of Division C of Pub. L. 111-117, section 743 of Division D of Pub. L. 111-8, and section 745 of Division D of Pub. L. 110-161).

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☐ (9) 52.219-3, Notice of HUBZone Set-Aside or Sole-Source Award (NOV 2011) (15 U.S.C. 657a).

☐ (10) 52.219-4, Notice of Price Evaluation Preference for HUBZone Small Business Concerns (JAN 2011) (if the offeror elects to waive the preference, it shall so indicate in its offer) (15 U.S.C. 657a).

☐ (11) [Reserved]

☒ (12)(i) 52.219-6, Notice of Total Small Business Set-Aside (NOV 2011) (15 U.S.C. 644).

☐ (ii) Alternate I (NOV 2011).

☐ (iii) Alternate II (NOV 2011).

☐ (13)(i) 52.219-7, Notice of Partial Small Business Set-Aside (June 2003) (15 U.S.C. 644).

☐ (ii) Alternate I (Oct 1995) of 52.219-7.

☐ (iii) Alternate II (Mar 2004) of 52.219-7.

☒ (14) 52.219-8, Utilization of Small Business Concerns (JAN 2011) (15 U.S.C. 637(d)(2) and (3)).

☐ (15)(i) 52.219-9, Small Business Subcontracting Plan (JAN 2011) (15 U.S.C. 637(d)(4)).

☐ (ii) Alternate I (Oct 2001) of 52.219-9.

☐ (iii) Alternate II (Oct 2001) of 52.219-9.

☐ (iv) Alternate III (JUL 2010) of 52.219-9.

☐ (16) 52.219-13, Notice of Set-Aside of Orders (NOV 2011) (15 U.S.C. 644(r)).

☒ (17) 52.219-14, Limitations on Subcontracting (NOV 2011) (15 U.S.C. 637(a)(14)).

☐ (18) 52.219-16, Liquidated Damages--Subcontracting Plan (Jan 1999) (15 U.S.C. 637(d)(4)(F)(i)).

☐ (19)(i) 52.219-23, Notice of Price Evaluation Adjustment for Small Disadvantaged Business Concerns (OCT 2008) (10 U.S.C. 2323) (if the offeror elects to waive the adjustment, it shall so indicate in its offer.)

☐ (ii) Alternate I (June 2003) of 52.219-23.

☐ (20) 52.219-25, Small Disadvantaged Business Participation Program--Disadvantaged Status and Reporting (DEC 2010) (Pub. L. 103-355, section 7102, and 10 U.S.C. 2323).

☐ (21) 52.219-26, Small Disadvantaged Business Participation Program--Incentive Subcontracting (Oct 2000) (Pub. L. 103-355, section 7102, and 10 U.S.C. 2323).

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☐ (22) 52.219-27, Notice of Service-Disabled Veteran-Owned Small Business Set-Aside (NOV 2011) (15 U.S.C. 657f).

☒ (23) 52.219-28, Post Award Small Business Program Rerepresentation (APR 2012) (15 U.S.C. 632(a)(2)).

☐ (24) 52.219-29, Notice of Set-Aside for Economically Disadvantaged Women-Owned Small Business (EDWOSB) Concerns (APR 2012) (15 U.S.C. 637(m)).

☐ (25) 52.219-30, Notice of Set-Aside for Women-Owned Small Business (WOSB) Concerns Eligible Under the WOSB Program (APR 2012) (15 U.S.C. 637(m)).

☒ (26) 52.222-3, Convict Labor (June 2003) (E.O. 11755).

☐ (27) 52.222-19, Child Labor--Cooperation with Authorities and Remedies (MAR 2012) (E.O. 13126).

☒ (28) 52.222-21, Prohibition of Segregated Facilities (Feb 1999).

☒ (29) 52.222-26, Equal Opportunity (Mar 2007) (E.O. 11246).

☒ (30) 52.222-35, Equal Opportunity for Veterans (SEP 2010) (38 U.S.C. 4212).

☒ (31) 52.222-36, Affirmative Action for Workers with Disabilities (Oct 2010) (29 U.S.C. 793).

☒ (32) 52.222-37, Employment Reports on Veterans (SEP 2010) (38 U.S.C. 4212).

☒ (33) 52.222-40, Notification of Employee Rights Under the National Labor Relations Act (DEC 2010) (E.O. 13496).

☒ (34) 52.222-54, Employment Eligibility Verification (Jan 2009). (Executive Order 12989). (Not applicable to the acquisition of commercially available off-the-shelf items or certain other types of commercial items as prescribed in 22.1803.)

☐ (35)(i) 52.223-9, Estimate of Percentage of Recovered Material Content for EPA-Designated Items (May 2008) (42 U.S.C. 6962(c)(3)(A)(ii)). (Not applicable to the acquisition of commercially available off-the-shelf items.)

☐ (ii) Alternate I (MAY 2008) of 52.223-9 (42 U.S.C. 6962(i)(2)(C)). (Not applicable to the acquisition of commercially available off-the-shelf items.)

☐ (36) 52.223-15, Energy Efficiency in Energy-Consuming Products (DEC 2007)(42 U.S.C. 8259b).

☒ (37)(i) 52.223-16, IEEE 1680 Standard for the Environmental Assessment of Personal Computer Products (DEC 2007) (E.O. 13423).

☐ (ii) Alternate I (DEC 2007) of 52.223-16.

☒ (38) 52.223-18, Encouraging Contractor Policies to Ban Text Messaging While Driving (AUG 2011)

☐ (39) 52.225-1, Buy American Act--Supplies (FEB 2009) (41 U.S.C. 10a-10d).

☐ (40)(i) 52.225-3, Buy American Act--Free Trade Agreements-- Israeli Trade Act (MAY 2012) (41 U.S.C. chapter 83, 19 U.S.C. 3301 note, 19 U.S.C. 2112 note, 19 U.S.C. 3805 note, 19 U.S.C. 4001 note, Pub. L. 103-182, 108-77, 108-78, 108-286, 108-302, 109-53, 109-169, 109-283, 110-138, 112-41, and 112-42).

☐ (ii) Alternate I (MAR 2012) of 52.225-3.

☐ (iii) Alternate II (MAR 2012) of 52.225-3.

☐ (iv) Alternate III (MAR 2012) of 52.225-3.

☐ (41) 52.225-5, Trade Agreements (MAY 2012) (19 U.S.C. 2501, et seq., 19 U.S.C. 3301 note).

☒ (42) 52.225-13, Restrictions on Certain Foreign Purchases (JUN 2008) (E.O.'s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury).

☐ (43) 52.226-4, Notice of Disaster or Emergency Area Set-Aside (Nov 2007) (42 U.S.C. 5150).

☐ (44) 52.226-5, Restrictions on Subcontracting Outside Disaster or Emergency Area (Nov 2007) (42 U.S.C. 5150).

☐ (45) 52.232-29, Terms for Financing of Purchases of Commercial Items (Feb 2002) (41 U.S.C. 255(f), 10 U.S.C. 2307(f)).

☐ (46) 52.232-30, Installment Payments for Commercial Items (Oct 1995) (41 U.S.C. 255(f), 10 U.S.C. 2307(f)).

☐ (47) 52.232-33, Payment by Electronic Funds Transfer--Central Contractor Registration (Oct 2003) (31 U.S.C. 3332).

☒ (48) 52.232-34, Payment by Electronic Funds Transfer--Other than Central Contractor Registration (May 1999) (31 U.S.C. 3332).

☐ (49) 52.232-36, Payment by Third Party (FEB 2010) (31 U.S.C. 3332).

☐ (50) 52.239-1, Privacy or Security Safeguards (Aug 1996) (5 U.S.C. 552a).

☐ (51)(i) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (Feb 2006) (46 U.S.C. Appx. 1241(b) and 10 U.S.C. 2631).

☐ (ii) Alternate I (Apr 2003) of 52.247-64.

(c) The Contractor shall comply with the FAR clauses in this paragraph (c), applicable to commercial services, that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

☒ (1) 52.222-41, Service Contract Act of 1965 (Nov 2007) (41 U.S.C. 351, et seq.).

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☐ (2) 52.222-42, Statement of Equivalent Rates for Federal Hires (May 1989) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).

Employee Class

Monetary Wage-Fringe Benefits

☒ (3) 52.222-43, Fair Labor Standards Act and Service Contract Act--Price Adjustment (Multiple Year and Option Contracts) (Sep 2009) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).

☐ (4) 52.222-44, Fair Labor Standards Act and Service Contract Act--Price Adjustment (Sep 2009) (29 U.S.C. 206 and 41 U.S.C. 351, et seq.).

☐ (5) 52.222-51, Exemption from Application of the Service Contract Act to Contracts for Maintenance, Calibration, or Repair of Certain Equipment--Requirements (Nov 2007) (41 U.S.C. 351, et seq.).

☐ (6) 52.222-53, Exemption from Application of the Service Contract Act to Contracts for Certain Services--Requirements (FEB 2009) (41 U.S.C. 351, et seq.).

☐ (7) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations. (MAR 2009)(Pub. L. 110-247)

☐ (8) 52.237-11, Accepting and Dispensing of \$1 Coin (SEP 2008) (31 U.S.C. 5112(p)(1)).

(d) Comptroller General Examination of Record. The Contractor shall comply with the provisions of this paragraph (d) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause at 52.215-2, Audit and Records--Negotiation.

(1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor's directly pertinent records involving transactions related to this contract.

(2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any shorter period specified in FAR Subpart 4.7, Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

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(e)(1) Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c), and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in this paragraph (e)(1) in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause--

(i) 52.203-13, Contractor Code of Business Ethics and Conduct (APR 2010) (Pub. L. 110-252, Title VI, Chapter 1 (41 U.S.C. 251 note)).

(ii) 52.219-8, Utilization of Small Business Concerns (DEC 2010) (15 U.S.C. 637(d)(2) and (3)), in all subcontracts that offer further subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds \$650,000 (\$1.5 million for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(iii) [Reserved]

(iv) 52.222-26, Equal Opportunity (Mar 2007) (E.O. 11246).

(v) 52.222-35, Equal Opportunity for Veterans (SEP 2010) (38 U.S.C. 4212).

(vi) 52.222-36, Affirmative Action for Workers with Disabilities (Oct 2010) (29 U.S.C. 793).

(vii) 52.222-40, Notification of Employee Rights Under the National Labor Relations Act (DEC 2010) (E.O. 13496). Flow down required in accordance with paragraph (f) of FAR clause 52.222-40.

(viii) 52.222-41, Service Contract Act of 1965 (Nov 2007) (41 U.S.C. 351, et seq.).

(ix) 52.222-50, Combating Trafficking in Persons (FEB 2009) (22 U.S.C. 7104(g)).

Alternate I (AUG 2007) of 52.222-50 (22 U.S.C. 7104(g)).

(x) 52.222-51, Exemption from Application of the Service Contract Act to Contracts for Maintenance, Calibration, or Repair of Certain Equipment--Requirements "(Nov 2007)" (41 U.S.C. 351, et seq.).

(xi) 52.222-53, Exemption from Application of the Service Contract Act to Contracts for Certain Services-Requirements (FEB 2009)(41 U.S.C. 351, et seq.).

(xii) 52.222-54, Employee Eligibility Verification (JAN 2009)

(xiii) 52.226-6, Promoting Excess Food Donation to Nonprofit Organizations. (MAR 2009)(Pub. L. 110-247). Flow down required in accordance with paragraph (e) of FAR clause 52.226-6.

(xiv) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (Feb 2006) (46 U.S.C. Appx. 1241(b) and 10 U.S.C. 2631). Flow down required in accordance with paragraph (d) of FAR clause 52.247-64.

(2) While not required, the contractor may include in its subcontracts for commercial items a minimal number of additional clauses necessary to satisfy its contractual obligations.

(End of Clause)

C.2 52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 60 days prior to contract expiration.

(End of Clause)

C.3 52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within 60 days prior to contract expiration; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 15 days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed 54 months.

(End of Clause)

C.4 52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

This contract 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/these address(es):

<http://www.acquisition.gov/far/index.html>
<http://www.va.gov/oamm/oa/ars/policyreg/vaar/index.cfm>

(End of Clause)

C.5 VAAR 852.203-70 COMMERCIAL ADVERTISING (JAN 2008)

The bidder or offeror agrees that if a contract is awarded to him/her, as a result of this solicitation, he/she will not advertise the award of the contract in his/her commercial advertising in such a manner as to state or imply that the Department of Veterans Affairs endorses a product, project or commercial line of endeavor.

(End of Clause)

C.6 VAAR 852.237-70 CONTRACTOR RESPONSIBILITIES (APR 1984)

The contractor shall obtain all necessary licenses and/or permits required to perform this work. He/she shall take all reasonable precautions necessary to protect persons and property from injury or damage during the performance of this contract. He/she shall be responsible for any injury to himself/herself, his/her employees, as well as for any damage to personal or public property that occurs during the performance of this contract that is caused by his/her employees fault or negligence, and shall maintain personal liability and property damage insurance having coverage for a limit as required by the laws of the State of Florida. Further, it is agreed that any negligence of the Government, its officers, agents, servants and employees, shall not be the responsibility of the contractor hereunder with the regard to any claims, loss, damage, injury, and liability resulting there from.

(End of Clause)

C.7 VAAR 852.270-1 REPRESENTATIVES OF CONTRACTING OFFICERS (JAN 2008)

The contracting officer reserves the right to designate representatives to act for him/her in furnishing technical guidance and advice or generally monitor the work to be performed under this contract. Such designation will be in writing and will define the scope and limitation of the designee's authority. A copy of the designation shall be furnished to the contractor.

(End of Provision)

ADDENDUM to FAR 52.212-4 CONTRACT TERMS AND CONDITIONS--COMMERCIAL ITEMS

Clauses that are incorporated by reference (by Citation Number, Title, and Date), have the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

The following clauses are incorporated into 52.212-4 as an addendum to this contract:

52.204-7	CENTRAL CONTRACTOR REGISTRATION	FEB 2012
52.204-9	PERSONAL IDENTITY VERIFICATION OF CONTRACTOR PERSONNEL	JAN 2011
52.212-1	INSTRUCTIONS TO OFFERORS--COMMERCIAL ITEMS	FEB 2012
52.212-4	CONTRACT TERMS AND CONDITIONS-- COMMERCIAL ITEMS	FEB 2012
52.227-14	RIGHTS IN DATA--GENERAL	DEC 2007
852.215-70	SERVICE-DISABLED VETERAN-OWNED AND VETERAN-OWNED SMALL BUSINESS EVALUATION FACTORS	DEC 2009
852.215-71	EVALUATION FACTOR COMMITMENTS	DEC 2009
852.273-76	ELECTRONIC INVOICE SUBMISSION	OCT 2008

SECTION D - CONTRACT DOCUMENTS, EXHIBITS, OR ATTACHMENTS

QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)

Project Title: Game-Motivated Web-Based Instructional Content

Contract Number: TBD

Contract Description: The contractor shall provide all resources necessary to accomplish the deliverables described in the Statement of Work (SOW). This project will adapt existing promotional and instructional materials for VA Veteran-facing platforms (ex. My HealtheVet, Mobile, Kiosks, Home Tele-health, etc.) to a game-motivated instructional website to inform Veterans and their caregivers about these services and how to access and use these services. This site incorporates instructional learning modules and game-based motivations (gamification) approaches.

1. PURPOSE

This Quality Assurance Surveillance Plan (QASP) provides a systematic method to evaluate performance for the stated contract. This QASP explains the following:

- What will be monitored.
- How monitoring will take place.
- Who will conduct the monitoring.
- How monitoring efforts and results will be documented.

This QASP does not detail how the contractor accomplishes the work. Rather, the QASP is created with the premise that the contractor is responsible for management and quality control actions to meet the terms of the contract. It is the Government's responsibility to be objective, fair, and consistent in evaluating performance.

This QASP is a "living document" and the Government may review and revise it on a regular basis. However, the Government shall coordinate changes with the contractor. Copies of the original QASP and revisions shall be provided to the contractor and Government officials implementing surveillance activities.

2. GOVERNMENT ROLES AND RESPONSIBILITIES

The following personnel shall oversee and coordinate surveillance activities.

a. Contracting Officer (CO) – The CO shall ensure performance of all necessary actions for effective contracting, ensure compliance with the contract terms, and shall safeguard the interests of the United States in the contractual relationship. The CO shall also assure that the contractor receives impartial, fair, and equitable treatment under this contract. The CO is ultimately responsible for the final determination of the adequacy of the contractor's performance.

b. Contracting Officer's Representative (COR) – The COR is responsible for technical administration of the contract and shall assure proper Government surveillance of the contractor's performance. The COR shall keep a quality assurance file. The COR is not empowered to make any contractual commitments or to authorize any contractual changes on the Government's behalf.

3. CONTRACTOR REPRESENTATIVES

The contractor shall clearly identify employees to serve as the contractor's program manager for this contract. These managers will continually keep the Government informed of work status and any potential issues that may affect quality of performance.

4. PERFORMANCE STANDARDS

Performance standards define desired services. The Government performs surveillance to determine if the contractor exceeds, meets or does not meet these standards.

The SOW includes performance tasks and standards. The Government shall use these standards to determine contractor performance and shall compare contractor performance to the Acceptable Quality Level (AQL).

Performance Indicators	Performance Measure	Acceptable Level of Quality	Method of Assessment	Incentive	Dis-incentive
Provide game-motivated web-based instructional content in accordance with the SOW	Provide all deliverables complete and on time in accordance with the SOW	Minimum Rating of Satisfactory	As Appropriate	Positive Past Performance and possible exercise of options	Negative Past Performance and not exercising options

5. METHODS OF QA SURVEILLANCE

Various methods exist to monitor performance. The COR shall use the surveillance methods listed below in the administration of this QASP.

- a. **DIRECT OBSERVATION.** (Can be performed periodically or through 100% surveillance.)
- b. **PERIODIC INSPECTION.** (Evaluates outcomes on a periodic basis. Inspections may be scheduled [Daily, Weekly, Monthly, Quarterly, or annually] or unscheduled, as required.)
- c. **USER SURVEY.** (Combines elements of validated user complaints and random sampling. Random survey is conducted to solicit user satisfaction. May also generate inspections and sampling.)
- d. **VALIDATED USER/CUSTOMER COMPLAINTS.** (Relies on the patient to identify deficiencies. Complaints are then investigated and validated.)
- e. **100% INSPECTION.** (Evaluates all outcomes.)

- f. **PERIODIC SAMPLING.** (Variation of random sampling. However, sample is only taken when a problem/deficiency is suspected. Sample results are applicable only for the specific work inspected. Since sample is not entirely random, it cannot be applied to total activity performance.)
- g. **RANDOM SAMPLING.** (Designed to evaluate performance by randomly selecting and inspecting a sample of cases.
- h. Progress or status meetings.
- i. Analysis of contractor's progress reports. (Evaluate cost, schedule, etc.)

6. RATINGS

Metrics and methods are designed to determine if performance exceeds, meets, or does not meet a given standard and acceptable quality level. A rating scale shall be used to determine a positive, neutral, or negative outcome. The following ratings shall be used:

EXCEPTIONAL:	Performance significantly exceeds contract requirements to the Government's benefit.
SATISFACTORY:	Performance meets contractual requirements.
UNSATISFACTORY:	Performance does not meet contractual requirements.

7. DOCUMENTING PERFORMANCE

a. ACCEPTABLE PERFORMANCE

The Government shall document positive performance. Any report may become a part of the supporting documentation for any contractual action.

b. UNACCEPTABLE PERFORMANCE

When unacceptable performance occurs, the COR shall inform the contractor. This will normally be in writing unless circumstances necessitate verbal communication. In any case the COR shall document the discussion and place it in the COR file.

When the COR determines formal written communication is required, the COR shall prepare a Contract Discrepancy Report (CDR), and present it to the contractor's program manager.

The contractor shall acknowledge receipt of the CDR in writing. The CDR will specify if the contractor is required to prepare a corrective action plan to document how the contractor shall correct the unacceptable performance and avoid a recurrence. The CDR will also state how long after receipt the contractor has to present this corrective action plan to the COR. The Government shall review the contractor's corrective action plan to determine acceptability.

Any CDRs may become a part of the supporting documentation for any contractual action deemed necessary by the CO.

8. FREQUENCY OF MEASUREMENT

a. Frequency of Measurement.

During contract performance, the COR will yearly analyze whether the negotiated frequency of surveillance is appropriate for the work being performed.

b. Frequency of Performance Assessment Meetings will be yearly.

The COR shall meet with the contractor as required to assess performance and shall provide a written assessment.

ATTACHMENTS:

1. Contract Performance Report
2. Contract Discrepancy Report

QASP Attachment 1
Contract Performance Report

1. Contract Number:
2. Prepared by: (Name of COR)
3. Date and time of observation:
4. Observation:

5. Performance Rating (in accordance with QASP, paragraph 6):

Signature – Contracting Officer's Representative

Date

QASP Attachment 2

Contract Discrepancy Report (CDR)

TO: (Contractor Program Manager or onsite representative)

FROM: (Name of COR)

1. Contract Number:
2. Date and time observed discrepancy:
3. Discrepancy/Problem/Issue:
4. Corrective action plan:
5. A written corrective action plan [is/is not] required. [If a written corrective action plan is required include the following.] The written Corrective Action Plan will be provided to the undersigned not later than [# days] after receipt of this CDR.

Signature – Contracting Officer's Representative

Date

Received by:

Signature – Contracting Program Manager or Onsite Representative

Date

Distribution:
Contracting Officer