

SECTION C
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

C.1 Statement of Work

1352.211-70 STATEMENT OF WORK/SPECIFICATIONS (MARCH 2000)

The Contractor shall furnish the necessary personnel, material, equipment, services and facilities (except as otherwise specified): to perform the following the General Statement of Work and the SECTION J Attachment entitled "Performance Work Statement".

GENERAL WORK STATEMENT

The Contractor shall provide end-to-end services to implement and administer the National Telecommunications and Information Administration (NTIA)'s Digital-to-Analog Converter Box Program (the Coupon Program) to achieve the Project Outcomes and Objectives on the SECTION J Attachment entitled "Statement of Objectives" (from Solicitation DG1335-07-RP-0050) to enable NTIA to fulfill its responsibilities and requirements mandated by law.

The Digital Television Transition and Public Safety Act of 2005 (the Act), signed by President Bush on February 8, 2006, directs the Federal Communications Commission (FCC) to require full-power television stations to cease analog broadcasting after February 17, 2009. The returned spectrum is to be auctioned and the receipts from that auction will be deposited in a new Digital Television Transition and Public Safety Fund (the Fund).

The law directs NTIA to create the Coupon Program since consumers may wish to continue receiving broadcast television programming over the air using analog-only televisions not connected to cable or satellite service. Section 3005 of the Act directs NTIA to implement and administer a program through which eligible U.S. households may obtain up to two coupons of \$40 each to be applied towards the purchase of digital-to-analog converter boxes. To implement the Coupon Program, the Act authorizes NTIA to use up to \$990 million from the Fund for the Program including up to \$100 million for Program administration. A contingent level of \$510 million in additional funds is authorized upon a 60-day notice to the Congress. Therefore, 33.5 million coupons could be distributed to consumers through the Program at the full funding level.

The contractor shall conduct the Coupon program in accordance with this general work statement, the SECTION J Attachment entitled "Performance Work Statement," other constraints in this contract, and NTIA's Final Rule dated March 29, 2007 to implement the Coupon Program posted on NTIA's website at: (www.ntia.doc.gov).

Specifically, the Contractor shall provide:

- A consumer education program to: raise awareness and ensure participation in the Coupon Program for those households wishing to maintain over-the-air television viewing with an analog television receiver; inform a broad coalition of consumer groups, industry stakeholders and other interested parties; develop an integrated marketing approach to effectively reach millions of households since over-the-air households are numerous and diverse; demonstrate and measure consumer participation; and, drive coupon distribution and redemption;
- complete system processing for coupon distribution to consumers, manage retailer certification and participation and provide training materials for retailers;
- financial processing for coupon redemption through retailers, authorize payment from the Coupon Program to retailers, and audit transactions (reference SECTION J Attachments entitled "Coupon Program Functional

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Requirements", "Payment Work Flow Chart" and "Retailer Data Collection Chart"; and,

- an electronic dashboard in accordance with the SECTION J Attachment entitled "Dashboard Functional Specification," which will be used by NTIA to monitor and administer the Coupon Program.

The contractor shall accomplish all work under this general statement of work and the SECTION J "Performance Work Statement" within the period of performance of this contract and the mandated timeline to start and complete the Coupon Program. The Contractor shall accept coupon requests on January 1, 2008 and meet the mandates of the Act for processing of requests and distribution of coupons between January 1, 2008 and March 31, 2009 and through contract close-out on September 30, 2009.

C.2 Performance Period and Phases

The period of performance for this contract is set forth in SECTION F, paragraph entitled "Period of Performance". There are three phases of performance under the contract. The three performance phases are:

1. **Start-up and OCD Period** - This phase starts at contract award and shall be completed by March 31, 2008; however, the Contractor shall be ready to accept consumer requests on January 1, 2008. Distribution of coupons will occur in the Operational period. During the Start-up and OCD period, the Contractor must establish the Contractor's program office; develop and submit for approval all required plans; start the retailer certification and training; start the Consumer Education program; and, test and implement the Contractor's performance work statement for processing.
2. **Operational Period** - This phase starts after the Contractor has completed the start-up and OCD period and the contractor has received authorization to proceed with work to be performed during the operational period by the NTIA Program Office. The distribution, redemption, and retailer payment of coupons for both the initial funding and optional Contingent Funding is covered during this period as follows:
 - a. **Accept consumer requests and coupon distribution** - between April 1, 2008 and March 31, 2009.
 - b. **Complete final coupon distribution** - no later than April 10, 2009.
 - c. **Complete financial processing** - no later than July 31, 2009.
3. **Closeout Period** - This phase starts after the completion of distribution, redemption, and retailer payment activities and is completed by September 30, 2009 unless the contract is extended (see below).

If determined to be in the best interest of the Government, any options to extend the contract shall be exercised by written modification of the contract in accordance with the FAR clauses in Section I entitled " FAR 52.217-8, Option to Extend Services" and/or "FAR 52-217-9, Option to Extend the Term of the Contract." The Government shall notify the Contractor, in writing, no later than March 15, 2009 as to whether the Government intends to extend the contract period of performance and implement its authorization in accordance with these clauses.

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C.3 Work Breakdown Structure

The contractor shall comply with the SECTION J Attachment entitled "Contract Work Breakdown Structure (CWBS)" dated August 1, 2007 when performing work under this contract.

C.4 Performance Measurements

The contractor shall accomplish all work under this contract so that the completed work is:

- **Timely**, to meet the Act's schedule;
- **Compliant**, to be in compliance with Federal Laws, Regulations, Acts, Executive Orders, Special Publications, Guidelines, NTIA Directives and Policies, and Coupon Program objectives and RFP requirements;
- **Reliable**, to ensure successful preservation of Coupon Program information and data;
- **Scalable**, to support various processing, transactions volumes and call volumes from consumers and retailers over the term of the contract;
- **Efficient**, to achieve the performance work statement with the best use of time, money, and effort;
- **Available**, to distribute and redeem coupons as consumers generate requests;
- **Secure**, to cover consumer, manufacturer, and retailer privacy, Contractor personnel, facility, network, system, data integrity and comply with relevant security requirements and guidelines;
- **Measurable**, to determine commitments, goals, objectives, and service levels outlined in the performance work statement and other deliverable schedules of this contract are met; and,
- **Auditable**, to minimize waste, fraud and abuse (WFA).

The Section H clause entitled "Performance Measurements" outlines the procedures for administration of the performance milestones subject to Performance Payments and each Service Level Standard subject to financial disincentives.

Performance Payment Measurements for the Firm-Fixed Price SLINs are shown on the SECTION J Attachment entitled "Table 3A-1".

The service level standards for fixed-price per transaction SLINs are shown on the SECTION J Attachment entitled "Table 3A-2".

C.5 Reports

Contract Data Requirements are identified below and are itemized along with contract specific reports in Section F of this contract. The contractor shall provide the following items as outlined below and in accordance with the "Deliverable Table" and "Drafts and Final Versions" requirement in Section F of this contract.

1. A final Project Management Plan within 30 days after contract award and with updates as required by the Government to include as a minimum: (a) a contract work breakdown structure (CWBS), (b) master implementation schedule, (c) resource plan, (d) risk management plan, (e) communication plan, (f) quality monitoring and control plan (see below) (g) subcontract management plan (see below, and (h) Small Business subcontracting plan.

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2. A draft Start-Up plan shall be submitted 15 days after contract award. A final Start-Up plan shall be submitted 30 days after contract award.
3. A draft Operational Capability Demonstration (OCD) plan shall be submitted 60 days after contract award. A final OCD plan shall be submitted 90 days after contract award.
4. A draft OCD Test and Acceptance Plan shall be submitted 30 days before start of OCD. A final OCD Test and Acceptance Plan shall be submitted 15 days before start of OCD.
5. A draft Rollout Plan shall be submitted 90 days after contract award. A final Rollout Plan shall be submitted 120 days after contract award.
6. A draft Consumer Education Plan shall be submitted 30 days after contract award. A final Consumer Education Plan shall be submitted 60 days after contract award.
7. A draft Retailer Certification Plan shall be submitted 30 days after contract award. A final Retailer Certification Plan shall be submitted 60 days after contract award with updates to be provided whenever there are changes to the plan.
8. Program Management Review (PMR) to include meeting agenda shall be submitted seven (7) days before each PMR meeting. The first PMR is to be held one month after contract award and shall occur monthly thereafter. Minutes of each meeting shall be submitted seven (7) days after each PMR meeting.
9. Monthly SLA Report to include Performance/QASP metrics shall be submitted 30 days after contract award. A final report shall be submitted 30 days after Government concurrence with updates to be submitted upon changes. The report shall be submitted monthly thereafter after Government approval of metrics and calculations.
10. Root Cause Analysis Report(s) shall be submitted as required.
11. A final of the Quality Monitoring and Control Plan (from the Program Management Plan) consistent with the Quality Assurance Surveillance Plan (QASP) shall be submitted 30 days after contract award with updates to be provided whenever there are changes to the plan.
12. The Cost and Schedule Status Report shall be submitted within one month after contract award. The Cost and Schedule Status Report shall be submitted monthly thereafter.
13. Coupon Distribution, Redemption, and Payment Reports to include exceptions and trend reporting, activated coupon file, expired coupons negative file, and coupon reimbursement file shall be submitted as required.
14. A draft Security Management Plan shall be submitted 60 days after contract award. The final of the Security Management Plan shall be submitted 90 days after contract award with updates to be provided whenever there are changes to the plan.
15. A draft Continuity of Operations Plan (COOP) to include disaster recovery planning shall be submitted 90 days after contract award. The final COOP shall be submitted 120 days after contract award. Responsible disaster recovery personnel shall be updated quarterly (as required) after plan approval.

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16. The Disaster Recovery Business Continuity Exercise Summary Report shall be submitted 30 days after each exercise.
17. A draft Close-out Plan to include final financial audits and reconciliation reports shall be submitted 60 days before start of the close-out period. The final Close-out Plan shall be submitted 30 days before start of the close-out period.

C.6 Constraints

The Contractor will comply with the following Federal Laws, Regulations, Acts, Executive Orders, Special Publications, Guidelines, DOC/NTIA Directives and Policies include, but are not limited to:

E-Government Act of 2002 P.L. 107-347, December 17, 2002
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=107_cong_public_laws&docid=f:publ347.107.pdf

Federal Information Security Management Act (FISMA)
<http://csrc.nist.gov/policies/FISMA-final.pdf>

E-Authentication Guidance for Federal Agencies <http://whitehouse.gov/omb/egov/c-5-1-eAuth.html>

Sarbanes-Oxley Act of 2002 (P.L. 107-204); also known as the Public Company Accounting Reform and Investor Protection Act
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=107_cong_public_laws&docid=f:publ204.107

Records management guidance for agencies implementing electronic signature technologies <http://www.nara.gov/records/policy/gpea.html>

Electronic Signatures in Global and National Commerce Act (ESIGN)
<http://www.whitehouse.gov/omb/memoranda/m00-15.html>

Executive Order 13231, Critical Information Protection in the Information Age
<http://www.whitehouse.gov/news/releases/2003/01/20030124.html>

OMB Circular A130 <http://www.whitehouse.gov/OMB/circulars/a130/a130.html>

Government Paperwork Elimination Act (GPEA), P. L. 105-277, Title XVII
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=105_cong_public_laws&docid=f:publ277.105.pdf

Computer Fraud and Abuse Act of 1986 and Computer Abuse Amendments Act of 1990 (P.L. 107-108) <http://www.cfsan.fda.gov/~lrd/uscfraud.html>

Paperwork Reduction Act of 1995 (P.L. 104-13)
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=104_cong_public_laws&docid=f:publ13.104.pdf

Information Technology Management Reform Act (the Clinger-Cohen Act) 1996 (P.L. 104-106) http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=104_cong_public_laws&docid=f:publ106.104.pdf

Federal Information Processing Standards (FIPS) Publication 199, Standard for Security Categorization of Federal Information and Information Systems, February 2004 <http://csrc.nist.gov/publications/fips/>

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Homeland Security Presidential Directive/HSPD-7, Critical Infrastructure, Identification, Prioritization, and Protection, December 2003
<http://csrc.nist.gov/policies/Directive-hspd-7.html>

Government Information Security Reform Act, Title X, subtitle G of P.L. 106-398, January 30, 2000 http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=106_cong_public_laws&docid=f:publ398.106.pdf

Privacy Act of 1974 (P.L. 93-579), Amended January 2, 1991
<http://www.usdoj.gov/oip/privstat.htm>

Section 508 of the Rehabilitation Act of 1993 (P.L. 93-112) as amended by the Workforce Investment Act of 1998 (P.L. 105-220) August 7, 1998
<http://www.section508.gov>

Federal Information System Controls Audit Manual, January 1999
<http://www.gao.gov/special.pubs/ail2.19.6.pdf>

Health Insurance Portability & Accountability Act of 1996 (HIPAA) (P.L. 104-191) August 21, 1996 <http://aspe.hhs.gov/admsimp/pl104191.htm>

National Institute of Standards and Technology (NIST) Special Publication 800-18, *Guide for Developing Security Plans for Information Technology Systems, Revision 1*

NIST Special Publication 800-25, Federal Agency Use of Public Key Technology for Digital Signatures and Authentication

NIST Special Publication 800-26, Security Self Assessment Guide for Information Technology Systems

NIST Special Publication 800-29, A Comparison of the Security Requirements for Cryptographic Modules in FIPS 140-1 and FIPS 140-2

NIST Special Publication 800-30, Risk Management Guide for Information Technology Systems

NIST Special Publication 800-32, Introduction to Public Key Technology and the Federal PKI Infrastructure

NIST Special Publication 800-34, Contingency Planning Guide for Information Technology Systems

NIST Special Publication 800-37, Guide for Security Certification and Accreditation of Federal Information Systems

NIST Special Publication 800-53, Recommended Security Controls for Federal Information Systems

NIST Special Publication 800-61, Computer Security Incident Handling Guide.

All NIST publications are available at:
<http://csrc.nist.gov/publications/nistpubs/>

This listing is not intended to relieve the Contractor of its responsibility to identify and comply with the current effective applicable regulations and procedures therewith, when performing work under this contract. Contractor is also responsible for adhering to and following all other clauses referenced or contained in this contract.

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