

initial drafts, incorporating [REDACTED] comments, delivering revised copy/message, and delivering final proofs to [REDACTED] for approval of final copy/message. [REDACTED] will review the proposed project plan and return it to the contractor within one week with comments and any adjustments that might need to be made.

4.2. Provide the Marketing Strategy

Develop a marketing approach, with required use of [REDACTED] existing brand, through strategic planning, creative development, and implementation to increase awareness, name recognition, promote interest in, and also to motivate potential applicants to actively seek employment opportunities with [REDACTED]. Design and produce a variety of communications that may include, but **are** not limited to: print advertisements, Web design, sales kit copy and design, brochure copy and design, template documents, and blast emails. The strategy should include targeting [REDACTED] customer base. All designs and presentations will employ [REDACTED] existing brand, unless otherwise noted.

5. DELIVERABLES:

The contractor shall schedule and hold a strategic planning meeting with [REDACTED] within seven (7) business days of award of contract. The contractor shall then provide a detailed project plan draft within seven (7) business days of the strategic meeting that includes a marketing strategy to support [REDACTED] needs and includes the development of the following items:

- 5.1 Web Design** – design and prepare electronic files for [REDACTED] Internet pages
- 5.2 Promotional Items** – design and prepare electronic files for [REDACTED] promotional items
- 5.3 Advertisements** – create and prepare electronic files for print advertisements for use in media buys and event programs
- 5.4 Signage** – design and prepare electronic files of signage including banners and booth/exhibit backgrounds
- 5.5 Newsletters** – create, format, edit, and prepare electronic files of e-newsletters
- 5.6 Conference Support** – provide all electronic files [REDACTED] needs to support pre-event and onsite conference support

All designs will receive the proper [REDACTED] approvals.

All resulting products will become the sole property of [REDACTED].

6. QUALITY ASSURANCE SURVEILLANCE PLAN:

Note: the following Quality Assurance Surveillance Plan (QASP) is [REDACTED] codification of its method of implementing FAR 37.601, which requires that performance-based contracts or delivery orders –

- a) Describe the requirements in terms of results required rather than the methods of performance of the work;
- b) Use measurable performance standards (i.e., in terms of quality, timeliness, quantity, etc.) and quality assurance surveillance plans;
- c) Specify procedures for reductions of fee or for reductions to the price of a fixed-price contract when services are not performed or do not meet contract requirements; and
- d) Include performance incentives where appropriate.

Offerors must complete the PRS as part of their proposal. A description of the columns and information to be entered follows below. We will use the information provided as part of our evaluation of your offer.

- (1) **Deliverable:** One of the deliverables described in the “Deliverables” section above.
- (2) **Performance Standard:** The level of performance which the Government considers acceptable. A good performance standard in general should:
 - Measure important things;
 - Be simple, but not too simple;
 - Be auditable and capable of validation (quantifiable measures preferred, as they are less subjective);
 - Attainable and worth the cost;
 - Have a level of detail that corresponds to the intent of the stated measure and expectation;
 - Be consistently combined with other measures to reflect corporate priorities; and
 - Be controlled by the contractor.

The following performance standards represent the measures [REDACTED] considers appropriate to the performance evaluation of the deliverables and services that [REDACTED] expects to receive from the consulting services contractor.

- Timeliness of deliverables and task completion
- Agency user satisfaction with the overall consulting services
- Agency user understanding and use of the actuarial techniques and services
- Agency user satisfaction with vendor proposal analysis
- Agency user satisfaction with criteria for evaluating the financial and technical suitability of potential vendors
- Agency user satisfaction with requested reports.

(3) **Acceptable Quality Level:** The range of deviation—if any—in which the Government will consider performance to be acceptable. Each offeror must propose an Acceptable Quality Level (AQL) for each performance standard for each deliverable. If the selected offeror fails to achieve stated AQLs, [REDACTED] will reduce the offeror's payment for the services rendered in accordance with the disincentive formula. You must enter the AQLs for each deliverable in AQL chart (Attachment 2), Performance Requirements Summary Template for each deliverable that has a performance standard.

(4) **Monitoring Method**

- (a) This is the method [REDACTED] will use to monitor performance and determine the extent to which performance has met the standard. Offerors are encouraged to propose a sound process for verifying the accuracy of performance data on a continuing or recurring basis. Regardless of the method or degree of monitoring, we reserve the right to audit all performance data to independently verify its accuracy.
- (b) In general, we prefer monitoring methods that automatically capture measurements as part of the process and do not place a burden on either the offeror or [REDACTED] to collect and analyze data.

(5) **Incentive / Price Reduction**

- (a) For each AQL, your proposal must specify a maximum price reduction that will take effect if you fail to meet the AQL. The proposal must also specify the formulas and decision criteria that we will use to calculate the actual amount of price reduction for the related Contract Deliverable.
- (b) [REDACTED] is willing to consider proposals that include additional incentives for performance that exceeds the AQL. These incentives may be either monetary or non-monetary.
 - (i) For monetary incentives, your price proposal must specify a formula or set of decision criteria that we can use to calculate additional incentive payments to you. These incentive payments will only take place if you perform above the AQL. You must specify a maximum incentive payment that we will not be required to exceed, regardless of your performance.
 - (ii) Some examples of non-monetary incentives that we would consider include, but are not necessarily limited to:
 - Revised schedule
 - Reduced oversight
 - Positive performance evaluation

Automatic extension of contract term or option exercise (FAR Part 17 still applies)
 Lengthened contract term (award term contracting) or purchase of extra items (award purchase)
 Publish article(s) in agency newsletter or speak at agency seminars
 Letters of appreciation to individual employees, which may translate to bonuses
 Use trade space for licensing, access to agency officials, etc.
 Use those FAR clauses that can be negotiated to your advantage

(a) Your selection of AQLs, incentive formula and price reduction formula will be important to our evaluation. Your response must specify the proposed method for measuring your performance against each performance standard, which we will compare to relevant industry benchmarks.

Deliverable	Performance Standard	Acceptable Quality Level (AQL)	Monitoring Method	Incentive / Price Reduction
5.1 Web Design	Provided as requested by a deadline that the contractor and [REDACTED] agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	[REDACTED] staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation
5.2 Promotional Items	Provided as requested by a deadline that the contractor and [REDACTED] agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	[REDACTED] staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation

Deliverable	Performance Standard	Acceptable Quality Level (AQL)	Monitoring Method	Incentive / Price Reduction
5.3 Advertisements	Provided as requested by a deadline that the contractor and █████ agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	█████ staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation
5.4 Signage	Provided as requested by a deadline that the contractor and █████ agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	█████ staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation
5.5 Newsletters	Provided as requested by a deadline that the contractor and █████ agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	█████ staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation
5.6 Conference Support	Provided as requested by a deadline that the contractor and █████ agree upon.	Design in electronic format is provided as requested by the agreed to deadline.	█████ staff would be the recipient this deliverable and will be able to assess suitability, completeness, and timeliness.	Positive/Negative Performance Evaluation