**AGENCY NAME**

**Website Simplification Project**

**Statement of Objectives**

**Date**

1. **INTRODUCTION**

The Agency, Office, plans to consolidate, streamline and enhance its multiple agency-facing websites into one common presentation. The project encompasses assessing the existing websites; presenting recommendations for a common entry site and improvements to existing site navigation, themes, and content, in order to present a consolidated view of services; and delivering the consolidated website for testing and launch by DATE.

**1.1 Background**

AGENCY’s Office of XX is … [describe organization and mission]

**1.2 Current Environment**

AGENCY recently combined its various customer service-related lines of business under a central organizational structure. This reorganization brought together several offices, each of which manages one (or more) separate websites, focusing on different products, services or tools. These disparate websites each currently have a unique look and feel, infrastructure, navigation, and taxonomy.

Our government agency partners and customers should not have to understand our internal organizational structures, programs, or office-specific terminologies to find the services and information they need. Implementing a single entry point and common look and feel for all AGENCY OFFICE websites, tools, and services will make it easier for our customers to find and use all the different services we offer.

The existing WEBSITE.gov site contains a significant portion of the information resources addressed in this initiative. Therefore, AGENCY views WEBSITE.gov as a candidate, with revisions, to become the platform for the new consolidated website. The Contractor will be expected to collaborate with AGENCY to determine if this approach will help us to more easily complete this project in the rapid timeframe dictated. If selected as the platform for the consolidated site, the current implementation infrastructure must not be changed.

WEBSITE.gov runs on a cloud offering from VENDOR (infrastructure as a service) and resides on virtual servers in the cloud environment. The site's static content is generated in CMS; then pushed to the VENDOR cloud's origin servers and CONTENT DELIVERY NETWORK. The Contractor may use whatever website development software it prefers for HTML/CSS/JS coding, as long as it is compatible with WEB DESIGN AND HTML EDITOR SOFTWARE so that maintenance and updates can be done with CMS OR WEB DESIGN AND HTML SOFTWARE.

1. **OBJECTIVES**

To establish and promote a single, consolidated web presence for our major lines of business aligns with AGENCY’s goals to increase customer intimacy, innovation and operational efficiency. Consolidating services into a single, easy-to-use website will help us to:

* Provide a one-stop-shop for our agency customers to find easy-to-understand, high-quality, actionable government services and information;
* Improve the government’s overall ability to deliver consistent, correct, and authoritative information to the public via all widely-used contact channels (web, phone, email, mobile, etc.);
* Provide agencies with innovative solutions and services, delivered uniformly from all parts of our organization; and
* Increase engagement through collaboration inside our agency and across the government.

Design principles for new website, short and long term are:

* Relentlessly focused on the needs of our customers
* Easy to understand and use
* Clear performance goals and metrics
* Flexible to changing user needs, with built-in expansion capability for future components
* Authoritative, widely known federal source of content for [AGENCY MISSION]
* Eliminates duplication to save time and money
* Innovatively uses pilots for rapid prototyping
* Authority and control of website (including templates) must reside with AGENCY OFFICE

1. **SCOPE**

We require the services of a Contractor experienced in Internet research, analysis, web design, content management, search engine optimization, web writing, usability, accessibility, technical development, open source content management systems, and marketing, as these services relate to the optimization of customer and agency websites, to help us develop the new website.

This website should leverage existing/open source site infrastructures and tools to offer centralized search capability, cross-topic navigation, and customer-focused delivery. We must also develop naming and branding strategies to promote the primary website as the new source for the consolidated content.

The websites included in this project are:

This consolidation project involves approximately xxx pages of content in total, over xx% of which is on the current site website.gov.

1. **DELIVERABLES AND TIMETABLE**

All deliverables must meet industry standards and the requirements set forth in contractual documentation. All deliverables must meet Federal Government Section 508, usability, privacy and IT security standards.

A face-to-face “kick-off” meeting will be held at AGENCY’s Office in CITY, STATE within 7 calendar days of contract award to discuss requirements and milestones. Deadlines and delivery timetables will be established at the meeting, with reasonable consideration given to review periods and staff workload.

**4.1 Deliverables**

The Government seeks to launch an updated website by DATE, with the following attributes, features or functionality:

* Follows OMB Policies for Federal Public Websites, and related laws, regulations and best practices; see <http://www.howto.gov/web-content/requirements-and-best-practices>;
* Written in plain language (see <http://www.plainlanguage.gov/>), with a consistent editorial tone throughout;
* Easy to use – usability-tested and test results incorporated into design;
* Is Section 508 and WCAG 2.0 priority AA-compliant and accessible (provide methodologies and test results);
* Secure, vulnerability free;
* Integrates current websites into a common look and feel, following government standards and models whenever possible:
  + Common design templates
  + Highly sophisticated search across all sites
  + Global navigation; easy to find/move from one topic/service to another
  + Uses a consistent common terminology/data dictionary
* Uses existing or open source content management systems (CMS NAME) and platforms already supported by AGENCY;
* Uses “open” templates that AGENCY can modify if needed;
* Ability to change/expand as the mission of the site evolves or new services are created;
* Leads the visitor to guidance, requirements, tools and training to [take action per agency mission; provide examples];
* Integrates common analytics and customer satisfaction tools such as Google Analytics, WebTrends, or 4Q;
* Incorporates social tools such as blogging, tagging, and integration with third-party social networks;
* Functions on Windows, Macintosh, Linux, and standard mobile and Internet browsers, including:
  + Internet Explorer 7 and 8
  + Firefox (latest version at time of development)
  + Google Chrome (latest version at time of development)
  + Safari (latest version at time of development)
  + Opera (latest version at time of development)
* Provides access to existing networking and collaboration tools to enable knowledge sharing, virtual meetings, and similar activities.

**4.2 Timetable**

|  |  |
| --- | --- |
| **Main Tasks** | **Due Date** |
| 1. Face-to-face “kick-off” meeting in AGENCY’s Central Office (CO) in CITY, STATE | Within 7 calendar days after contract award |
| 2. Provide a comprehensive contract milestone Project Plan with specific dates for all deliverables | Within 5 business days of kick-off meeting in CO |
| 3. Participate in conference calls as needed | TBD\* |
| 4. Provide written weekly status reports | TBD\* |
| 5. Provide summary of design goals, content, and functional requirements | TBD\* |
| 6. Provide hierarchical map of site with global and local navigation | TBD\* |
| 7. Provide layout grids and design sketches (two to three home page concepts; four to six interior designs) | TBD\* |
| 8. Provide first draft designs | TBD\* |
| 9. Provide second draft designs | TBD\* |
| 10. Provide final designs | TBD\* |
| 11. Deliver HTML/CSS templates & style guide | TBD\* |
| 12. Set up a staging environment and migrate existing content into the new templates | TBD\* |
| 13. Proof and edit the new web pages in the staging environment | TBD\* |
| 14. Conduct a quality assurance check of all links and navigation in the staging environment | TBD\* |
| 15. Test usability, and compliance to Section 508 and WCAG 2.0 priority AA | TBD\* |
| 16. Conduct vulnerability scan and resolution in staging environment | TBD\* |
| 17. Deliver new website to AGENCY for user acceptance testing | Within 12 weeks after contract award |
| 18. Remediation of issues identified in user acceptance testing | Within 5 calendar days after issues are identified |
| 19. Launch in staging environment for final QA | + 2 Days |
| 20. Press release and official production launch | 1 week after soft launch |

|  |  |
| --- | --- |
| **Document Deliverables** | **Due Date** |
| 1. Creative brief & creative design presentation | Kickoff Meeting |
| 1. Formal requirements for government sign-off | TBD\* |
| 1. Information architecture | TBD\* |
| 1. Wireframes | TBD\* |
| 1. Functional design document | TBD\* |
| 1. Site map | TBD\* |
| 1. Baseline version control documentation (site configuration) | TBD\* |

\* Timeline will be mutually agreed-upon by AGENCY and Contractor during the kick-off meeting for this project.

**4.3 Project Management**

The Contractor shall provide comprehensive project management services to initiate, plan, execute, manage, monitor, and coordinate the project, including providing:

* A project plan to ensure AGENCY and Contractor deliverables are outlined and agreed upon, to include such things as:
  + Requirements Gathering and Functional Specifications
  + Information Architecture
  + Content Consultation & Copywriting
  + Creative Design Consulting & Presentation
  + Search Engine Optimization
  + Implementation
  + Quality Assurance and Testing
* Weekly status updates throughout the development period.

AGENCY will ensure that project decisions are made on a timely basis to preclude negative impact on the project schedule. AGENCY will review deliverables and acknowledge approval within a timely manner. If there are issues to be resolved, both Contractor and AGENCY will attempt to resolve them within three business days. Delays to this approval time may impact the deliverable dates and cost of the project.

**4.4 Performance Objectives**

Performance objectives include, but are not limited to:

|  |  |
| --- | --- |
| **Performance Indicators** | **Quality Assurance Criteria** |
| a) Completeness | Deliverables will be 100% complete. |
| b) Accuracy | Deliverables will be 100% accurate. |
| c) Effectiveness | All deliverables must contribute to the overall success of the contract. |
| d) Timeliness | All deliverables will be on time and within schedule. |
| e) Communication | Communication is professional, courteous and accurate. |

**4.5 Final Deliverables**

All deliverables must be completed and delivered to AGENCY in a timely fashion, as mutually agreed upon during individual task assignment.

The Contractor shall provide the final templates and style guide via CD or DVD. Three copies of the CD or DVD will be provided to AGENCY. Other deliverables will be provided electronically in format(s) the Contractor deems appropriate; however, the deliverables must be viewable on AGENCY systems (Microsoft Office 2003-2007, JPEG/GIF image files, Adobe PDF, etc.).

**4.6 Format for Final Deliverables**

The format for deliverables is as follows:

All project reports must be created using standard office automation software (Microsoft Office 2003-2007 or Adobe tagged PDF). The Contractor shall provide the final templates and style guide via CD or DVD. All other deliverables will be provided electronically in format(s) the Contractor deems appropriate; however, the deliverables must be viewable on AGENCY systems (Microsoft Office 2003-2007, JPEG/GIF image files, Adobe PDF, etc.).

**5.0 SECTION 508 AND ACCESSIBILITY REQUIREMENTS**

All electronic and information technology (EIT) procured through this performance work statement must meet the applicable accessibility standards at 36 CFR 1194, unless an agency exception to this requirement exists. 36 CFR 1194 implements Section 508 of the Rehabilitation Act of 1973, as amended in 1998, and is viewable at: <http://www.access-board.gov/508.htm>.

The Contractor shall indicate for each line item in the schedule whether each product or service is compliant or non-compliant with the accessibility standards at 36 CFR 1194 including the subsections of Technical Standards, Functional Performance Criteria, and Information, Documentation, and Support—as applicable. Further, the proposal must indicate where full details of compliance can be found (e.g., vendor’s website or other exact location).

The Contractor also shall provide Level AA conformance to the World Wide Web Consortium’s Web Accessibility Initiative (W3C-WAI) WCAG 2.0, see: <http://www.w3.org/TR/WCAG20/>.

**AGENCY will have final authority in determining whether Section 508 and WCAG 2.0 standards have been met. AGENCY may use Independent Verification and Validation (IV&V) support to make this determination.**

**6.0 ALL MATERIALS PROPERTY OF U.S. GOVERNMENT**

All materials developed under this contract are the property of the U.S. Government. Under no circumstances shall a vendor place a copyright on any of the materials that the vendor develops, provides, and receives payment for under this contract.

**7.0 DATA RIGHTS**

All subject data first produced in performance of the contract will be the sole property of the Government. Under no circumstances shall a vendor assert any kind of ownership over the subject data produced, delivered, and accepted under this contract, whether it be in patents, copyrights, or trademarks. Additionally, the vendor shall not use any portion of the subject data in any manner without prior written consent of the AGENCY Contracting Officer.

**8.0 PRIVACY ACT**

The Contractor shall be responsible for adhering to all aspects of the Privacy Act and is prohibited from removing from the worksite any programs, documentation, or data without the knowledge and written approval of the COTR. AGENCY information systems are the property of the Government. All deliverables and work products covered under this contract become the property of the Government. The use of any information that is subject to the Privacy Act shall be utilized in complete accordance with all rules of conduct as applicable to Privacy Act Information.

**9.0 RELEASE OF INFORMATION**

There must be no dissemination or publication, except within and between the Contractor and any subcontractors, of information developed under this contract or contained in the reports to be furnished pursuant to this contract without prior written approval of the AGENCY’s Contracting Officer.

**10.0 KEY PERSONNEL REQUIREMENTS**

The Contractor shall provide a fully qualified project manager, and an individual to perform the creative and technical work assignments included in this statement of work. These individuals are designated as key personnel**.**

The project managers should have demonstrated experience managing projects of this nature. PMP certification is preferred.

The creative and design contractor shall have:

* A strong web design and marketing background;
* Website information architecture capabilities to create navigation, build page mock-ups in HTML or favorite graphics program;
* Development capabilities to prepare, test and launch the new website;
* A clear understanding of color, visual design and layout skills;
* Good information organization skills; and
* A good understanding of modern web development techniques including HTML, cascading style sheets, the process of developing with web standards (<http://www.webstandards.org/>), progressive enhancement, etc.

In addition to the creative and technical skills, the Contractor shall have:

* Strong customer service skills and marketing experience;
* Ability to interact with senior level government staff;
* Ability to work on multiple tasks at one time;
* Knowledge of usability testing and accessibility issues; and
* Quality assurance skills and ability to troubleshoot problems.

**10.1 Résumés**

Personnel resumes on this project must be approved by the AGENCY Contracting Officer (CO) to certify that the labor category requirements are met. Resumes and references must be approved before personnel can perform on this project. Resumes should not exceed two pages per candidate.

**10.2 Personnel Substitution**

Personnel in key positions may be substituted with other individuals providing the following criteria are met:

The Contractor shall notify the AGENCY CO, in writing, of a proposed substitution of key personnel. This notification will be submitted at least fourteen (14) calendar days in advance of the proposed substitution. All proposed substitutes should have qualifications equal to, or greater than, the person to be replaced and be approved by the COTR.

The AGENCY CO in consultation with the COTR will evaluate such requests and promptly notify the Contractor, in writing, of his or her approval or disapproval thereof. At the discretion of the COTR, an interview with the proposed key individual may be required to verify that the proposed substitute has qualifications equal to, or greater than, the person to be replaced. The COTR will notify the Contractor ten (10) days in advance of the proposed substitution date if the COTR chooses to conduct an interview to review the qualifications of the proposed individual.

**11.0 GOVERNMENT FURNISHED RESOURCES**

The government (AGENCY) will provide reasonable access to AGENCY knowledge sources throughout the period of the task, including**:**

* The latest briefing presentations, organizational documents, program descriptions, etc.;
* Content and Graphics Style Guides for current sites;
* Research-Based Web Design and Usability Guidelines: <http://www.usability.gov/guidelines/index.html>;
* OMB Policies for public Federal government websites: <http://www.howto.gov/web-content/requirements-and-best-practices>;
* Security requirements; and
* Other informational sources as may apply.

**12.0 AGENCY ADMINISTRATIVE CONSIDERATIONS**

**12.1 Points of Contact:**

**Contracting Officer**

Name:

Agency:

Address:

Telephone Number:

E-Mail:

**Contract Specialist**

Name:

Agency:

Address:

Telephone Number:

E-Mail:

**Contracting Officer Technical Representative (COTR)**

Name:

Agency:

Address:

Telephone Number:

E-Mail:

The government COTR will handle the day-to-day communications with the Contractor and will act as the intermediary between the Contractor and other AGENCY officials throughout the life of the contract.  In conjunction with program officials, COTR also will have responsibility for acceptance of the Contractor's delivery of services. The AGENCY Contracting Officer, however, has exclusive authority to provide specific direction and/or make changes to the contract.

**Business Office Liaison**

Name:

Agency:

Address:

Telephone Number:

E-Mail:

**12.2 Place of Performance**

The work will be performed at the Contractor's facility; however, due to the close collaboration that is expected and the iterative process to be undertaken, for planning purposes the Contractor can anticipate approximately 8 face-to-face meetings with the program office located in CITY, STATE. Additionally, weekly teleconference calls for project updates are to be expected.

The Contractor's site must be established such that the Contractor's personnel are available to travel to the Government's program office for meetings. The Government will notify the Contractor at least 24 hours in advance of required meetings.

**12.3 Period of Performance**

The period of performance shall be for four (4) months from the date of contract award. The target date for the live website launch is DATE. This period includes Contractor tasks prior to, and short-term maintenance after, launch.

**12.4 Travel**

The government will not be required to reimburse the Contractor for local travel. Required long distance travel shall be approved in advance by the COTR. Travel reimbursement outside the Washington DC metropolitan area will be invoiced in accordance with the standard Federal Travel Regulations. These costs will be billed as Other Direct Costs. Long distance travel is not expected.

**13.0 SECURITY - Unclassified**

The Federal Acquisition Regulation (FAR) council requires that all federal entities ensure that all Contractors have current and approved security background investigations that are equivalent to investigations performed on federal employees. As outlined in AGENCY CIO P 2100.1C – AGENCY Information Technology Security Policy, SOP, Homeland Security Presidential Directive – 12 (HSPD-12), and Internal AGENCY Contractor investigation procedures, the following is required:

**Security Clearances:**

The Contractor shall require approved background investigations to accomplish its support to AGENCY. Contractor personnel will be required to have the appropriate level of investigation and/or security clearance for each selected site and information system. Contractor personnel also will be required to submit a Request for User ID when access is required to a government computer, to include the submission of proof, to AGENCY, that a favorable National Agency Check has been completed. The Contractor may be required to have access to live data and/or sensitive information and resources during performance of this authorized access to such information and will be required to sign a non-disclosure agreement. The Contractor shall observe and comply with the security provisions in effect at each selected site. Any required identification badges will be worn and displayed at all times. Contractor personnel will submit a Request for Deletion of User ID when access in no longer required.

**14.0 SPECIAL INSTRUCTIONS**

**14.1 Delivery Instructions**

Due dates for all deliverables will be mutually established by AGENCY and the Contractor at the first program office meeting after contract award.

Due dates for all deliverables identified herein will be mutually established by AGENCY and the Contractor at the first program office meeting.

All deliverables shall be submitted to the COTR. Deliverables are to be transmitted with a cover letter, on the prime Contractor’s letterhead, describing the contents.

**14.2 Inspection and Acceptance**

The COTR will inspect deliverables and the Contractor shall be notified of AGENCY’s findings within 10 workdays after the receipt of the deliverable.

**14.3 Procedures for Payment**

**Invoices:**

Billing and payment will be accomplished in accordance with the contract. The Contractor must submit a monthly invoice for one-fourth (1/4) of the contract award. Invoices will be submitted no later than the 10th calendar day of the month following performance and must be accompanied by all status reports submitted during that period.

Billing and payment shall be accomplished as follows:

* **The Contractor shall submit an original invoice for payment to AGENCY Financial Operations & Disbursement Division.**
* Duplicate invoices will be sent to the Contracting Officer and the COTR. The COTR’s invoice copy will have supporting documentation attached. **Both duplicate invoices shall be submitted before or at the same time as the invoice submitted to the AGENCY Finance Office.**
* The COTR will confirm deliveries or performance made against the invoiced line items to ensure that the correct amounts have been billed and to identify any price deductions. The COTR will then certify (using the COTR stamp) and sign, indicating that the invoice is ready for payment. A receiving report must be completed authorizing the AGENCY’s payment office to process payment of the invoice. The receiving report must be accompanied by a copy of the government’s document(s) accepting the covered services. Invoices are authorized for payment upon AGENCY’s acceptance of the deliverables specified in the contract and the receipt of a proper invoice.

Invoices are authorized for payment upon AGENCY’s receipt and acceptance of deliverables specified in the contract and the **receipt of a proper invoice**. **Invoices must include the following:**

1. Name and address of the Contractor
2. Invoice date and number
3. Contract Number, GP Number (AGENCY Form) and any contract line item numbers;
4. Description of the services provided including quantity, unit of measure, unit price and extended price of the item(s) delivered; period of service and/or dates that services were provided, etc.
5. Terms of any discount for prompt payment offered
6. Name and address of official to whom payment is to be sent;
7. Name, title, and phone number of person to be notified in event of defective invoice; and
8. Taxpayer Identification Number (TIN). The Contractor shall include its TIN on the invoice only if required elsewhere in this contract.

Please Note: **Failure to send** **three (3) copies could delay your payment.**

1. **The Contractor shall** submit an **original invoice** for payment to **AGENCY Financial Operations & Disbursement Division.**

Agency Payment Office

Address:

Telephone Number:

2. **A duplicate invoice with supporting documentation is sent** to the **COTR** who will confirm deliveries or performance made against the invoiced line items to ensure that the correct amounts have been billed and to identify any price deductions. The COTR will then sign the invoice and complete the receiving report to authorize the AGENCY’s payment office to process payment of the invoices.

**Contracting Officer Technical Representative (COTR)**

Name:

Agency:

Address:

Telephone Number:

E-Mail:

3. **A second duplicate invoice is sent to the Contacting Officer at:**

Name:

Agency:

Address:

Telephone Number:

E-Mail: