

UNITED STATES DEPARTMENT OF AGRICULTURE

FOR AGENCY USE ONLY
APLPPAXX-0012-2

PURCHASE ORDER

| | | | | | | | | |
|-------------------------|---------------------|-----------------------------------|----------------------------|----------------|-------------|-------------------|----------------------------------|--------|
| 1 PAGE NO. OF | 2 Fedstrip: 3LAR | 3 CONTRACT NUMBER GS-23F-0117K | 4 ORDER DATE 01/31/2002 | 5 SF-281 22 | 6 UNIT CODE | 7 FUND CODE WT | 8 ORDER NUMBER 43-6395-2-1587 | 9 SUB. |
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9a TYPE PURCHASE (Check One)

PURCHASE ORDER DELIVERY ORDER 431791685 A

| | | |
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| 10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) FLEISHMAN HILLARD, INC ATTN: SANDY PRINTZ 1615 L STREET NW SUITE 100 WASHINGTON, DC 20036 Phone: 202-828-8895 | SHIP TO ▶ | 11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA APHIS LPA PA SUITE 4B20 UNIT 51 4700 RIVER ROAD RIVERDALE, MD 20737-1232 |
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Phone (A/C & No.) 301-734-5222 Check One FTS COMM

| 12 LINE ITEM | 13 ACT CODE | 14 DESCRIPTION | 15 BUDGET OBJECT | 16 ACC LINE | 17 QUANTITY | 18 UNIT ISSUE | 19 UNIT PRICE | 20 AMOUNT |
|--------------|-------------|--|------------------|-------------|-------------|---------------|---------------|--------------|
| 1 | | Safeguarding System Definition Project in accordance with the attached statement of work and your company's proposal dated 12/18/01. The final award amount is NOT TO EXCEED \$256,571.91. BILLING INSTRUCTIONS: PAYMENT WILL BE MADE IN ARREARS FOR DELIVERIES OR SERVICES RENDERED. SEND THE ORIGINAL AND ONE COPY OF THE INVOICE TO THE CONSIGNEE JOYCE MIMS (301) 734-5222 AT THE ADDRESS ABOVE IF ADDITIONAL INFORMATION IS REQUIRED PHONE JOSE LUIS GALLAGHER (612) 370-2226 PLEASE SHOW THE PURCHASE ORDER NUMBER ON EACH MAILING LABEL AND THE INVOICE (End of Report) | 2500 | 1 | 1 | JOB | 256571.91 | \$256,571.91 |

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

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| 21 F.O.B. POINT Destination | 22 DISCOUNT AND/OR NET PAYMENT TERMS Net30 | 22a TYPE COMMODITY/ PAYMENT CODE O | 25 Sub-Total ▶ | \$256,571.91 |
| 23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 01/31/2002 | 24 SHIP VIA | 26 ESTIMATED FREIGHT | 27 TOTAL ▶ | \$256,571.91 |

| 28 ACC LINE | 29 ACCOUNTING CLASSIFICATION | | | | | | | | | | 30 DISTRIBUTION | 31 AMOUNT |
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| 31a ISSUING OFFICE NAME AND ADDRESS USDA APHIS MRP-BS ASD BUTLER SQUARE WEST 5TH FLOOR 100 NORTH 6TH STREET MINNEAPOLIS, MN 55403 | 31b ORDERED BY (Name and Title) JANETTE LEVER; CONTRACTING OFFICER |
| 31c COMMERCIAL PHONE (Area Code and Number) 612-370-2285 | 31d FTS PHONE NO. |
| 31e AUTHORIZED SIGNATURE | |

**U.S. Department of Agriculture
Animal and Plant Health Inspection Service, Legislative and Public Affairs
Statement of Work for Safeguarding System Definition Project**

INTRODUCTION

Legislative and Public Affairs (LPA) in the Animal and Plant Health Inspection Service (APHIS) is looking for a qualified public relations and marketing agency to research and create slogans and key messages to represent the APHIS safeguarding concept or system. This information will be used for the agency's public outreach efforts for the next several years. The ultimate objective of this campaign is to communicate key APHIS information to strategic target audiences like certain industries, international travelers, and State cooperators.

BACKGROUND

"Protecting American agriculture" is the basic charge of APHIS, an agency in the U.S. Department of Agriculture. APHIS provides leadership in ensuring the health and care of animals and plants. The agency improves agricultural productivity and competitiveness and contributes to the national economy and the public health. Plant Protection and Quarantine (PPQ) is a program in APHIS charged with creating and maintaining a system of safeguards against accidental introduction of foreign plant and animal pests and diseases. PPQ has primary responsibility for the entire plant safeguarding system. Plant resources are defined as agricultural food and fiber crops; horticultural crops such as fruits, vegetables, nursery and floral plants; forestry resources; and natural resources including native species and ecosystems. PPQ shares responsibility with another APHIS program, Veterinary Services, in enforcing the animal health side of the safeguarding system. The animal safeguarding system is an integrated operation for preventing, detecting, and appropriately responding to adverse animal health events. (Adverse health events can result from the real or perceived impacts of diseases, pests, vectors or toxins on productivity, trade, or public health). The comprehensive agricultural safeguarding system includes many elements like inspections, quarantines, treatments, regulations, surveillance, emergency response, monitoring, trade agreements, and risk assessments.

Safeguarding America's vast and important agricultural and natural resources from attack by invasive plant and animal pests and diseases requires attentiveness and swift intervention. Central to this goal is the need for a seamless process by which all safeguarding activities mesh to form a barrier to the establishment of invasive plant and animal pests and diseases. Offshore and port of entry activities are used to prevent entry of both plant and animal pests into the country, whereas domestic programs are necessary to detect and respond to any breach of these exclusion mechanisms. A continuous flow of information about pests that threaten American agricultural resources from abroad and likely pathways for their entry is vital for predicting regions of the United States that are at highest risk for invasions. Identifying high-risk areas allows for resources to be directed where they can be used most efficiently to erect exclusion barriers and target detection activities. A nationally coordinated surveillance program that uses suitable

technology and targets high-risk areas increases the probability of detection before an infestation or outbreak reaches an unmanageable size. Rapid response to eradicate invading pests significantly reduces the cost of control programs and the direct economic losses resulting from quarantine restrictions. In addition, rapid response reduces negative effects that invasive pests may have on endemic and indigenous species, thereby maintaining native biodiversity.

The National safeguarding system is focused on preventing the entry and establishment of invasive plant and animal pests and diseases in the form of insects, plant diseases, animal diseases, noxious weeds, and other injurious organisms. Historically, agriculture has been viewed as the primary beneficiary of the safeguarding system, however, the economic benefits of protecting these resources are felt much more broadly. Among the most obvious benefits are reductions in costs associated with control programs in terms of dollars spent and pesticide usage, with its associated effects on human and environmental health. Exclusion of invasive plant and animal pests and diseases that may adversely impact natural ecosystems provides protection for native flora and fauna.

APHIS needs to educate people about different kinds of invasive pests and diseases and about its role in dealing with them. The cooperation and good will of the American people is a key element in the fight to safeguard the United States from exotic plant and animal pests and diseases while providing for a healthy and abundant food supply in the global marketplace. However, this complex concept is difficult to represent clearly and succinctly. APHIS needs to depict its work consistently in key messages that have the potential to be converted to visuals. From a marketing perspective, what does its "safeguarding concept or system" mean to people or what aspects of it do people identify with, and can it be shown broadly enough so people "get it"?

The development of slogans/messages that may be able to be converted into a brand, will help to communicate APHIS' diverse activities to its stakeholders and partners. By developing strong, colorful, and consistent slogans/messages, APHIS hopes to enlist more citizens in its safeguarding efforts. In order to understand this task order, the contractor must first possess basic knowledge about APHIS. There is a great deal of general information on the APHIS homepage at www.aphis.usda.gov and on PPQ's safeguarding concept at www.safeguarding.org.

The contractor who is ultimately selected must have a strong background in marketing research, the development of brand identities, and creative slogans. The public relations services requested must be accurate, clear, timely, and compatible with agency regulations.

SCOPE OF WORK

The scope of work in this effort is to research and create appealing, colorful, and vibrant slogans, and key messages to represent the APHIS safeguarding concept or system. The first phase of the contract will focus on the PPQ safeguarding system. These slogans and messages will be part of a comprehensive marketing plan which the contractor will also outline. The contract would be in

place for five years with several options for extension of services to include similar work for the animal safeguarding system as well as implementation activities and evaluation.

The contractor will work with the following representatives for the start of the task:

Ms. Anna Cherry
Public Affairs Specialist, APHIS LPA
(301) 734-7253

Ms. Meghan Thomas
Public Affairs Specialist, APHIS LPA
(301) 734-3266

For the duration of this task, all written correspondence, to include proofs and final deliverables, shall be sent to the above-mentioned contacts at the following address:

USDA/APHIS/LPA
Room 4B17
Unit 51, 4700 River Road
Riverdale, MD 20737

STATEMENT OF WORK

The contractor shall become generally educated about APHIS programs in order to understand its mission, vision, and target market. The contractor shall become thoroughly educated about PPQ's safeguarding system through review of the program's website, printed materials, and select interviews. The contractor can begin this goal by visiting APHIS' website at www.aphis.usda.gov.

The contractor shall research and create three slogans and at least five key messages under each to promote and represent PPQ's safeguarding system. The slogans will define the overall meaning or frame of the safeguarding system and the key messages would be directed at different strategic audiences. The research phase of the project will include both interviews and sampling from PPQ personnel and external focus groups and surveys of key target audiences and stakeholders. The five key messages will be differentiated for the following audiences: 1) American public; 2) international travelers; 3) Importers/Exporters; 4) Transportation and agricultural production industries; and 5) domestic agricultural interests.

The contractor should state its proposed methodology for accomplishing the research phase of the project in its bid proposal along with a detailed budget of how funds would be spent. All proposals become the property of the government. APHIS LPA will provide any existing identifying graphics that could be helpful plus any required identity strips and design specifications and or regulations as well as background/historical

information. LPA will provide guidance in selecting audiences and stakeholders for the research phase.

The awarded contractor shall provide at least three different marketing plans outlining concepts/messages for approval/modification to LPA. One will be selected for full development. The contractor will conduct research on selected slogans and key messages to ensure no conflict exists with preexisting slogans or copyrights.

The awarded contractor shall provide the completed items in hard copy, in camera ready form, and on a zip disk, in both PC and MAC formats.

GOVERNMENT FURNISHED MATERIALS

The government will give the awarded contractor editorial procedures as needed to be used by the contractor for educational purposes. LPA will provide access to PPQ operations people for background research and will provide copies of existing materials and relevant reports. The government will provide any existing identifying graphics that could be helpful plus any required identity strips.

PERFORMANCE AND QUALITY CONTROL MEASURES

The following milestones will be used to ensure quality control and to define successful completion of the project for the PPQ safeguarding system. Payment is contingent on meeting these measures.

- 1) Marketing research plan is developed and approved by LPA.
- 2) Written summary report on internal/background research with PPQ and LPA employees is issued to LPA. This report, not to exceed 7 pages, will present highlights and insights gathered from interviews and materials. It will include materials reviewed and names of sources.
- 3) Progress report is submitted every two weeks (via fax or email) detailing status of work, resources expended, potential challenges or problems, and adherence to timeline.
- 4) Three marketing concepts are outlined and presented then narrowed down to one concept for full development into slogans and key messages. In order for a concept to be approved, it must clearly be the result of research conducted and be consistent with the philosophy, values, and operations of the APHIS safeguarding system. If LPA and PPQ do not find any of the concepts acceptable, the contract timeline may be extended by written agreement of both parties. This price proposal should include the hourly rate for additional work on the concepts over the hours allotted in the contract price. These hours would be detailed in the written agreement extending the timeline.

5) A brief report (not to exceed 3 pages) tying the data collection and analysis to each concept is also presented to LPA. This report should explain why the concept was chosen and what target audience it resonates most strongly with.

6) After the contract is awarded, all raw data collected, any written analysis, the slogans and key messages (hard copy, and disks) are turned over to LPA. All materials and data developed/collected become the full property of the U.S. government.

DELIVERY SCHEDULE

The period of performance of this task will commence from the date of award and shall be completed no later than 150 business days after award. The time frames for individual steps may be adjusted (shorter or longer) by written agreement of both parties after initial meetings between contractor and LPA.

After award, the awarded contractor shall:

Be responsible for submitting a brief written progress report to the representative every two weeks for the duration of the contract. This is in addition to any face-to-face work sessions or phone calls for the regular development of the products. Written reports can be sent via e-mail.

Within 25 working days, contractor will submit a research plan, including contacts or general categories when appropriate. [NOTE: this plan would apply to external interviews, surveys, focus groups, etc., not to background reading and other efforts focused within PPQ or APHIS]. LPA will approve research plan and notify contractor by phone of any changes within five business days.

Within 70 days, all market and background research with internal and external people will be completed.

After 80 days, a meeting will take place to discuss data and data analysis between LPA and contractor.

After 110 days, three different marketing concepts for three living, colorful, and vibrant slogans, and at least five key messages [directed at different target audiences: 1) American public; 2) international travelers; 3) Importers/Exporters; 4) Transportation and agricultural production industries; and 5) domestic agricultural interests] for each slogan to promote and represent PPQ's safeguarding system will be submitted to LPA. The connection between the data gathered in the research phase and the concepts will be clearly outlined.

LPA will have a maximum of 10 working days to review the three and select one for final development. During this period, LPA may ask the contractor to make an additional presentation for select program managers.

NOTE: Within those 10 working days, LPA may require revisions of any or all of the three prior to selecting one for full development. If none of the three are acceptable or they require extensive revision, the overall timeline for the contract will be extended by written agreement between LPA and the contractor. This price proposal should include the hourly rate for additional work on the concept over the hours allotted in the contract price.

After 130 business days, the contractor will submit the final, and fully developed marketing plan with the slogans and key messages to promote and represent PPQ's safeguarding system to LPA. This will include a statement from the contractor noting how research was conducted to ensure that slogans/key messages do not conflict with any existing slogans/key messages or infringe on any copyrights.

LPA will have five business days to review the items and make changes.

Contractor will revise the items to incorporate changes and return them to LPA within five business days.

LPA will have three business day to make a final review and submit the changes to the contractor.

After 150 business days, the contractor will provide the final items in hard copy, on zip disk, and in camera ready form to LPA. Contractor will turn over to LPA all raw data and data analysis in hard copy and on disk or video tape when appropriate. All materials and data developed/collected from the date of the award of the contract until its conclusion become the full property of the U.S. government.

INVOICE

Invoice information will be provided on the task order.

DATA RIGHTS

All data, messages, and other documents created under the task order become the property of the Federal government to use on an unlimited basis at no additional expense to the government.

EVALUATION CRITERIA

The Government anticipates the award of a firm-fixed price task order under a GSA schedule. All contractors will be evaluated equally based on technical capability, which encompasses; the **company capability statement, experience, and past performance**; the ability to deliver a finished product by the established due date, as well as fair and reasonable pricing. Technical capability and the ability to deliver a finished product by the established due date are the primary factors and will be weighed equally. Price, although a consideration under this statement of work,

will be a secondary factor. The Contracting Officer shall determine what trade-off between technical merit and price promises the greatest value to the government, price and other factors considered. Contractors who are interested in being considered for awards should submit a proposal for this statement of work to the following address by close of business on December 19, 2001.

José-Luis Gallagher
USDA, APHIS, MRP-BS, ASD, Contracting Section
100 North Sixth Street
Butler Square 5th Floor
Minneapolis, MN 55403

Those interested contractors who are determined to be in the competitive range will be contacted by telephone to schedule a 30-60 minute meeting to discuss the statement of work, how the safeguarding identity and messages are envisioned, and answer any questions. The meetings will take place at the following address:

USDA/APHIS/LPA
ROOM 4A01MT (4th floor), 4700 River Road
Riverdale, MD 20737

If necessary, the meeting may take place via conference call. All interested contractors should include the following information in their proposal. These materials will be used as the basis for consideration of award or for establishing a competitive range.

1. Company capability statement – a brief statement (2 page limit) that outlines the qualifications and experience needed to successfully perform the tasks outlined in this statement of work including documentation of meeting scheduled due dates.
2. Experience – The above task requires the contractor to have a demonstrated expertise in market research (including conducting and evaluating focus groups), copywriting, creative development, and strategic planning and promotion. Therefore, the contractor should submit a portfolio consisting of at least four samples that demonstrate successful completion of similar tasks of an equal or greater level of complexity. All samples must be similar to the work to be performed under this statement of work. All samples of the work will remain property of the government.
3. Past Performance – Submit four references to substantiate the quality of the work to be performed on past tasks. At least two of these four references must relate to the samples submitted for item two (experience).
4. Copy of the GSA Schedule contract price list.

5. Price proposal for the task to be performed shall include any discounts offered from the GSA Schedule price list.
6. Price proposal: Contractor shall submit a detailed price proposal that includes research, creation of slogans and key messages, requested revisions, and electronic storage of files and data on a zip disk, in both PC and MAC format. If LPA and PPQ do not find any of the concepts acceptable, the contract timeline may be extended by written agreement of both contractors. This price proposal should include the hourly rate for additional work on the concept over the hours allotted in the contract price.