

23 November 2021

PERFORMANCE WORK STATEMENT (PWS)
for
COMMUNITY NAVIGATOR PILOT PROGRAM (CNPP)
MIXED MEDIA ADVERTISING
v. 1.0

Part 1**General Information**

1. **GENERAL:** This is a non-personal services contract to provide Community Navigator Pilot Program (CNPP) / U.S. Small Business Administration (SBA) both print and digital media advertising (accessible via desktop and mobile devices) across the United States. The Government shall not exercise any supervision or control over the contract service providers performing the services herein. Such contract service providers shall be accountable solely to the Contractor who, in turn is responsible to the Government.

1.1 **Description of Services/Introduction:** The contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to ensure that the print and digital advertisements appear in periodicals, personal computer, and mobile devices as defined in this Performance Work Statement (PWS) (Section 5) is performed efficiently, accurately, on time and in compliance with the requirements of this document except for those items specified as government furnished property and services.

1.2 **Background:** The American Rescue Plan Act of 2021 established a new SBA Community Navigator Pilot Program, which will deploy trusted community partners in underserved communities to better connect small business owners to federal, state, and local resources. The Community Navigator Pilot Program is a crucial addition to our SBA programs because it will galvanize the support of small businesses hardest hit by this pandemic and/or historically left behind. These businesses, predominantly the smallest of the small—in urban and rural America—and owned by women, veterans and socially and economically disadvantaged individuals, have suffered the greatest economic loss from this pandemic. Community Navigators will connect these small businesses to the U.S. Small Business Administration’s vast range of programs and services to help them reopen, stay open, start, grow, and persist through resilience. The American Rescue Plan Act of 2021 mandates that the SBA institute a robust outreach and education effort to carry out the program’s mission. The outreach effort will be conducted in multiple languages via digital and print advertising in order to make small businesses aware of the Navigators organizations that can support them.

1.3 **Objectives:** The contractor shall design, develop, and deploy an integrated print and mixed media marketing campaign that advertises CNPP/SBA resources and services to small business

concerns in the communities where the Navigators organizations operate.

1.4.1 Scope: CNPP/SBA requires a targeted ad campaign of resources and services that shall be viewed in print media and digital/mobile formats in local areas known to contain a population of businesses that are underserved.

The SBA has a requirement for the following categories: 1) Media Plan; 2) Creative Design and Development; 3) Media Purchase and Placement. More information about each of these three elements below.

1.4.2 Media Plan

The goal of this campaign is to (1) raise awareness of the Community Navigator Pilot Program among all of the Program's target groups, across all 50 states and Puerto Rico, and (2) to increase the number of entrepreneurs served by the program. The following groups are the Program's target groups:

- Minority/Black, Indigenous, and People of Color (BIPOC) Entrepreneurs
 - Alaska Native and Indigenous
 - Asian American
 - Black and African American
 - Hispanic and Latinx
 - Middle Eastern
 - Native American
 - Native Hawaiian and Pacific Islander
 - North African
 - Tribal Communities
- Other Underserved Groups
 - Entrepreneurs with Disabilities
 - LGBTQ Entrepreneurs
 - Rural Entrepreneurs
 - Veterans and Military Entrepreneurs (including spouses)
 - Women Entrepreneurs
- “The Smallest of the Small” and those hardest hit by COVID-19
 - Innovative Startups
 - Micro Businesses
- Socially and Economically Disadvantaged Small Businesses

1.4.3 Creative Design and Development

We are requesting that 4 types of creative assets be created for this program: Promotional Video, Graphic Treatments, Audio Clips and one Landing Page. While all four of these types of creative assets will be created, the number of Promotional Videos, Graphic Treatments and Audio Clips is at the discretion of the contractor, who will make a recommendation of the number of assets that will be required in order to best raise awareness among our Target Group.

Promotional Video shall include script strategizing and professional video shoot of finished mp4 videos ads. Videos may, but are not required to, include a musical score to engage the audience. The talent in the video will be small business owners, and ‘Navigator’ representatives. Locations will be determined in conjunction with the SBA staff, and will include 2 locations, one in a rural area in the midwest and one in an urban area. Each location will require 1 day of

shooting.

Videos will be exclusively placed on digital platforms that are proposed by the contractor (e.g., YouTube, social media, and internet advertising) to target our selected audience wherever they are on the internet. The CNPP video advertisements shall be displayable on desktop and mobile devices. Contractor shall develop, design, shoot and submit all ad videos for approval prior to running. No placement will occur without final SBA approval in writing. CNPP/SBA may choose to recut the advertisement at any time during the period of performance for an additional fee mutually agreed upon by CNPP/SBA and the contractor. Minimum acceptable standards for video equipment must be equal to DSLR/Camcorder, tripod, lavalier mic, and key light. All professional line, HD quality.

CNPP reserves the right for 2 rounds of revisions at each the storyboard and draft stages and will own the final product of the videos that are produced, and all footage captured.

The Promotional Video may be used for Strategic Social advertising, Targeted Display Impressions, Local Outlets, Over the Top Streaming Services and for the Landing Page.

Graphic Treatments shall be created that promote the Navigators Program and that feature small business owners, and ‘Navigator’ representatives. The talent used for the Graphic Treatments can be the same talent that are featured in the promotional video. We are looking for on-trend messaging that will resonate with the target populations.

The Graphic Treatments may be used for Strategic Social advertising, Targeted Display Impressions, Print Media, Local Outlets and for the Landing Page. CNPP reserves two rounds of revisions at both the storyboard and draft stages and will own the final product of the graphic treatments that are produced, and all images captured.

Audio Clips shall be created that promote the Navigators Program. The Audio Clips may contain content from, but are not necessarily duplicative with, the audio from the promotional video. A) Whether the audio is a pull of the Audio from the promotional video or a standalone asset and (B) the length of the audio advertisement are both at the recommendation of the contractor depending on (1) the optimally efficient media mix and (2) the format that resonates with the target audiences.

The Audio Clips may be used for Local Outlets and Podcasts / Radio. We are looking for on trend messaging that will resonate with the target populations. CNPP reserves the right to two rounds of revisions at each the storyboard stages and at the draft phase and will own the final product of the audio advertisements that are produced.

Landing Page: The above advertising strategy will raise awareness for CNPP and will direct users to a high-quality and informative landing page that the contractor will design and implement to meet the needs of the Agency and adhere to SBA guidelines set forth by the Office of the Chief of Information Technology (OCIO). No placement will occur without final SBA approval in writing. CNPP reserves unlimited 5 rounds of revisions until satisfaction and will own the final product of the landing page that is produced.

1.4.4 Media Purchase and Placement

We are requesting that the contractor propose the most effective

media placement to raise awareness among our target audience given this project's budget. The media mix may include following, but is not limited to:

Strategic social advertising shall be shown within the flow of content on Facebook and Instagram feeds on desktop and mobile devices selecting specific audiences via age, location, and interests. Format of social advertising will be cut downs of the Promotional Video along with Graphic Treatments. The contractor shall develop, design, shoot and submit all social videos and graphics for approval prior to running. Strategic social advertising will direct viewers to the Landing Page. No placement will occur without final SBA approval in writing.

Targeted display impressions comprised of the cut downs of the Promotional Video and/or Graphic Treatments shall be delivered to targeted audience as they navigate reputable, well-known, and visited websites (such as ESPN, BBC, etc.), based on specified demographics, geography, online behaviors, and psychographics. Campaigns will be paced to ensure consistent impressions throughout the month. Targeted display impressions will direct viewers to the Landing Page. No placement will occur without final SBA approval in writing.

Search Engine Marketing will allow SBA/CNPP ad/link to immediately appear on the top of Google search pages and similar search engines when customers search based on relevant keywords. SEM will direct impressions to the Landing Page to directly link customers to the appropriate content for their needs. No keywords will be bought without final SBA approval in writing.

Print Media ads shall run comprised of Graphic Treatments. Print Media can take the form of newspapers, out of home, point of purchase, billboards and transit ads, at the suggestion of the contractor and CNPP/SBA depending on (1) the optimal media mix and (2) the format that resonates with the target audiences. No placement will occur without final SBA approval in writing.

Television Promotional Video shall run in local markets. Promotional Video duration will depend on (1) the optimal media mix and (2) the format that resonates with the target audiences. Offerors demonstrating pre existing relationships with local television outlets will have preference. No placement will occur without final SBA approval in writing.

Over the Top Streaming Services Promotional Video advertisements to be delivered via various streaming services. Vendor's proposals will identify proposed streaming services to be incorporated into the final PWS. No placement will occur without final SBA approval in writing.

Podcasts Audio advertisements to run within podcasts that are popular with the target population. The length of the audio advertisement is at the recommendation of the contractor depending on (1) the optimal media mix and (2) the format that resonates with the target audiences. Audio advertisements for podcasts will not exceed 60 seconds in length. No placement will occur without final SBA approval in writing.

Radio Audio advertisements to run radio stations that are popular with the target population. The length of the audio advertisement is at the recommendation of the contractor depending on (1) the optimal media mix and (2) the format that resonates with the target audiences. Offerors demonstrating pre existing relationships with local radio outlets will have preference. No

placement will occur without final SBA approval in writing.

1.5 Period of Performance: The period of performance shall be for one (1) Base Year of 12 months and four (4) option years.

1.6 General Information

1.6.1 Quality Control: The contractor shall develop and maintain an effective quality control program to ensure services are performed at or above the standard defined in the Performance Requirements Summary. The QCP shall document how the contractor will meet and comply with the quality standards established in this statement of work. The QCP must include a self inspection plan, internal staffing plan, and an outline of the procedures that the Contractor will use to maintain quality, timeliness, responsiveness, and customer satisfaction. The contractor shall develop and implement The QCP is to be delivered within 30 days after contract award QCP shall be submitted to the Program Manager and COR within 5 working days when changes are made thereafter. After acceptance of the quality control plan the contractor shall receive the contracting officer's acceptance in writing of any proposed change to the QC system.

1.6.2. Contractor Discrepancy Report (CDR): When the Contractor's performance is unsatisfactory, a CDR will be issued. The Contractor shall reply in writing within five (5) work days from the date of receipt of the CDR, giving the reasons for the unsatisfactory performance, corrective action taken, and procedures to preclude recurrence.

1.6.3 Quality Assurance: The government shall evaluate the contractor's performance under this contract in accordance with the Quality Assurance Surveillance Plan (QASP). This plan is primarily focused on what the Government must do to ensure that the contractor has performed in accordance with the Performance Work Statement (PWS) standards. "Contract quality requirements" means the technical requirements in the contract relating to the quality of the product and service and those contract clauses prescribing inspection to ensure the product's service conforms to the contractual requirements.

1.6.4. Place of Performance: Work will be performed both virtually and, if required, at the SBA headquarters located at XX

1.6.5 Type of Contract: The Government anticipates awarding a firm fixed-price contract.

1.6.7.1. Physical Security: The contractor shall be responsible for safeguarding all government information and property provided for contractor use. The Contractor assigned to this project will be held accountable for adherence to the Federal Privacy Act of 1974. The work to be performed is unclassified but may involve data which is restricted under the Privacy and Freedom of Information Acts. However, as a condition for access to government-owned systems and data, the contractor may be subject to pass a background investigation in accordance with OMB Circular A-130, which requires screening of all individuals involved with sensitive applications or Federal data in Federal automated information systems. All SBA automated systems and data are considered sensitive.

1.6.8. Post Award Conference/Periodic Progress Meetings: The Contractor agrees to attend any post award conference convened by the contracting activity or contract administration office in

accordance with Federal Acquisition Regulation (FAR) Subpart 42.5. The post award conference will also be utilized to ensure the contractor understands all HSPD-12 requirements. The contracting office will hold periodic status or progress meetings with the contracting officer, the COR, the contractor, and other personnel as necessary (at least quarterly) to discuss problems, progress of the contract, and contractor performance. This meeting will be held at a mutually agreed location, or virtually. The CORs must ensure that they receive copies of correspondence related to these meetings, including follow-up actions. These meetings shall be at no additional cost to the Government.

1.6.9. Contracting Officer Representative (COR): The Contracting Officer will designate, in writing, a COR. The COR will have authority to take certain actions specifically provided and within the limitations prescribed in the designation. A copy of the designation will be furnished to the Contractor. In no event will the COR, by virtue only of his/her designation as such, be empowered to execute or agree to any contract modification thereof. The Contracting Officer will retain the ultimate responsibility for the administration of the contract. Any discrepancy resulting from coordination with or advice from the COR shall be addressed, in writing, to the Contracting Officer. The COR monitors all technical aspects of the contract and assists in contract administration. The COR is authorized to perform the following functions: Assures that the Contractor performs the technical requirements of the contract; performs inspections necessary in connection with contract performance; maintains written and oral communications with the Contractor concerning technical aspects of the contract; issues written interpretations of technical requirements, including government drawings, designs, specifications; monitors Contractor's performance and notifies both the Program Manager and Contractor of any deficiencies; coordinates availability of government furnished property, and provides site entry of Contractor personnel.

1.6.9.1. The Contracting Officer will designate, in writing, an Alternate Contracting Officer's Representative. The Alternate COR will have authority to take certain actions specifically provided and within the limitations prescribed in the designation. A copy of the designation will be furnished to the Contractor. In no event will the Alternate COR, by virtue only of his/her designation as such, be empowered to execute or agree to any contract modification thereof. The Contracting Officer will retain the ultimate responsibility for the administration of the contract. The Alternate COR's authority shall only be in effect during the absence of the COR.

1.6.10. Key Personnel: Key personnel shall not be added to or removed from the contract without express acknowledgement of the COR or CO. Any changes to the working status of these key personnel shall be transmitted (in writing) to the COR and CO within five (5) workdays of the proposed change. If, for any reason, any of the key personnel becomes, or is expected to become, unavailable for work under this contract for a continuous period exceeding 30 workdays the contractor shall promptly replace personnel with personnel who possess qualifications equal to or better than that of the original employee. The Contractor shall ensure all key personnel terminated or released from employment under this contract are replaced within five (5) workdays of the termination, unless written agreement from the Contracting Officer for additional days is given

1.6.10.1. The following are considered key personnel by the Government: The Contractor shall provide a Program Manager (PM) who shall be responsible for the performance of the work under this contract. The name of this person, and an Alternate PM (APM), who shall act for the Contractor when the PM is absent, shall be designated in writing to the CO before the post award

conference. The PM or APM shall have full authority to act for the Contractor on all contract matters relating to daily operation of this contract and shall be considered as the primary POCs for the CO and COR. The PM or APM should be available during normal business hours (Eastern Standard Time) or respond no later than 24 hours from Government contact, except federal holidays or when the government facility is closed for administrative reasons.

The contractor shall

provide a contract manager who shall be responsible for the performance of the work (this duty may be fulfilled by the PM, APM, or other Contractor employee). The name of this person and an alternate who shall act for the contractor when the manager is absent shall be designated in writing to the contracting officer. The contract manager or alternate shall have full authority to act for the contractor on all contract matters relating to daily operation of this contract.

1.6.1. Identification of Contractor Employees: All contract personnel attending meetings where their contractor status is not obvious to all parties are required to identify themselves as such to avoid creating an impression in the minds of members of the public that they are Government officials. They must also ensure that all documents or reports produced by contractors are suitably marked as contractor products or that contractor participation is appropriately disclosed.

1.15 .2. General: (This subsection is applicable to ALL Contractor personnel).

1.15.2.1. The Contractor shall be responsible for ensuring all personnel performing work under this contract possess and maintain current certifications as indicated in this PWS during the execution of this contract.

1.15.2.2. Contractor personnel performing work under this contract shall be U.S. citizens unless approval has been granted by the Government for the non-U.S. citizen to perform the required support. Approval for non-U.S. citizens to perform work will only be considered for U.S. Permanent Residents, and approval is not guaranteed.

1.15.6.2 Conduct of Personnel: The Contracting Officer may require the Contractor to remove from the job site any employee working under this contract for reasons of misconduct, security, or found to be under the influence of alcohol, drugs, or other incapacitating agents. Contractor employees shall be subject to dismissal from the premises upon determination by the Contracting Officer that such action is necessary in the interest of the Government. For remote workers, the Contractor is expected to ensure employees are similarly not under any intoxicating or incapacitating substances during business hours in performance of this Contract.

1.6.12. Data Rights: The Government has unlimited rights to all documents/material produced under this contract. These documents, files, and materials shall not be used or sold by the contractor without written permission from the Contracting Officer. All materials supplied to the Government shall be the sole property of the Government and may not be used for any other purpose. This right does not abrogate any other Government rights. The Contractor shall NOT post information to public websites or social media locations, personal or professional that in any way disclose participants, discussions, pictures, etc. before, during or after the contract period of performance without the express consent of the Government.

The Contractor shall not cite any information (e.g., contract information, pictures, locations, etc.)

obtained through this contract on any marketing tools to include its company website.

1.6.13. Organizational Conflict of Interest: Contractor and subcontractor personnel performing work under this contract may receive, have access to or participate in the development of proprietary or source selection information (e.g., cost or pricing information, budget information or analyses, specifications, or work statements, etc.) or perform evaluation services which may create a current or subsequent Organizational Conflict of Interests (OCI) as defined in FAR Subpart 9.5. The Contractor shall notify the Contracting Officer immediately whenever it becomes aware that such access or participation may result in any actual or potential OCI and shall promptly submit a plan to the Contracting Officer to avoid or mitigate any such OCI. The Contractor's mitigation plan will be determined to be acceptable solely at the discretion of the Contracting Officer and in the event the Contracting Officer unilaterally determines that any such OCI cannot be satisfactorily avoided or mitigated, the Contracting Officer may affect other remedies as he or she deems necessary, including prohibiting the Contractor from participation in subsequent contracted requirements which may be affected by the OCI.

PART 2

DEFINITIONS & ACRONYMS

2. DEFINITIONS AND ACRONYMS:

2.1. DEFINITIONS:

2.1.1. CONTRACTOR. A supplier or vendor awarded a contract to provide specific supplies or service to the government. The term used in this contract refers to the prime. 2.1.2.

CONTRACTING OFFICER. A person with authority to enter into, administer, and or terminate contracts, and make related determinations and findings on behalf of the government. Note: The only individual who can legally bind the government.

2.1.3. CONTRACTING OFFICER'S REPRESENTATIVE (COR). An employee of the U.S. Government appointed by the contracting officer to administer the contract. Such appointment shall be in writing and shall state the scope of authority and limitations. This individual has authority to provide technical direction to the Contractor as long as that direction is within the scope of the contract, does not constitute a change, and has no funding implications. This individual does NOT have authority to change the terms and conditions of the contract. 2.1.4.

DEFECTIVE SERVICE. A service output that does not meet the standard of performance associated with the Statement of Work.

2.1.5. DELIVERABLE. Anything that can be physically delivered, but may include non manufactured things such as meeting minutes or reports.

2.1.6. KEY PERSONNEL. Contractor personnel that are evaluated in a source selection process and that may be required to be used in the performance of a contract by the Key Personnel listed in the PWS.

2.1.7. PHYSICAL SECURITY. Actions that prevent the loss or damage of Government property.

2.1.8. QUALITY ASSURANCE. The government procedures to verify that services being performed by the Contractor are performed according to acceptable standards. 2.1.9. QUALITY ASSURANCE Surveillance Plan (QASP). An organized written document specifying the surveillance methodology to be used for surveillance of contractor performance. 2.1.10.

QUALITY CONTROL. All necessary measures taken by the Contractor to assure that the quality of an end product or service shall meet contract requirements.

2.1.11. SUBCONTRACTOR. One that enters into a contract with a prime contractor. The

Government does not have privity of contract with the subcontractor.

2.2. ACRONYMS:

ACOR Alternate Contracting Officer's Representative

ACS Army Community Services

CFR Code of Federal Regulations

CNPP Community Navigator Pilot Program

COR Contracting Officer Representative

DA Department of the Army

DFARS Defense Federal Acquisition Regulation Supplement

DOD Department of Defense

FAP Family Advocacy Program

FAR Federal Acquisition Regulation

KO Contracting Officer

OCI Organizational Conflict of Interest

PIPO Phase In/Phase Out

POC Point of Contact

QA Quality Assurance

QAP Quality Assurance Program

QASP Quality Assurance Surveillance Plan

QC Quality Control

QCP Quality Control Program

SBA Small Business Administration

TE Technical Exhibit

PART 3

GOVERNMENT FURNISHED PROPERTY, EQUIPMENT, AND SERVICES

3. GOVERNMENT FURNISHED ITEMS AND SERVICES:

3.1. Services: The Government will not provide any personnel, services, facilities, utilities, or equipment. Changes to this shall be by bilateral Contract Modification between the Contracting Officer and the Contractor.

PART 4

CONTRACTOR FURNISHED ITEMS AND SERVICES

4. CONTRACTOR FURNISHED ITEMS AND RESPONSIBILITIES: 4.1 The Contractor shall furnish all supplies, equipment, facilities, and services required to perform work under this contract that are not listed under Section 3 of this PWS.