

Solicitation Questions	Section Title	RFP Section	Page #
Question: Do T&M invoices have to contain timesheets?	Billing Instructions	G.5	51
Answer: Yes.			
Question: “Other substantiating documentation or information required by the IDIQ contract including a cost capture spreadsheet at the task order level that includes hours incurred by Contractor employee, by task order task (The Contractor and the Government shall jointly determine the full contents and format of the cost capture spreadsheet.)” Does the Census Bureau want this cost information for all task orders, or only Firm Fixed Price task orders?	Proper Invoice Information	G.6.1	52-53
Answer: The Contractor and the Government shall jointly determine the full contents and format of the cost capture spreadsheet after award and this will pertain to the entire contract and all task orders. (See track changes to Section G.6.1.)			
Question: When will this cost capture spreadsheet including hours incurred by Contractor employee be required?	Proper Invoice Information	G.6.1	53
Answer: The Contractor and the Government shall jointly determine this after award.			
Question: Invoices for travel expenses shall include original or legible copies of receipts as prescribed in the FTR, including, at a minimum: a. Actual airfare or other public conveyance expenses b. Transportation including car rental expenses for each rental day c. Lodging expenses d. Parking expenses Are receipts required to support all travel?	Travel and Per Diem	G.8	54-55
Answer: Yes, to a through d. All receipts are required.			
Question: The RFP instructs offerors to include Service Contract Labor Standards requirements under Fringe Benefits Fees, but does not include the FAR Clause for Service Contract Labor Standards, nor does it reference an applicable Wage Determination. Please clarify whether the Service Contract Labor Standards apply to this contract.	Sub-Volume 7.4	Rate Card	115
Answer: The Government will include the FAR clause for Service Contract Labor Standards in the event it does apply to a future task order that is issued under the IDIQ contract. (See track change to Section I.4.)			
Question: The Census Bureau has recognized that the Prime Contractor shall contract with firms with experience communicating to historically undercounted populations. a. For the purpose of passing these costs on to the Government, will these firms be considered subcontractors or will their costs be accounted for as labor and accounted for under Attachments 7 and 9? b. If the latter, will the same apply to other potential key subcontractor partners, such as Public Relations, Event Marketing, Media Planning/Buying, etc.? c. We note that Attachment 7 indicates the latter to be the case, as it has space for subcontractors, while Attachment 9 does not. Please explain.	Targeted Audience Capability	C.4.2 + C.4.3	12

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<p>Answer:</p> <p>a. If the work is not being performed by the prime contractor, then the contractor(s) performing the work would be considered a subcontractor.</p> <p>b. Not applicable.</p> <p>c. The Government is open to the possibility that subcontractors may be considered as part of the project management solution and, if they are, their rates shall be included on the rate card. In Attachment J.9 the table should include prime and "core team" of companies. Please distinguish on Attachment J.9 between Prime and all subcontractors that are part of the "core team".</p>			
<p>Question: Small Business Subcontracting Plan and Participation Plan – Please explain the key differences between the two plans.</p>	Small Business Subcontracting	C.7 and C.8	26
<p>Answer: The Small Business Subcontracting Plan shall estimate the value and percentage goals of the services to be subcontracted to small business as well as stipulating the plans for mentoring emerging and small businesses during their services. The Participation Plan shall identify the functions and performance areas to be subcontracted to large and small businesses with a description of each company on the core team and the planned management team organizational structure for the contract as stated in the draft Request for Proposal (RFP).</p>			
<p>Question: It is our understanding that SBA regulations permit small, small women-owned, and small disadvantaged businesses to self-certify. Please confirm this to be the case.</p>	Small Business Subcontracting	C.7 and C.9	26
<p>Answer: Yes, this is the case.</p>			
<p>Question: The RFP contains many references to Office of the Chief Information Officer Policy and Programs. When must the Contractor demonstrate compliance to these policies: during RFP submission, upon award, or after award?</p>	Government Provided Resources	G.4	51
<p>Answer: Compliance is required during RFP submission, upon award, and after award throughout the lifecycle of the contract.</p>			
<p>Question: What is the nature of the Government Provided Data, and where are guidelines for managing Government Provided Data?</p>	Confidential Information	H.10	66
<p>Answer: Government Provided Data may be provided to the Contractor as needed during the lifecycle of the contract, will be determined on a task order basis, and shall be kept confidential by the Contractor (see Section H.10). Guidelines vary depending on the data and will be provided after award, if needed.</p>			
<p>Question: Is there a review process for determining "Need to Know" status of employees?</p>	CAR 1352.209-72 Restrictions Against Disclosure	H.13.1	67
<p>Answer: No, there is not a review process.</p>			
<p>Question: Where are the standards for 36 CFR 1194 21-41 found?</p>	Electronic and Information Technology	H.21 CAR 1352.239-71	74
<p>Answer: These will be determined at the task order level.</p>			
<p>Question: When is the VPAT Template at www.Section508.gov due?</p>	Electronic and Information Technology	H.21 CAR 1352.239-71	74
<p>Answer: It is due when it pertains to a deliverable that needs to be 508 compliant. Each applicable task order will reference the 508 compliance requirement and its due date for the VPAT template.</p>			
<p>Question: Please advise if an exclusion for materials licensed to the Government by a third party is acceptable.</p>	Title And Risk Of Loss	H.22	75
<p>Answer: No.</p>			
<p>Question: Does this section refer to the Contractor's gathering of information that is reported to the IRS, or other information provided by the Census to Contractor for use?</p>	Internal Revenue Service (IRS) publication 1075 required contract language	H.23, Section 4	75
<p>Answer: This is standard language that applies to this contract in the event that this information is required with in a task order.</p>			
<p>Question: Please advise what systems require approval, and the steps/timing necessary to obtain the approval.</p>	Sub-Volume 7.1 – Price – General Information #2 Approval of Business System	L.6.7	110

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Answer: See track changes to Section L.6.7, Sub-Volume 7.1 (2) - Price - General Information.			
Question: Will project management fees also be priced out at the sample task order level? Or, are all project management fees to be included in the pricing for the IDIQ (Sub-Volume 7.2 – Price Proposal for Project Management)?	Volume 7 – Price	L.6.7	110-111
Answer: Yes, project management fees shall be priced for the Designated Market Area (DMA) Exercise (the Government is assuming that is what is meant by "sample task order level".) The DMA Exercise shall not be included in the Price Proposal for Project Management. All project management fees shall be included in the pricing for the IDIQ (Attachment J.7).			
Question: Please elaborate of the types of subcontracts envisioned by the Government	Subcontracts	Section H.38	82
Answer: This is unknown at this time and will be determined after award, if needed.			
Question: a. What response channels are hypothetically available to the public in the DMA exercise? b. When will the response channels be available to the public?	DMA Exercise	Attachment J.1	141
Answer: a. The response channels are multi-mode (Internet, telephone, and paper). (See track changes in Attachment J.1.) b. The dates the response channels will be available to the public are: Online and telephone - 03-20-17 Questionnaires mailed - 04-15-17 (See track changes in Attachment J.1.)			
Question: a. Should we assume that we are developing the communications listed for the mailing strategy, or should we assume that these communications are developed by the client team? b. If developed by the client team, will you provide examples from which we can work?	DMA Exercise	Attachment J.1	141
Answer: For purposes of the DMA Exercise, the offerors shall assume that the client would be developing the materials for the mailing strategy. Please note that this is an exercise and the Government is not actually developing these materials for use in your solutions; therefore, none will be provided.			
Question: a. Is the Internet push letter a hard copy mailing to all housing units? b. What would be the call-to-action provided in this mailing? c. And what would be the call-to-action in each of the subsequent mailings?	DMA Exercise	Attachment J.1	141
Answer: a. Yes. b. The call-to-action is to encourage response via the Internet. c. The reminder postcard is a reminder to respond via the Internet; the second reminder postcard is also a reminder to respond via the Internet; the questionnaire will have a call-to-action to respond via the Internet or complete and mail back the paper questionnaire.			
Question: The attachment describes the mailing strategy for the DMA exercise census of New Orleans. It states that the Internet push letter and instructions will be sent a week prior to Census Day. A reminder will be sent on Census Day. And a second reminder, which will be for people who haven't responded, will be sent out after April 8th. The questionnaire will follow two weeks after Census Day. The cutoff date for the second reminder is a week prior to when the questionnaire is sent out. What response will dictate whether the second reminder postcard will be sent out?	DMA Exercise	Attachment J.1	141

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Answer: If the household responded, it will not receive the second reminder postcard.			
Question: When would be the start date for NRFU? What is the end date for NRFU?	DMA Exercise	Attachment J.1	141
Answer: For purposes of the DMA Exercise, the start date for NRFU is May 11, 2017 and the end date for NRFU is June 15, 2017. (See track change to Attachment J.1.)			
Question: Census Day is April 1, 2017. The agency(is) would not be contracted to start the engagement until July 1, 2016. What should be the end date of this DMA exercise engagement?	DMA Exercise	Attachment J.1	141
Answer: For the sake of this exercise, the engagement is through the completion of NRFU which is June 15, 2017. (See track change to Attachment J.1)			
Question: OOP research vendor costs should not be included, but should the time required to design, execute, analyze, and readout any research be included?	DMA Exercise	Attachment J.1	141
Answer: The DMA Exercise does not state that out-of-pocket research vendor costs should not be included. Inclusion of these costs, as well as the time required to design, execute, analyze, and readout any research, is at the discretion of the offeror.			
Question: Census Questionnaire: Is the same number of questions anticipated for the 2020 Census questionnaire as in 2010 (ten)?	DMA Exercise	Attachment J.1	141
Answer: The number of questions anticipated for the 2020 Census questionnaire has not been determined at this time.			
Question: a. Activation: What lead-time parameters should be considered for OOH media that involves printing through the U.S. Government Printing Office (GPO) and/or GPO approved vendors for all printing requirements under the contract? b. Should these lead times be factored into the DMA exercise or should we assume external printing options for this case?	DMA Exercise	Attachment J.1	141
Answer: a. The lead time for GPO printing varies based on what is being printed. However, the average lead time is 6 to 8 weeks. b. The Government is required to use GPO for all printing so never assume external printing options even for this exercise.			
Question: Will the Prime Contractor be permitted to invoice for paid media based on estimate, as is the industry standard? If not, will we be permitted to bill for paid media more often than once per month?	n/a	general	n/a
Answer: No, the Government does not pay for services until they have been rendered. The Government will obligate funding to cover services on each task order. However, for paid media, proof (tear sheets and affidavits) is required that media ran as ordered prior to payment. The Government will allow for the Contractor to bill for paid media more often than once per month.			
Question: Will the use of "Existing Information" (USPS, IRS, Medicaid, or Medicare Services, 3rd-parties) eliminate the need to send questionnaires to households before the Non-Response Follow-up Phase or will that information be used to pre-populate census forms for verification during Non-Response Follow-up?	Operational Planning for the 2020 Census	C.2.4	8
Answer: This has not been determined to date.			
Question: a. Can the Government clarify whether the Government's ownership rights are subject to any third party rights contained in the deliverables that have been approved for inclusion by the Government? b. Will the Government abide by all such usage limitations?	Ownership of Contract Deliverables and Usage into Perpetuity	C.4.5	13
Answer: a. The specific usage of contract deliverables will be further defined at the task order level including those contract deliverables that require usage into perpetuity. b. The Government will abide by all usage limitations based upon awarded task orders.			

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<p>Question: With regard to third party contracts (including licenses and media buys), will the Government allow Contractors to engage vendors as agents for the Government under the principle of sequential liability?</p> <p>Answer: No.</p>	Ownership of Contract Deliverables and Usage into Perpetuity	C.4.5	13
<p>Question: The Government's requirement is that all printing be accomplished through the GPO and its vendors. By limiting Contractors to printing through GPO and its approved vendors, the Government is missing an opportunity for use of small and/or Economically Disadvantaged Small Businesses; this requirement also eliminates the opportunity for Contractors to work with vendors to negotiate the most effective and efficient terms for the Government.</p> <p>Will the Government re-evaluate the requirement that all printing be accomplished through the GPO and its vendors to allow Contractors to provide some or all of those services?</p> <p>Answer: The Government will not re-evaluate as the use of GPO is required for all printing.</p>	Printing requirements	C.4.7	14
<p>Question: The Government's requirement is that all printing be accomplished through the GPO and its vendors. By limiting Contractors to printing through GPO and its approved vendors, the Government is missing an opportunity for use of small and/or Economically Disadvantaged Small Businesses; this requirement also eliminates the opportunity for Contractors to work with vendors to negotiate the most effective and efficient terms for the Government.</p> <p>Can Contractors assume that printing costs for work conducted through GPO are not included in the Contractor's budget?</p> <p>Answer: No, the Contractor cannot make this assumption.</p>	Printing requirements	C.4.7	14
<p>Question: In regard to the bulleted area: Development and use of data management platform and Development and use of demand-side platform.</p> <p>Typically, Contractors manage and oversee an existing media placement vendor with these capabilities. Is the Government requiring the Contractor to design and develop an online ad-serving system?</p> <p>Answer: This has not been determined to date.</p>	Digital Advertising	C.5.6	19
<p>Question: The RFP states "The Contractor shall provide support on a 24/7 basis for weekdays, weekends, and holidays as needed."</p> <p>Is the 24/7 support specific to social media crisis response, or does the Census Bureau envision the contractor staffing social media engagements and responses during nights, weekends and other hours outside of the traditional business day?</p> <p>Answer: 24/7 support for social media is not limited to crisis situations and will be further defined at the task order level. (See track changes to Section C.5.7.)</p>	Social Media	C.5.7	19-20
<p>Question: The RFP states, the contractor shall develop a newsroom portal.</p> <p>a. Please provide more information about the newsroom portal?</p> <p>b. Can Contractors assume the technical development of the portal will be the responsibility of the website contractor, and that the Integrated Communications Contractor will be responsible for design?</p>	Public Relations	C.5.8	20

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<p>Answer: a. No additional information is available about the newsroom portal and will be discussed with the Contractor after award. b. The Government has revised Section C.5.8 to say that the newsroom portal MAY be included as a requirement under the contract. (See track changes to Section C.5.8.)</p>			
<p>Question: The RFP states, the contractor shall develop a newsroom portal. Will the portal be maintained and content updated by Census staff or the Communications Contractor?</p>	<p>Public Relations</p>	<p>C.5.8</p>	<p>20</p>
<p>Answer: This is unknown at this time and will be discussed with the Contractor after award. (See track change to C.5.8)</p>			
<p>Question: The Draft RFP indicates that the Contractor shall develop and implement an online fulfillment system for partnership staff and partners. Is the Government looking for the Contractor to develop the online process for ordering materials, as well as physical fulfillment? In other words, should the actual packaging and shipping of materials be included in the Contractor's scope and budget or does the Census Bureau have a mechanism in place for that?</p>	<p>Communications Planning and Materials for the Partnership Program</p>	<p>C.5.9</p>	<p>20-21</p>
<p>Answer: This is unknown at this time and will be discussed with the Contractor after award.</p>			
<p>Question: a. Who will be managing the Statistics in School Program, for example Scholastic or a different vendor? b. Will it be the responsibility of the communications contractor to design and coordinate lesson plans and materials for school districts and organizations?</p>	<p>Statistics in Schools</p>	<p>C.5.10</p>	<p>21-22</p>
<p>Answer: a. This is unknown at this time and will be discussed with the Contractor after award. b. This is unknown at this time and will be discussed with the Contractor after award.</p>			
<p>Question: Will the Government share the name of the existing website vendor supporting census.gov?</p>	<p>Website Development</p>	<p>C.5.11</p>	<p>22</p>
<p>Answer: Yes, the existing website vendor is Accenture Federal Services.</p>			
<p>Question: Will the Government be providing content for the website separate from this contract?</p>	<p>Website Development</p>	<p>C.5.11</p>	<p>22</p>
<p>Answer: Yes.</p>			
<p>Question: Small Business: 49% of the total contract value For the purposes of determining the percentage allocation goals to small businesses, does the definition of total contract value include media spend?</p>	<p>Small Business Goals</p>	<p>C.7</p>	<p>26-27</p>
<p>Answer: Yes.</p>			
<p>Question: Small Business: 49% of the total contract value Is the 49% small business goal evaluated on a quarterly basis or as an average across multiple years?</p>	<p>Small Business Goals</p>	<p>C.7</p>	<p>26-27</p>
<p>Answer: The 49% stated in the draft Request for Proposal (RFP) is the FY 2015 Department of Commerce Operating Unit Small Business Subcontracting Goal. (See track changes to Sections C.7 & F.6.4.1.3.)</p>			
<p>Question: Will the Government consider changing H.31 (c) and H.32 (d) to allow the Contractor to control the defense of claims for which it has an indemnification obligation subject to the right of the Government to approve any choice of counsel and/or settlement in each case not to be unreasonably withheld?</p>	<p>Talent Release and Usage & Publication Rights</p>	<p>H.31; H.32</p>	<p>79 – 80</p>

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Answer: No.			
Question: Section C(a)(2) requires that "As a part of the proposal, the offeror shall provide the Contracting Officer with complete information regarding previous or ongoing work that is in any way associated with the contemplated acquisition." Does this requirement extend to all subcontractors?	FAR 52.252.5 AUTHORIZED DEVIATIONS IN PROVISIONS (APR 1984)	L.2	99
Answer: Yes.			
Question: Section C(a)(2) requires that "As a part of the proposal, the offeror shall provide the Contracting Officer with complete information regarding previous or ongoing work that is in any way associated with the contemplated acquisition." Does this requirement include previous work for the Census Bureau? If yes, how many years back should we go when detailing previous work?	FAR 52.252.5 AUTHORIZED DEVIATIONS IN PROVISIONS (APR 1984)	L.2	99
Answer: Yes, and this applies to any work completed at any time for the Census Bureau.			
Question: Most if not all production and media vendors require upfront payment prior to commencing work/placing media. Notwithstanding contractual payment terms, will the Government agree to pre-pay the Contractor such that the Contractor does not go "out of pocket" in securing available prompt payment discounts discussed in H.30?	Media Buying	C.5.5	17-18
Answer: No.			
Question: With respect to Investigative requirements, is the communication contract considered a High or Moderate Risk?	Security Processing (CAR 1352.237-70)	H.13.2	68-69
Answer: For the sake of this clause, high and moderate risks are lumped together and there is no distinction made between the two.			
Question: Regarding Foreign Nationals, Section 2.c., would the Government change the residence requirement to 1 year?	Security Processing (CAR 1352.237-70)	H.13.2	68-69
Answer: No.			
Question: During the pre-solicitation conference, Self-Response was discussed Does the Government anticipate that non-ID Self-Response can be completed at home or can it only be completed at Census designated sites, like schools, libraries, or churches?	General (Self Response)	N/A	N/A
Answer: The Government anticipates that you can complete the questionnaire on any device at any location.			
Question: Small Business Subcontracting Small Business: 49% of the total contract value. For the purposes of determining percentage allocation goals to small businesses, in what way does the 49% small business requirement relate to total subcontracted value?	Small Business Goals	C.7	26-27

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<p>Answer: The small business subcontracting goals proposed by offerors applies to the total value of the contract, not the subcontracted value.</p>			
<p>Question: If a member of the key personnel proposed is out of the country during a portion of time reserved for oral presentations. How should the team address with the Census?</p>	<p>Participation and Attendance (Oral presentations)</p>	<p>L.9.2</p>	<p>118-119</p>
<p>Answer: Please see Section L.9.2(a) which reads, "All personnel proposed as Key Personnel in Volume 6 of the written proposal shall be physically present in the oral presentation facility at the time of the oral presentations and have a speaking role during the oral presentations."</p>			
<p>Question: The solicitation incorporates the following clauses that contemplate the submission of cost or pricing data: 52.215-10 – PRICE REDUCTION FOR DEFECTIVE CERTIFIED COST OR PRICING DATA (AUG 2011); 52.215-11 – PRICE REDUCTION FOR DEFECTIVE CERTIFIED COST OR PRICING DATA-MODIFICATIONS (AUG 2011); 52.215-12 – SUBCONTRACTOR CERTIFIED COST OR PRICING DATA (OCT 2010); 52.215-13 – SUBCONTRACTOR CERTIFIED COST OR PRICING DATA-MODIFICATIONS (OCT 2010); 52.215-14 – INTEGRITY OF UNIT PRICES (OCT 2010); 52.215-15 – PENSION ADJUSTMENTS AND ASSET REVERSIONS (OCT 2010); 52.215-16 – FACILITIES CAPITAL COST OF MONEY (JUNE 2003); 52.215-17 – WAIVER OF FACILITIES CAPITAL COST OF MONEY (OCT 1997); 52.215-18 – REVERSION OR ADJUSTMENT OF PLANS FOR POSTRETIREMENT BENEFITS (PRB) OTHER THAN PENSIONS (JULY 2005); 52.215-19 – NOTIFICATION OF OWNERSHIP CHANGES (OCT 1997); 52.215-22 – LIMITATIONS ON PASS-THROUGH CHARGES-IDENTIFICATION OF SUBCONTRACT EFFORT (OCT 2009); and 52.215-23 – LIMITATIONS ON PASS-THROUGH CHARGES (OCT 2009). Under FAR 15.403-1, cost or pricing data cannot be required if there is adequate price competition or when purchasing commercial items. Given that this solicitation will have price competition and is for commercial services, why are these clauses included in the solicitation? Will the Government consider the deletion of the clauses that may not apply?</p>	<p>FAR 52.252-2 – CLAUSES INCORPORATED BY REFERENCE (FEB 1998)</p>	<p>I.4</p>	<p>84</p>
<p>Answer: Yes. (See track changes to Section I.4.)</p>			
<p>Question: The solicitation incorporates the following clauses that contemplate price redetermination: 52.216-5 – PRICE REDETERMINATION—PROSPECTIVE (OCT 1997); and 52.216-6 – PRICE REDETERMINATION—RETROACTIVE (OCT 1997). Given that the conditions for use of price redetermination contracts under FAR 16.205-2 do not apply to the services being solicited under this solicitation, why are these clauses included in the solicitation? Will the Government consider the deletion of the clauses that may not apply?</p>	<p>FAR 52.252-2 – CLAUSES INCORPORATED BY REFERENCE (FEB 1998)</p>	<p>I.4</p>	<p>84</p>
<p>Answer: Yes. (See track changes to Section I.4.)</p>			
<p>Question: The solicitation includes FAR 52.216-7 – ALLOWABLE COST AND PAYMENT (JUN 2013). Given that this clause should not be used in time and materials contracts for commercial items pursuant to FAR 16.307, why is this clause included in the solicitation? Will the Government consider the deletion of this clause if it does not apply?</p>	<p>FAR 52.252-2 – CLAUSES INCORPORATED BY REFERENCE (FEB 1998)</p>	<p>I.4</p>	<p>84</p>

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<p>Answer: No. The IDIQ contemplates both FFP, Time and Materilas, or a hybrid of both.</p>			
<p>Question: The solicitation incorporates the following clauses that require the application of cost accounting standards to the contract:: 52.230-2 – COST ACCOUNTING STANDARDS (OCT 2015); 52.230-3 – DISCLOSURE AND CONSISTENCY OF COST ACCOUNTING PRACTICES (OCT 2015); 52.230-4 – DISCLOSURE AND CONSISTENCY OF COST ACCOUNTING PRACTICES- FOREIGN CONCERNS (OCT 2015); and 52.230-6 – ADMINISTRATION OF COST ACCOUNTING STANDARDS (JUNE 2010).</p> <p>Given that this contract would be exempt from application of the Cost Accounting Standards, why are these clauses included in the solicitation? Will the Government consider the deletion of the clauses that may not apply?</p>	<p>FAR 52.252-2 – CLAUSES INCORPORATED BY REFERENCE (FEB 1998)</p>	<p>I.4</p>	<p>84</p>
<p>Answer: Yes. (See track changes to Section I.4.)</p>			
<p>Question: The RFP states "It is mandated that all printing must be purchased through GPO over the entire lifecycle of the contract."</p> <p>a. Is this expense running through this contract, or will the Census Bureau pay for this cost directly outside of the contract?</p> <p>b. If the printing will run through this contract, can the Contractor add normal indirect burdens and fee in accordance with its standard accounting practices approved by DCMA and DCAA?</p>	<p>Printing requirements</p>	<p>C.4.7</p>	<p>14</p>
<p>Answer: a. The expense runs through this contract. b. No.</p>			
<p>Question: Documentation may be needed to present to the media companies as express authorization of the Contractor to execute agreements on behalf of the Census Bureau, as well as assist in ensuring all possible government-related discounts are passed on.</p> <p>How will the government provide authorization to the Contractor to act as the buying agent for the procurement of media/advertising?</p>	<p>Traditional Advertising and Media Buying</p>	<p>C.5.5</p>	<p>17-18</p>

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Answer: This will be addressed after award if needed.			
<p>Question: FAR 52.219-9 states that subcontracting goals are “expressed in terms of percentages of total planned subcontracting dollars”, but L.6.5 of the RFP states that the subcontracting goals should be “expressed in terms of percentages of total contract value”.</p> <p>Since the Individual Summary Reports submitted to the government are structured to report goals as a percentage of total subcontracted dollars, can the government confirm that subcontracting goals should be expressed as a percentage of subcontracted dollars?</p>	Small Business Subcontracting	C.7	26-27
Answer: The small business subcontracting goals are expressed in terms of percentages of total subcontracting dollars for the Individual Summary Reports. However, for the contract as a whole, the small business subcontracting goals are based on the total contract value. (See track changes in Sections C.7 & F.6.4.1.3.)			
<p>Question: Will the government please confirm secondary tier subcontractors count towards the small business goals?</p>	Small Business Subcontracting	C.7	26-27
Answer: Yes, secondary tier subcontractors count toward the small business goals.			
<p>Question: The RFP states " The Contractor shall submit a summary subcontracting report on all of its contracts with the Department of Commerce."</p> <p>Please confirm that the Contracting Officer requires only subcontracting information regarding contracts with the Census Bureau.</p>	Summary Subcontracting Report (formally SF 295)	F.6.4.1.4.b	42
Answer: The RFP states, "The Contractor shall submit a summary subcontracting report on all of its contracts with the Department of Commerce."			
<p>Question: The RFP p. 55 states "No profit or fee will be allowed on travel or other ODCs." The RFP p. 79 states "In the case of costs for the purchase, placement, and related services of advertising in media, the Contractor shall only be compensated for the actual cost of placement."</p> <p>Please confirm the Contractor can apply normal indirect cost burden in accordance with its standard accounting practices approved by DCMA and DCAA.</p>	Travel and Per Diem & Compensation for Advertising (MEDIA) Placement	G.8 (c) and H.30	55 & 79
Answer: No, for all other direct costs (ODCs), including travel and media, the Contractor is only reimbursed for actual cost.			
<p>Question: Reference defines font for text as Times New Roman 12pt. Since there are no references to fonts allowable for figures, captions, graphics, or tables, would the government consider using Arial 9pt for figures, captions, graphics, and tables?</p>	Instructions for submission of proposal	L.5(d)	101
Answer: The Contractor can use 9 point font but should use Times New Roman. (See track changes in Section L.5(d).)			
<p>Question: Reference section does not address the inclusion of a cover page, table of contents, list of figures, or glossary within each volume.</p> <p>Would the government consider including these in each volume, but keep them outside the page limits?</p>	Written Proposal Instructions	L.6	102
Answer: A binder cover page, table of contents, list of figures, and glossary are required for each volume and do not count toward the page limits. (See track changes in Section L.5 (g).)			

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<p>Question: Please confirm that the last row of Pricing Table #1 titled "Total Firm Fixed Price for Project Management including profit" should include travel and ODC costs as well. Or, should travel and ODC costs be excluded from all prices shown in Pricing Table #1?</p> <p>Answer: No, Pricing Table #1 shall not include any travel and other direct costs (ODCs).</p>	Pricing Tables #1 for both Project Management and DMA	Attachments J.7 and J.8	N/A
<p>Question: Would the LGBT segment of the population be of interest for targeted communications in the Census outreach? Are questions being added to the 2020 census that would identify LGBT households?</p> <p>Answer: The purpose of the decennial census is to count all residents living in the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands. Communications will for all segments of the population. The questions for the 2020 Census questionnaire have not been determined at this time.</p>	general	N/A	N/A
<p>Question: The Draft RFP states that the offeror shall provide the facility/room in which oral presentations are to be conducted at the prime contractor's facilities.</p> <p>Does the Government have any restrictions on where the prime contractor's facilities are located for use in Orals, such as those outside the National Capitol Region?</p> <p>Answer: The Government strongly prefers that the oral presentations take place at the headquarters office of the prime contractor or the location where the bulk of the services will be performed. It does not have to be in the Washington, D.C. metropolitan area. The facility shall be handicapped accessible. (See track changes in Section L.9.1(e).)</p>	Logistics for the Oral Presentations	L.9.1 e	117
<p>Question: Can the government please confirm that this solicitation will be issued as a commercial item solicitation, as indicated by the inclusion of FAR 52.212-1 in Section I?</p> <p>Answer: See track changes in Section I.4.</p>	Contract Clauses	I	84
<p>Question: Please confirm that Contractor will be planning and placing advertising media on a T&M basis and no media commissions are permissible.</p> <p>Answer: The purchase of media will be on a T&M basis. However, the planning may be done on a Firm Fixed Price basis and will be determined at the task order level. No media commissions are permissible.</p>	Compensation for advertising (media) placement	H.30	79
<p>Question: Who (and how many people) will be made available by the Census Bureau to represent the agency in local media interviews as official representatives of the agency?</p> <p>Answer: The Government cannot make such determination at this time.</p>	Public Relations	C.5.8	20
<p>Question: The RFP mentions a newsroom portal/toolkit – are we to design and build these online tools or simply provide content?</p> <p>Answer: This is unknown at this time and will be discussed with the Contractor after award.</p>	Public Relations	C.5.8	20
<p>Question: Can the government clearly define the parameters governing contests for Census participation among certain groups?</p> <p>Answer: This is unknown at this time and will be discussed with the Contractor after award.</p>	Public Relations	C.5.8	20
<p>Question: The RFP allows for the offeror to include up to ten creative samples.</p> <p>What defines a sample? For instance, if we show a number of ads around a common theme and they all fit to one page, would that count as one sample?</p> <p>Answer: No.</p>	Instructions for DMA Exercise	Attachment J.1 - Item 5	3 of Attach.

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<p>Question: Does Census want, or would Census consider, additional resumes outside the required key personnel resumes? Would additional resumes be evaluated? If Census were to accept additional non-key resumes, would these additional personnel be required to attend the oral presentation?</p> <p>Answer: No, the Government only wants to see the resumes of the Key Personnel.</p>	Similar Experience, Key Personnel, and Past Performance	L.6.6 (b)	107
<p>Question: In Volume 6 – Similar Experience, Key Personnel, and Past Performance, Census is asking for five campaigns of similar size, scope, and complexity to the 2020 Census Integrated Communications Contract that have been performed within the last five years.</p> <p>However, this excludes the 2010 and 2000 Census Communications contracts, which are very similar in size and scope to the upcoming 2020 Census Integrated Communications Contract. Would Census consider allowing offerors to submit past performance references for these contracts even though they are outside the five year limit?</p> <p>Answer: No.</p>	Similar Experience, Key Personnel, and Past Performance	L.6.6	106-108
<p>Question: What is the average number of task orders per year over the life cycle of the contract?</p> <p>Answer: This changes from one decennial census to the next so no average is available.</p>	Pricing of Task Orders	B.3.4	2
<p>Question: Can you please define 'labor category'? Is it department, functional title or left for the offeror to define?</p> <p>Answer: This is left for the offeror to define.</p>	Labor rates (rate card)	B.4.1	2
<p>Question: Outlines a goal for the 2020 Census of "embraced and valued" results.</p> <p>What audiences are key to this goal and how will the U.S. Census Bureau measure progress against this goal?</p> <p>Answer: All audiences are important and key to this goal. Please note, this is a goal of the census and not of the contract.</p>	Goals for the 2020 Census	C.3.2	10
<p>Question: States that specific goals and objectives for the 2020 Census IPC have not been determined.</p> <p>When and how will these goals and objectives be determined?</p> <p>Answer: These goals and objectives will be determined after award.</p>	Goals for 2020 Census Integrated Partnership and Communications Program	C.3.3	11
<p>Question: Will any of the new technology systems being built be hosted on government servers, or should potential vendors plan to provide one?</p> <p>Is there a chosen browser and system matrix?</p> <p>Answer: This is unknown at this time and will be discussed with the Contractor after award.</p>	Overview/General Scope of the Contract	C.4.1	11
<p>Question: Are there any preferred/approved technology platforms you would like agencies to consider for purposes like social listening, analytics/dashboards, CMS, ESP, etc.?</p> <p>Answer: No.</p>	Overview/General Scope of the Contract	C.4.1	11

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<p>Question: You mention that some work may be performed onsite at the Census Bureau's Office and Satellite locations.</p> <p>Are we able to utilize in-house production services or is there an expectation that we would use any of those in-house production services?</p>	Location of Services	C.4.8	14
<p>Answer: This is not an expectation.</p>			
<p>Question: Is there an existing approach to data management in place that we should be factoring into our response? Is there an existing operations center for housing data that we will be expected to work with?</p> <p>If not, are there any guidelines we should factor into any proposal we include on housing data?</p>	Digital Advertising and Other Communications Technologies	C.5.6	19
<p>Answer: No, there is nothing in place.</p>			
<p>Question:</p> <p>a. Is the U.S. Census flexible on the platform used for project and financial management or is the use of SharePoint a requirement?</p> <p>b. Is the SharePoint tool an enterprise tool licensed by the Census?</p> <p>c. If not, are we able to offer another comparative PM sites/tool?</p> <p>d. Are there any firewall challenges with the agency hosting this platform for joint client/agency access?</p> <p>e. Can the government provide an estimate as to the number of government users that will need access to the financial and project management site?</p>	Project and Financial Management	C.5.13	23
<p>Answer: This information is not available at this time and will be discussed with the Contractor after award.</p>			
<p>Question: In the case of integrated website development, please clarify the relationship between the vendor building the website and the communications agency.</p> <p>a. Specifically, which agency leads Project Management for the development and deployment of new content on the site?</p> <p>b. Which agency is responsible for concepting and design?</p> <p>c. Which agency is responsible for deployment?</p> <p>d. What is the extent of interaction between the agencies?</p> <p>e. Which organization determines what content is needed?</p>	Website Development and Digital Engagement	C.5.11	22
<p>Answer: This information is not available at this time and will be discussed with the Contractor after award.</p>			

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<p>Question: You mention that this project will be built using the “agile” methodology.</p> <p>a. Can you please articulate what this means in your minds?</p> <p>b. Agile can be a catch-all phrase that has many meanings. Assuming it is the Agile methodology, are you referring to Scrum or Kanban as your preferred methodology?</p>	Website Development and Digital Engagement	C.5.11	22
<p>Answer:</p> <p>a. This is left for the offeror to define.</p> <p>b. The Government does not have a preferred method.</p>			
<p>Question: Are we able to receive the 2015 Optimizing Self-Response Test plan and/or initial results?</p>	Measuring Performance	C.6	26
<p>Answer: No, the results will not be available prior to the submission of proposals.</p>			
<p>Question: A portion of subcontracted work may be National Broadcast Media Vendors. The majority of these vendors are Large Businesses and not available to meet the Small Businesses goals without significant compromise to the government’s ability to receive the financial discount benefits of a large buying agency.</p> <p>Would the U.S. Census provide a waiver of these vendors against the Small Business Goals?</p>	Small Business Subcontracting & Participation Plan	C.7 & C.8	26-27
<p>Answer: No. The small business subcontracting goals applies to the overall contract value and not to specific subcontractors.</p>			
<p>Question: If the contractor provides an updated Program Management Plan annually, is this entire lifecycle FFP line item re-proposed annually, or is the original FFP 6-year amount still in effect?</p>	Project Management Plan including Staffing Approach	F.6.4.1.2	40
<p>Answer: Section F.6.1.4.2 is not requesting Offerors to price out the PMP. There is no FFP associated with this Section.</p>			
<p>Question:</p> <p>a. How will the Agency be compensated for the FFP portion of the contract?</p> <p>b. If pricing is provided in a single FFP amount for the entire lifecycle of the contract (J.7 Table 1), how will the monthly payments be determined?</p>	Procedures for Invoicing	G.6	52
<p>Answer:</p> <p>a. For Firm Fixed Price portions, the Contractor will be paid based on progress payments or upon receipt of deliverables. This will be determined on a task order basis.</p> <p>b. Attachment J.7 is strictly for evaluation purposes only. This firm fixed price proposed by Offerors will not be apart of the contract award.</p>			
<p>Question: The definition, i) “Contractor” means the business entity receiving the award of this contract, its parents, affiliates, divisions and subsidiaries, and successors in interest”, is overly broad and could impact all large businesses proposing.</p> <p>Could you narrow the definition to i) “Contractor” means the business entity receiving the award of this contract, or benefiting from the award of this contract, and successors in interest.”? Most large advertising agencies are a part of a holding company that may have other agencies that have nothing to do with the agency receiving this award. To hold its parents, affiliates, divisions and subsidiaries responsible is unfairly restricting their ability to do business.</p>	Limitations of Future Contracting (APR 2010)	H.4	62
<p>Answer: This language is a commerce acquisition clause and cannot be modified or tailored.</p>			

Solicitation Questions	Section Title	RFP Section	Page #
<p>Question: For the same reason as Section H.4, can we clarify the “Scope” of (b)?</p> <p>Could you narrow the definition to i) “Contractor” means the business entity receiving the award of this contract, or benefiting from the award of this contract, and successors in interest.”? Most large advertising agencies are a part of a holding company that may have other agencies that have nothing to do with the agency receiving this award. Those agencies may have business interests that conflict with the awarded agency, though the two agencies are competitors and are only connected as affiliates of a parent organization.</p>	<p>CAR 1352.209-74 – Organizational Conflict of Interest (APR 2010)</p>	<p>H.6</p>	<p>64</p>
<p>Answer: This language is a commerce acquisition clause and cannot be modified or tailored.</p>			
<p>Question: May we clarify that the use of the composition will also be limited to the time period, territory, and media that is negotiated in the applicable music license?</p>	<p>Existing Musical Compositions</p>	<p>H.33</p>	<p>81</p>
<p>Answer: Yes.</p>			
<p>Question: Due to the expense of securing such broad rights, can we confirm that Contractor shall only be obliged to use commercially reasonable efforts to obtain such rights and that it will be at the Government’s expense?</p>	<p>Nationwide Music Performance Rights</p>	<p>H.34</p>	<p>81</p>
<p>Answer: All costs associated with securing these rights will fall within this contract.</p>			
<p>Question:</p> <p>a. Is there any existing Government Furnished Property (GFP) or Government Furnished Equipment (GFE) the Agency will take over upon award?</p> <p>b. If so, how many items?</p> <p>c. What is the dollar value?</p> <p>d. Is there an existing warehouse where the items are located?</p> <p>e. Will the agency be responsible for securing the storage facility for said property upon contract award?</p> <p>f. And will those ODC and travel costs need to be included in the FFP line item?</p>	<p>52.245-1 Clauses Incorporated by Reference (FEB 1998)</p>	<p>I.4</p>	<p>84</p>
<p>Answer: This will be determined on a task order level after contract award.</p>			
<p>Question: What is the exact cutoff date for the five year Similar Experience deadline? Specifically, is previous work on the 2010 Census Integrated Communications Campaign considered to have fallen within the last five-years?</p>	<p>Similar Experience, Key Personnel, and Past Performance</p>	<p>L.6.6</p>	<p>106</p>
<p>Answer: No.</p>			
<p>Question: Can the U.S. Census Bureau personnel serve as individual references for agency key personnel based on previous work?</p>	<p>Similar Experience, Key Personnel, and Past Performance</p>	<p>L.6.6</p>	<p>106</p>
<p>Answer: Yes.</p>			

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<p>Question: Please clarify whether or not personnel who obtained low-level government security clearance using the same forms would need to reapply for security clearance to work on the Census account.</p> <p>Answer: Personnel still need to apply for security clearances at the Census Bureau. The Census Bureau will determine if their previous clearances are sufficient and still valid.</p>	Similar Experience, Key Personnel, and Past Performance	L.6.6	106
<p>Question: Does the government have an estimate per year for how the overall budget may break down over the lifecycle of the contract?</p> <p>Answer: No</p>	Price (volume 7)	L.6.7	109
<p>Question: Please provide more clarity around what is expected to be included in the FFP Project Management line item. Please provide a list of deliverables, tasks and outcomes that will constitute these activities.</p> <p>a. Specifically, can you define your expectations for what constitutes “integration” (first bullet) within this line item?</p> <p>b. Please confirm that ODCs and travel are to be included in addition to fee, given that these activities cannot proceed without all relevant costs. Please estimate the number of task orders per year to be processed by the agency, the volume of government furnished property to be managed, whether or not maintenance costs should also be included, etc.</p>	Price (volume 7)	L.6.7	109
<p>Answer: A list of deliverables for the IDIQ contract and task orders is provided in Section F.6.4 and F.6.5, respectively. No further information is available at this time.</p> <p>a. This is left for the offeror to define.</p> <p>b. For Project Management pricing, the Government is not asking for other direct costs (ODCs) and travel. The other information is not available at this time and will be discussed with the Contractor after award.</p>			
<p>Question: DMA Exercise Price Table #3 – Please confirm that only 1st Tier Agency partner subcontractor is to be included in this table, and that other anticipated subcontractor costs are to be proposed as ODCs.</p> <p>Answer: That is at the discretion of the offeror.</p>	Sub-volume 7.2.2 (Price Proposal for the DMA Exercise)	L.6.7	111
<p>Question: During the on the spot exercise, will the agency have full access to its extended staff, usual tools, as well as to 3rd party arrangements?</p> <p>Answer: See Section L.9.1(c). It is the discretion of the offeror who to include in the development and presentation of the solution to the On-The-Spot Exercise. However, they must be employees of the prime contractor or one of the core team of companies. The offeror can use whatever tools are available at the location of the oral presentation.</p>	On-The-Spot Exercise during Oral Presentations	M.3.4.1	137
<p>Question: On page 142, number 7, the DMA exercise refers to Attachment J.10. However, this doesn't seem to be an attachment provided in the RFP. Are you referring to the pricing tables in Attachment J.8?</p> <p>Answer: Yes, that is correct. (See the track changes in Attachment J.1.)</p>	DMA exercise	Attachment J.1	142 of attach.
<p>Question: Page 258 of the RFP seems to be part of Attachment J.7 but comes after Attachment J.8. Please clarify the appropriate location of page 258 for the submission.</p> <p>Answer: Yes, the pages did get out of order and this will be corrected in the final Request for Proposal.</p>	Pricing Tables for Project Management	Attachment J.7	258 of attach.
<p>Question: Will citizens only be able to submit via mail carrier or will there be an online portion available?</p> <p>Answer: If you are referring to response to the census, all response options are available to all residents. If you are referring to submission of proposals, please see Section L.5(l) and (m) for instructions. Written proposals cannot be submitted online.</p>	General	N/A	N/A

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Question: Which channel had the highest acquisition rate in 2010? Was this measured? Answer: No	General	N/A	N/A
Question: Given that this project is large and complex and will require the expertise of many qualified partners, we believe both relevant federal and commercial past performance of prime and partner companies are important. Please confirm that a team which submits one prime federal and one prime commercial past performance example along with additional comparable federal and / or commercial examples from partners will not be penalized. Failure to do so risks not having the necessary corporate techniques and experiences included in past performance. Answer: See track change to Section L.6.6 (a)	Similar Experience, Key Personnel, and Past Performance (Volume 6)	L.6.6 (a)	106-107
Questions below are to be answered at a later date by the Government			
Question: Subcontracting Fees – Please confirm if this is meant to be a markup or handling fee the Prime Contractor will be permitted to add on to subcontractor costs. Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.	Fees and other cost provisions	B.4.2 + B.4.3	2
Question: a. In requiring that rates be unburdened, if key sub-contractor partners are to be considered labor, then is every member of the team bound by the same fringe benefits, overhead, G&A, and profit? Please confirm if this is the intention. b. Section L.6.7 (b) indicates that the “burdens” identified in Table #2 shall apply to future Task Orders for the prime Contractor only. How will such “burdens” be determined and priced for key subcontractor partners? Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.	Volume 7 – Price	Section L.6.7 (b); Attachment 9	111
Question: a. Pricing Tables #3 request Unburdened Labor Rates for the Subcontractors. Is the Unburdened Labor Rates in this context the rate the subcontractors' bill rate to the prime, before any prime burdens and fee are added, or should this be the subcontractors' unburdened direct labor rate? b. If it is the subcontractors unburdened labor rate, please confirm that the government is requesting sealed packages from the subcontractors. If they are required to submit a sealed package, would the subcontractors also be required to submit Tables #1 and #2 for their costs and fee? Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.	Pricing Tables #3 for both Project Management and DMA	Attachments J.7 and J.8	
Question: a. Do the first level subcontractors need to provide the fringe, overhead, G&A and profit fees? b. Will they be evaluated and approved for the duration of the contract the same as the Prime? Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.	Sub-Volume 7.4 (Rate Card)	L.6.7	115
Question: For our rates, which categories of fees will our Profit be based on to determine the final burdened rate? Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.	Labor rates (rate card) & Fees and Other Cost Provisions	B.4.1 & B.4.2	2
Answer: Government will provide cost responses at a later date. Anticipate to release responses on or around January 13, 2016.			