

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE J	PAGE OF PAGES 1 10
2. AMENDMENT/MODIFICATION NO. 0001		3. EFFECTIVE DATE 15-Feb-2023	4. REQUISITION/PURCHASE REQ. NO. 0011883290-0001		5. PROJECT NO.(If applicable)
6. ISSUED BY USPFO-GA-P&C (W912JM) 1000 HALSEY AVE. BLDG 447 MARIETTA GA 30060		CODE W912JM	7. ADMINISTERED BY (If other than item 6) See Item 6		
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State and Zip Code)				X	9A. AMENDMENT OF SOLICITATION NO. W912JM23Q0004
				X	9B. DATED (SEE ITEM 11) 07-Feb-2023
					10A. MOD. OF CONTRACT/ORDER NO.
					10B. DATED (SEE ITEM 13)
CODE		FACILITY CODE			
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
<input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offer <input type="checkbox"/> is extended, <input checked="" type="checkbox"/> is not extended. Offer must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods: (a) By completing Items 8 and 15, and returning <u>1</u> copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.					
12. ACCOUNTING AND APPROPRIATION DATA (If required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.					
A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.					
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(B).					
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:					
D. OTHER (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) This amendment is issued to revise the PWS and answer questions from industry.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER (Type or print)			16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)		
			TEL:	EMAIL:	
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA		16C. DATE SIGNED
_____ (Signature of person authorized to sign)			BY _____ (Signature of Contracting Officer)		15-Feb-2023

SECTION SF 30 BLOCK 14 CONTINUATION PAGE

SUMMARY OF CHANGES

SECTION SF 1449 - CONTINUATION SHEET

The following have been modified:

PERFORMANCE WORK STATEMENT

1.0 **GENERAL:**

Advertising with Digital Targeted Marketing's primary objective is to reach the core targets of various segments of 17-24 year-olds in Georgia high schools and colleges, with the intent of generating qualified leads of potential applicants for enlistment while also raising awareness of the Georgia Army National Guard. This is done using a combination of multiple targeted digital advertising campaigns, geofencing and re-capturing prior interest.

1.1 **Scope:** The potential Marketing firm will provide the capabilities and inventory for the Recruiting and Retention Battalion to market specific locations and segmentations of the qualified military age population across the State. Campaigns will run in targeted areas, timeframes as well as the entire Period of Performance specified below.

1.2 **Background:** The Georgia Army National Guard is seeking to expand current digital advertising efforts by creating new digital advertising assets that target individuals across the State in specified locations and demographics.

1.3 **Period of Performance (PoP):** The PoP for this contract is one base year starting from award date with 4 options years to follow.

1.4 **General Information:**

1.4.1 Quality Control (QC): The contractor shall develop and maintain an effective QC Plan (QCP) to ensure services are performed in accordance with this PWS. The contractor shall develop and implement procedures to identify, prevent, and ensure non-recurrence of defective services. The contractor's QCP is the means by which it assures itself that its work complies with the requirements of the contract. **After acceptance of the QCP, the contractor shall obtain the Contracting Officer's (KO) acceptance in writing of any proposed changes to its QCP.**

1.4.2 Quality Assurance (QA): The Government will evaluate the Contractor's performance under this task order 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 standards. It defines how the performance standards will be applied, the frequency of surveillance, and acceptable quality level(s) (defect rate(s)).

1.4.3 Recognized Holidays: The Contractor shall determine the manner in which the requirements set forth in this PWS are to be accomplished. However, the Contractor is being notified that the services specified in this PWS may be needed on these recognized holidays. Government personnel will not be working on recognized holidays. A list of federally recognized holidays is available on <http://www.opm.gov/policy-data-oversight/snow-dismissal-procedures/federal-holidays>.

1.4.4 Place and Performance of Services: The Contractor shall determine the place and performance of

services to meet the deliverables in this PWS. The Contractor will ultimately be responsible for the hours worked by their employees. The Government will insure the services being provided are in concert with the terms of the Contract. The Contractor shall at all times maintain an adequate work force for the uninterrupted performance of all tasks defined within this PWS. When hiring personnel, the Contractor shall keep in mind that the stability and continuity of the work force are essential.

1.4.4.1 Unscheduled gate closures by the Security Police may occur at any time causing all personnel entering or exiting a closed installation to experience a delay. This cannot be predicted or prevented. Contractors are not compensated for unexpected closures or delays. Vehicles operated by contractor personnel are subject to search pursuant to applicable regulations. Any moving violation of any applicable motor vehicle regulation may result in the termination of the contractor employee's installation driving privileges.

1.4.4.2 The Contractor's employees shall become familiar with and obey the regulations of the installation; including fire, traffic, safety and security regulations while on the installation. Contractor employees should only enter restricted areas when required to do so and only upon prior approval. All contractor employees shall carry proper identification with them at all times. The contractor shall ensure compliance with all regulations and orders of the installation which may affect performance.

1.4.5 Security Requirements: The contractor shall comply with all applicable installation/facility access and local security policies and procedures, which may be obtained from the Contracting Officer's Representative (COR). The contractor shall also provide all information required for background checks to meet installation access requirements to be accomplished by installation Provost Marshal Office, Director of Emergency Services or Security Office. The contractor shall ensure compliance with all personal identity verification requirements as directed by DOD, HQDA and/or local policy. Should the Force Protection Condition (FPCON) change, the Government may require changes in contractor security matters or processes.

1.4.6 COMSEC/IT Security. All communications with DOD organizations are subject to communications security (COMSEC) review. All telephone communications networks are continually subject to intercept by unfriendly intelligence organizations. DOD has authorized the military departments to conduct COMSEC monitoring and recording of telephone calls originating from, or terminating at, DOD organizations. Therefore, the contractor is advised that any time contractor place or receive a call they are subject to COMSEC procedures. The contractor shall ensure wide and frequent dissemination of the above information to all employees dealing with DOD information. The contractor shall abide by all Government regulations concerning the authorized use of the Government's computer network, including the restriction against using the network to recruit Government personnel or advertise job openings.

1.4.7 Use of Government Information Systems (IS) and access to Government networks

Network use and system access is a revocable privilege, not a right. Users are the foundation of the DoD strategy and their actions affect the most vulnerable portion of the AEI. Contractor employees shall have a favorable background investigation or hold a security clearance and access approvals commensurate with the level of information processed or available on the system. Contractor employees shall: (a) Comply with the command's Acceptable Use Policy (AUP) for Government owned IS and sign an AUP prior to or upon account activation; (b) Complete initial and/or annual Information Assurance (IA) training as defined in the IA Best Business Practices (BBP) training (<https://informationassurance.us.army.mil>); (c) Mark and safeguard files, output products, and storage media per classification level and disseminate them only to individuals authorized to receive them with a valid need to know; (d) Protect IS and IS peripherals located in their respective areas in accordance with physical security and data protection requirements; and (e) Practice safe network and Internet operating principles and take no actions that threaten the integrity of the system or network.

1.4.8 Protection of Personally Identifiable Information (PII). The contractor shall protect all Personally Identifiable Information (PII) encountered in the performance of services in accordance with DFARS 224.103 and DoDD 5400.11, Department of Defense Privacy Program, and DoD 5400.11-R. If a PII breach results from the contractor's violation of the aforementioned policies, the contractor shall bear all notification costs, call-center support costs, and credit monitoring service costs for all individuals who's PII has been compromised.

1.4.9 CAC Requirements: The Common Access Card (CAC) is the Department of Defense (DOD) Federal Personal Identity Verification (PIV) credential. **NOTE: A CAC will NOT be needed under this contract; however, the following language is required in the PWS.** In accordance with Directive Type Memorandum (DTM) 08-003, December 1, 2008, incorporating Change 5, October 8, 2013, Initial issuance of a CAC requires at a minimum, the completion of FBI fingerprint check with favorable results reflecting "No Record" and submission of a National Agency Check with Inquiries (NACI) to the Office of Personnel Management (OPM), or a DoD-determined equivalent investigation.

1.4.9.1 The issuance of a CAC will be based on four criteria; (a) eligibility for a CAC; (b) verification of DoD affiliation from an authoritative data source; (c) completion of background vetting requirements according to the Federal Information Processing Standards Publication 201-1, Personal Identity Verification (PIV) of Federal Employees and Contractors, March 2006, and DOD Regulation 5200.2-R, Department of Defense Personnel Security Program, January 1987, and (d) verification of a claimed identity. CAC eligible personnel must be registered in the Defense Enrollment Eligibility Reporting System (DEERS) through either an authoritative personnel data feed from the appropriate Service or Agency or Trusted Associate Sponsorship System (TASS).

1.4.10 HSPD-12 Background Investigation Requirements: NOTE: This requirement will NOT be needed under this contract; however, the following language is required in the PWS. The contractor ensure Common Access Cards (CACs) are obtained by all contract or subcontract personnel assigned to work on the Government site and by personnel requiring access to a DoD network (and other eligible populations as specified in DTM-08-003 Attachment 3, paragraph 3a.) are required to, at a minimum, have received a favorable FBI fingerprint check and must have submitted to the Office of Personnel Management (OPM) a National Agency Check with Inquiries (NACI) or equivalent/higher investigation. It is the responsibility of the contractor to ensure that all employees requiring an initial background investigation complete a Personnel Security Investigation Portal (PSIP) form at attachment (TBD), at the earliest possible date and that this form is forwarded to the COR immediately. The COR will review the form for completeness and accuracy and forward to the NGB Personnel Security manager who will initiate the investigation process via the PSIP. Contractor personnel will then receive two e-mail messages; the first will confirm that the request has been received by the Office of Personnel Management, and the second will provide instructions for the completion of the appropriate form via the Electronic Questionnaires for Investigations Processing (e-QIP) system. Upon completion of the e-QIP questionnaire and submittal of all required documents, including fingerprint card to the security manager, the BI will be initiated. The contractor shall ensure all instructions regarding background investigation processing, including those provided verbally, by e-mail or via a Government system are complied with immediately. The contractor is cautioned that the entire process from submittal of the PSIP form to return of the FBI fingerprint check may routinely take from 2-6 weeks and shall factor this lead time into its hiring/placement process. The contractor shall make all reasonable efforts to ensure that contractor employees meet CAC eligibility standards upon assignment to the contract and shall be held responsible for delays, failure to meet performance requirements or decreases in efficiency in accordance with the applicable inspection clause.

1.4.11 Trusted Associate Sponsorship System (TASS): NOTE: This requirement will NOT be needed under this contract; however, the following language is required in the PWS. The contractor is responsible for processing applications for Common Access Cards (CAC) for every contractor employee who deploys with the military force OR who has need to access any government computer network in accordance with FAR 52.204-9, "Personal Identity Verification of Contractor Personnel."

1.4.11.1 The contractor is responsible for managing requests for new or renewal CAC cards in sufficient time to ensure that all contractor employees have them when needed to perform work under this contract. The norm is at least ten calendar days advance notice to the Trusted Agent (TA), unless there are extenuating circumstances approved by the Contracting Officer's Representative (COR) or Contracting Officer.

1.4.11.2 The contractor shall obtain an email address for each applicant, including subcontractors, who may be deployed or require logical access to a government computer network. This can be done by going to:

<http://www.us.army.mil> and register as an "Army Guest," with the sponsor being the COR or a COR designated individual if the COR is ineligible to

1.4.11.3 Serve as an AKO Sponsor. Note: If an employee of a contractor loses the Privilege to access AKO, they lose the ability to renew their CAC. Therefore it is critical that contractor employees maintain their AKO accounts.

1.4.11.4 It is recommend that a "Corporate Facility Security Officer" (FSO) be designated to serve as your firm's single point of contact for Background Investigation (BI), the TASS application process and other CAC and security related matters. If a FSO is not established, each contractor employee requiring a CAC will be required to process their own applications.

1.4.12 CAC applications: CAC Applications shall be processed through the TASS. **NOTE: This requirement will NOT be needed under this contract; however, the following language is required in the PWS.** The contractor's FSO or contractor employee shall submit requests for a CAC via email to the designated TASS Trusted Agent (TA) before accessing the TASS website. The TASS TA for this requirement will be: The government will establish a TASS application account for each CAC Request and will provide each contractor employee a USER ID and Password, via email, to the FSO. The FSO or contractor employee shall access the TASS account and complete the CAC application (entering/editing contractor information as applicable) at: <https://www.dmdc.osd.mil/tass/>. The FSO or contractor employee will submit completed applications in TASS and will follow up to ensure that the TA is processing the request.

1.4.12.1 A CAC cannot be issued without evidence that the FSO has initiated a National Agency Check with Written Inquires (NACI). The government will inform the contractor's applicant, via email, of one of the following:

1.4.12.1.1 Approved.* Upon approval, the information is transferred to the Defense Enrollment Eligibility Reporting System (DEERS) database and an email notification is sent to the contractor with instructions on obtaining their CAC. The contractor proceeds to a Real-Time Automated Personnel Identification System (RAPIDS) station (RAPIDS Site Locator: <http://www.dmdc.osd.mil/rsl/>).

1.4.12.1.2 Rejected.* The Government, in separate correspondence, will provide reason(s) for rejection.

1.4.12.1.3 Returned. Additional information or correction to the application required by the contractor/employee. The contractor shall maintain records of all approved and rejected applications. At the RAPIDS station, the RAPIDS Verification Officer will verify the contractor by SSN and two forms of identification. Identity source Documents must come from the list of acceptable documents included in Form I-9, OMB No. 115-0136, "Employment Eligibility Verification." Consistent with applicable law, at least one document from the Form I-9 list shall be a valid (unexpired) State or Federal Government-issued picture identification (ID). The Identity documents will be inspected for authenticity and scanned and stored in the DEERS upon issuance of an ID. The photo ID requirement cannot be waived, consistent with applicable statutory requirements. The Verification Officer will capture primary and alternate fingerprints, picture, and updates to DEERS and will then issue a CAC. Issued CACs shall be for a period of performance not longer than three (3) years or the individual's contract end date (inclusive of any options), whichever is earlier. The contractor shall return issued CAC's to the DEERS office upon departure or dismissal of each contractor employee. Obtain a receipt for each card and provide to the TA/COR.

1.4.13 Physical Security. The contractor shall safeguard all Government property provided for contractor use. At the close of each work period, Government facilities, equipment and materials shall be secured.

1.4.14 Special Qualifications: The Government does not provide training to Contractors. Contractors must ensure any personnel performing under a contract are fully trained, licensed, certified and qualified for the position in

which they will be serving. Contractors will be meeting under-aged children at the high school and community level. All required background checks shall be completed before personnel are allowed to work the events.

1.4.15 Post Award Conference/Periodic Progress Meetings: The contractor agrees to attend any post award conference convened by the KO in accordance with Federal Acquisition Regulations Subpart 42.5. The KO, Contracting Officer's Representative (COR), and other Government personnel, as appropriate, may meet periodically with the contractor to review the contractor's performance. At these meetings, the Contracting Officer will apprise the contractor of how the Government views the contractor's performance and the contractor shall apprise the Government of problems, if any, being experienced. The contractor shall resolve outstanding issues raised by the Government. Contractor attendance at these meetings shall be at no additional cost to the Government.

1.4.16 Contract Manager (CM) Services: The contractor shall designate a CM who shall ensure performance under this contract. The name of this person, and an alternate who shall act for the contractor when the CM is absent, shall be designated in writing to the KO. The CM or alternate shall have full authority to act for the contractor on all contract matters relating to daily operation of this contract. The CM shall work through the COR, (or the KO if a COR is not assigned), to resolve issues, receive technical instructions, and ensure adequate performance of services. The CM shall ensure that contractor employees do not perform any services outside the scope of the contract without an official modification issued by the KO. The CM shall ensure contractor employees understand that services performed outside the scope of the contract are performed wholly at the expense of the contractor. **Note: *The position is NOT billable to this contract; rather it must be part of a Contractor's G&A/Overhead.***

1.4.17 Combating Trafficking in Persons: The United States Government has adopted a zero tolerance policy regarding trafficking in persons. Contractors and contractor employees shall not engage in severe forms of trafficking in persons during the period of performance of the contract; procure commercial sex acts during the period of performance of the contract; or use forced labor in the performance of the contract. The Contractor shall notify its employees of the United States Government's zero tolerance policy, the actions that will be taken against employees for violations of this policy. Such actions may include, but are not limited to, removal from the contract, reduction in benefits, or termination of employment. The Contractor shall take appropriate action, up to and including termination, against employees or subcontractors that violate the US Government policy as described at FAR 22.17.

1.4.18 Identification of Contractor Employees: All contractor personnel attending meetings, answering Government telephones and working in other situations where their contractor status is not obvious to third parties are required to identify themselves as such to avoid creating an impression that they are Government employees. The contractor shall ensure that all documents or reports produced by contractor personnel are suitably marked as contractor products or that contractor participation is appropriately disclosed. The contractor's status as a "contractor" shall be predominantly displayed in all correspondence types (to include signature blocks on e-mail) and dealings with Government or non-Government entities/ Contractor personnel shall wear identification badges distinguishing themselves as such. The badges shall have the company name, employee name and the word "contractor" displayed. The contractor shall retrieve all identification media (including vehicle passes) from their employees who depart employment for any reason. All identification media (i.e., badges and vehicles passes) shall be returned to the KO/COR within 14 days of an employee's departure.

1.5 Contractor Travel: Government directed travel is NOT authorized under this contract, nor will the Government pay for Contractor to travel in order to monitor their employees. However, the Contractor shall propose their travel to perform the tasks in this contract. Should an unforeseen requirement be needed requiring Government directed travel, the Government reserves the right to modify the contract accordingly.

1.6 Data and Materials Rights: The Government has unlimited rights to all documents/material produced under this contract. All documents and materials, to include the source codes of any software, produced under this task order shall be Government owned and are the property of the Government with all rights and privileges of ownership/copyright belonging exclusively to the Government. These documents and materials may not be used or sold by the Contractor without written permission from the KO. 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.

1.7 Organizational Conflicts of Interest (OCI): The Contractor and Sub-Contractor 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 OCIs, as defined in FAR Subpart 9.5. The Contractor shall notify the KO 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 KO to avoid or mitigate any such OCI. The Contractor's mitigation plan will be determined to be acceptable solely at the discretion of the KO and in the event the KO unilaterally determines that any such OCI cannot be satisfactorily avoided or mitigated, the KO 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.

1.8 Phase-Out Periods: To minimize any decreases in productivity and to prevent possible negative impacts on additional services, the contractor shall have personnel on board, during the **30 days phase-out** periods.

2.0 Definitions and Acronyms:

2.1 Definitions:

CONTRACTOR: A supplier or vendor awarded a task order to provide specific supplies or service to the Government. The term used in this task order refers to the prime.

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

CONTRACTING OFFICER'S REPRESENTATIVE (COR): An employee of the U.S. Government designated by the KO to monitor Contractor performance. 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 task order, 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.

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

DELIVERABLE: Anything that can be physically delivered and includes non-manufactured things such as meeting minutes or reports.

IMPRESSION: a term that refers to the number of times a particular ad is viewed. For the purposes of this contract it refers to the number of times that the digital advertisement is located and loaded on a web page or application on a smart phone.

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 PWS. When key personnel are used as an evaluation factor in best value procurement, an offer can be rejected if it does not have a firm commitment from the persons that are listed in the proposal.

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

QUALITY ASSURANCE: The Government procedures to verify that services being performed by the Contractor are performed according to acceptable standards.

QUALITY ASSURANCE SURVEILLANCE PLAN (QSEV): An organized written document specifying the surveillance methodology to be used for surveillance of Contractor performance.

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

SUBCONTRACTOR: One that enters into a contract with a prime Contractor. The Government does not have privatives of contract with the subcontractor.

WORK DAY: The number of hours per day the Contractor provides services in accordance with the task order.

WORK WEEK: Monday through Friday, unless specified otherwise.

2.2 ACRONYMS:

AOC	Areas of Concern
AARs	After-Action-Reports
AEI	Army Enterprise Infrastructure
AFAM	ATTRS Funding Allocation Model
AFARS	Army Federal Acquisition Regulation Supplement
AKO	Army Knowledge Online
AR	Army Regulation
ARNG	Army National Guard
AUVS	Automated Unit Vacancy System
CFP/M/E	Contractor Furnished Property, Materials, Equipment
CFR	Code of Federal Regulations
CONUS	Continental United States (excludes Alaska and Hawaii)
COR	Contracting Officer Representative
COTS	Commercial-Off-the-Shelf
DA	Department of the Army
DD250	Department of Defense Form 250 (Receiving Report)
DD254	Department of Defense Contract Security Requirement List
DFARS	Defense Federal Acquisition Regulation Supplement
DoD	Department of Defense
DoDD	Department of Defense Directive
DPRO	Director's Personnel Readiness Overview
FAR	Federal Acquisition Regulation
GFI	Government Furnished Information
GFP/M/E/S	Government Furnished Property, Material, Equipment and Services
GAARNG	Georgia Army National Guard
JFTR	Joint Federal Travel Regulation
KO	Contracting Officer
LDR	Low Density Recruiting
MOS	Military Occupational Specialty
NGB	National Guard Bureau
OCI	Organizational Conflict of Interest
ODC	Other Direct Costs
OPSEC	Operations Security
PIPO	Phase In/Phase Out
POC	Point of Contact
PRS	Performance Requirements Summary
PWS	Performance Work Statement
QA	Quality Assurance
QAE	Quality Assurance Evaluator
QAP	Quality Assurance Program
QSEV	Quality Assurance Surveillance Plan
QC	Quality Control
QCP	Quality Control Program
RCCC	Reserve Component Career Counselor
RST	Rescheduled Training
SOP	Standard Operating Procedures
SMTC	Strength Maintenance Training Center
TADB-G	Total Army Database-Guard
TE	Technical Exhibit
VIPs	Very Important Person(s)

3.0 **Government Furnished Property, Material, Equipment and Services (GFP/M/E/S):** The Government shall provide *incident to services* being performed: (1) appropriate ARNG recruiting and retention data, (2) ARNG Approved Logos, (3) National Guard Style Guide, (4) current ARNG media library and (5) a memo granting access to the ROI Tracking tool to the Contractor at the Post-Award meeting. The Government reserves the right to

provide additional RPI items for a given event. However, the Government is not required to bring such items. The Contractor shall provide all other property, materials, equipment, and services set forth in this PWS.

4.0 **Contractor Furnished Property, Materials, Equipment (CFP/M/E):**

4.1 **General:** The Contractor shall provide all other property, materials, equipment, and services set forth in this PWS.

4.2 The Contractor shall furnish necessary cell phones/cell phone plans they determine are needed for execution of this program.

5.0 **Requirements:** In consideration of the fees to be paid by the Georgia Army National Guard (GAARNG), the vendor must agree to provide the following advertising benefits to the GAARNG.

5.1 The ability to geographically target and retarget individuals at specific locations identified by GAARNG.

5.1.1 The radius, creatives, targets & time of coverage surrounding the locations will be determined by the GAARNG and subject to adjustment monthly if necessary.

5.2 The digital advertising will be in the form of a pre-roll behavioral targeting and retargeting, mobile device targeting and retargeting, banner advertising and various videos with different links to a specified landing page for lead capture. The vendor will use different forms of digital media that best fits demographics and segmentation provided by the GAARNG. The vendor must possess the means to determine which media types are being utilized the most within the geographical areas or behavior targets of the audience specified by the GAARNG.

5.2.1 The vendor will provide the ability to run 10 different campaigns simultaneously at any given time. Campaign targets will be identified by the GAARNG prior to activation.

5.2.2 Retargeting efforts will be determined based on the number of click through to the specified landing page but did not fill out the form to generate a lead capture.

5.3 The Georgia Army National Guard will provide graphics, creatives, and messaging for all of the digital advertisement. The vendor will use the creatives as directed by the GAARNG.

5.3.1 In addition the GAARNG will provide a link with a code embedded into the link that must be used as the means to launch to the specified landing page. The code provided is a digital tracking method used to determine the ROI with the GAARNG internal tracking systems.

5.4 Advertisement sizes must be no smaller than 320x250 pixels but may be as large as 970x250. All files will be PNG, JPEG, GIF or HTML5.

5.4.1 All videos will be 15 or 30 seconds in length with a dimension of 1920x1080. All files will be .MOV, WMV or MP4.

5.5 The vendor will submit a weekly report to the GAARNG with the number of impressions reached for every current campaign.

5.6 Sixty-Seven High Schools have been identified by the GAARNG RRB as sample target areas. A radius of 1 mile around each high school address is desired. See Technical Exhibit 1 for listing of Georgia High Schools and zip codes identified as targets. Ability to add additional targets as opportunities arise required.

5.7 A successful campaign will meet the following criteria:

5.7.1 Target high school students, counselors, teachers & parents who attend/are a part of a target list of high schools in the state of Georgia

5.7.2 Create a custom audience in Snapchat and Instagram with mobile device IDs captured in/around the high school target list

5.7.3 IP-match custom mobile device IDs for banner, streaming television & digital audio ads

5.7.4 Retargeting streaming television viewers and digital audio listeners with banner ads

5.7.5 Provide GAARNG with conversion & retargeting pixels

5.7.6 Retarget ad clicks & website traffic with banner ads

5.7.7 Deliver minimum 3.5M+ impressions and 7,000+ clicks from campaign launch date through Sept 30, 2023

5.7.8 Primary KPI – Conversions; Secondary KPI - Brand Awareness

6.0 Contractor Manpower Reporting Application (CMRA): Contractor Manpower Reporting Application (CMRA) reporting pursuant to Secretary of the Army Policy is being used by the Department of the Army to comply with most of the reporting required by the National Defense Authorization Act for FY 2008, Section 807. The Contractor is required to login and complete the CMRA application after the completion of the first fiscal year but before November 30th. Once the Contractor has completed the application, the Contractor is responsible for ensuring that any Subcontractor or teaming partners login and register as well. It is the responsibility of the Contractor to ensure updates to the information (prime and Subcontractor(s)/ teaming partner(s)) are made every fiscal year. Please refer to https://cmra.army.mil/help/Full_User_Guide.pdf for instructions on completing the application. For questions regarding the CMRA, please refer to https://cmra.army.mil/Help/CMRA_FAQ_New.pdf.

(End of Summary of Changes)