

Todd Stevenson

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM
 OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30

1. REQUISITION NUMBER: REQ-2200-11-0011
 PAGE OF: 1 2

2. CONTRACT NO.: CPSC-D-10-0010
 3. AWARD/EFFECTIVE DATE: 07/01/2011
 4. ORDER NUMBER: 0002
 5. SOLICITATION NUMBER:
 6. SOLICITATION ISSUE DATE:

7. FOR SOLICITATION INFORMATION CALL: Kim Miles
 a. NAME: Kim Miles
 b. TELEPHONE NUMBER: 301-504-7018
 8. OFFER DUE DATE/LOCAL TIME:

9. ISSUED BY: CONSUMER PRODUCT SAFETY COMMISSION
 DIV OF PROCUREMENT SERVICES
 4330 EAST WEST HWY
 ROOM 517
 BETHESDA MD 20814
 CODE: FMPS
 10. THIS ACQUISITION IS:
 UNRESTRICTED OR
 SET ASIDE: % FOR:
 SMALL BUSINESS
 EMERGING SMALL BUSINESS
 HUBZONE SMALL BUSINESS
 SOLE SOURCE
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS
 8(A)
 NAICS:
 SIZE STANDARD:

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE
 12. DISCOUNT TERMS: Net 30
 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)
 13b. RATING:
 14. METHOD OF SOLICITATION:
 RFQ IFB RFP

15. DELIVER TO: CONSUMER PRODUCT SAFETY COMMISSION
 OFFICE OF INFO & PUBLIC AFFAIRS
 4330 EASTWEST HIGHWAY
 ROOM 519
 BETHESDA MD 20814
 CODE: EXPA
 16. ADMINISTERED BY: CONSUMER PRODUCT SAFETY COMMISSION
 DIV OF PROCUREMENT SERVICES
 4330 EAST WEST HWY
 ROOM 517
 BETHESDA MD 20814
 CODE: FMPS

17a. CONTRACTOR/OFFEROR: SAFE KIDS WORLDWIDE
 1301 PENNSYLVANIA AVE NW
 SUITE 1000
 WASHINGTON DC 20004-1707
 CODE: [REDACTED]
 FACILITY CODE:
 18a. PAYMENT WILL BE MADE BY: CPSC Accounts Payable Branch
 AMZ 160
 P.O. Box 25710
 Oklahoma City OK 73125
 CODE: FMFS
 TELEPHONE NO.:

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER
 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	DUNS Number: [REDACTED] TASK ORDER 0002 The contractor shall provide all labor, materials and equipment necessary to develop information and education program(s), projects(s) and materials for the target audience. Services shall be in accordance with the basic contract and the attached description of services. The contractors attached performance work statement and budget are hereby incorporated into this Task (Use Reverse and/or Attach Additional Sheets as Necessary)				

25. ACCOUNTING AND APPROPRIATION DATA: 0100A11DPS 2011 4479000000 EXFM002200 252HO
 26. TOTAL AWARD AMOUNT (For Govt. Use Only): \$380,000.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED.
 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED.

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.
 29. AWARD OF CONTRACT REF. OFFER DATED YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:

30a. SIGNATURE OF OFFEROR/CONTRACTOR
 30b. NAME AND TITLE OF SIGNER (Type or print)
 30c. DATE SIGNED
 31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
 31b. NAME OF CONTRACTING OFFICER (Type or print): Donna Hutton
 31c. DATE SIGNED: 7/1/11

18. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	<p>order. The period of performance for Task Order 0002 is July 1, 2011 through June 30, 2012.</p> <p>Safety education and training programs in accordance with the Virginia Graeme Baker Pool and Spa Safety Act.</p> <p>Contract: CPSC-D-10-0010</p> <p>The total amount of award: \$380,000.00. The obligation for this award is shown in box 26.</p>	1	EA	380,000.00	380,000.00

32a. QUANTITY IN COLUMN 21 HAS BEEN RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED:

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____ 32c. DATE _____ 32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____ 32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

33. SHIP NUMBER _____ 34. VOUCHER NUMBER _____ 35. AMOUNT VERIFIED CORRECT FOR _____ 36. PAYMENT COMPLETE PARTIAL FINAL 37. CHECK NUMBER _____

38. S/R ACCOUNT NUMBER _____ 39. S/R VOUCHER NUMBER _____ 40. PAID BY _____

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT _____ 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER _____ 41c. DATE _____ 42a. RECEIVED BY (Print) _____ 42b. RECEIVED AT (Location) _____ 42c. DATE REC'D (YY/MM/DD) _____ 42d. TOTAL CONTAINERS _____

Description of Services

1. Introduction and Background

A. The Consumer Product Safety Commission is a small, independent regulatory agency with the mission of protecting consumers from the risk of injury and death relating to 15,000 different types of products under its jurisdiction. Though a small agency, CPSC often provides important safety information vital to keeping consumers safe.

B. The Virginia Graeme Baker Pool and Spa Safety Act (P&SSAct), a child safety law aimed at preventing drownings, entrapments and eviscerations, was signed by President Bush on December 19, 2007. Section 1407 of the Act calls upon the CPSC to implement an information and education program targeting 1) pool operators and owners and their employees (lifeguards, pool managers and maintenance workers, 2) pool industry stakeholders, including state and local officials, and 3) the general public, including minorities and hard to reach communities, directly and through national and local media.

C. The Contractor shall address the P&SSAct and focus on creating information and education programs that address the dangers of child drowning in general, and the hidden hazard of drain entrapments in particular. The Contractor shall target the audiences listed in paragraph B with particular emphasis given to the general public. Any and all materials developed or functions planned and executed by the Contractor will be compatible and coordinated with CPSC's branded pool and spa program, messaging on pool and spa safety, and the P&SSAct. The Contractors will work with CPSC's public relations contractor to assure continuity of message and design.

This solicitation is intended to provide contracts to organizations, associations and companies whose mission or work includes water safety and drowning and entrapment prevention education. These groups will demonstrate the capability for targeting and influencing the public, especially parents and children in underserved communities, and those in high pool density areas most impacted by drownings and pool and spa owners and operators.

2. Objective

- A. The primary purpose of this contract is to augment the Agency's outreach and education efforts on drowning and drain entrapment prevention and the P&SSAct, therefore impacting an even larger and more diverse audience around the country. The Contractor will use their **established expertise and networks** for communications and outreach, and their **substantial experience** educating on pool and spa safety issues to create, implement and track the success of their campaign. The efforts of the Contractor shall be aimed at supporting CPSC's goal to reduce the number of child drownings and entrapments and to promote compliance

with Section 1404 of the Act for public pools and spas. Although Section 1404 of the Act addresses only public pools and spas, the training programs and education should also be relevant to residential pools and their maintenance.

- B. The target audience for this contract can include all or part of the following groups:
- 1) the general public, including minorities and hard to reach communities,
 - 2) pool operators and owners and their employees (lifeguards, pool managers and maintenance workers,
 - 3) pool industry stakeholders
- C. Of utmost importance will be the Contractor's ability to devise a program that will fit into its current mission and directly address the P&SSAct in relation to general aquatic education and training. The Contractor's ability to devise creative and original concepts for reaching out and educating segments of or all of the target audience. This capability will translate into influencing behavioral change on the part of the audience that will increase safety and reduce injurious incidents in public and residential pools and spas.
- D. Contractors shall document any strengths in working with particular segments of targeted audiences, including minority and hard to reach groups and communities with a significant number of pools and spas.

3. Contract Type

This is a firm fixed Task Order against contract CPSC-D-10-0010. Performance will be measured based on training compliance with the P&SSAct and outreach capacity. .

4. Performance Work Statement

Independently and not as an agent of the government, the Contractor shall provide all labor, materials and equipment necessary to develop information and education program(s), project(s) and materials for the target audience. The Contractor will use materials developed in task 0001 and obtain approval from CPSC for design and content of additional materials from CPSC. All messaging will be consistent with CPSC's Pool Safely branded campaign.

Examples of plans for specific information and education outreach efforts shall include but are not limited to the following groups and objectives:

- A. Education materials, programs or events about drowning and entrapment prevention, pool and spa safety to include tips for supervision and teaching children to swim; education about the P&SSAct and layers of protection, including fencing and barriers for residential pools; and pool and spa safety programs directed to children.

- B. Education about the requirements of the P&SSAct and proper compliance with it, and general pool maintenance and safety, which might include a check list for daily safety maintenance and upkeep of drain covers and pool rooms.
- C. Generate local or national media coverage of the hidden dangers of pool and spa drains, the importance of layers of protection around public and residential pools and spas, and the critical importance of constant supervision of children in and around water.
- D. Rapid response programs and materials to be disseminated to alert the media and consumers about drowning incidents and how to avoid them directly from a network member to its community.
- E. Media tracking and reports on the effectiveness of all of these efforts should they get coverage.
- F. A new video about pool and spa safety for children in pre-school programs around the country. This teaching video will be a DVD version of the *Start Safe: A Water Safety Program for Young Children*, which was produced in a book by the Home Safety Council for Head Start programs and others. This version will contain the same age appropriate lessons with downloadable handouts for extending the message to parents of attending children.
- G. A tool kit with a variety of materials above for easy use by network members. The toolkit should include: CPSC Pool Safety Educational Video, Educational Materials on CDs, Pool & Spa Safety Brochures, Pool & Spa Safety Tips, Water Watcher Cards and Safe & Unsafe Drain Cover Displays
- H. Translation Services: Where appropriate or as requested by CPSC, the contractor shall provide Spanish language materials for dissemination to key Spanish language media, websites, training sessions and at community events.

5. Reporting Requirements

The contractor shall provide a performance plan detailing the targeted audiences(s) and the methodology for tracking the effectiveness and outcomes of the program within five (5) working days of task order award. The plan shall be reviewed for approval by the CPSC Project Officer. Acceptance of the plan will be based on conformance with the performance work statement, paragraph 4 and the basic award .

Other reporting requirements include:

- A. The methodology for tracking the effectiveness and outcomes of the program will coincide with that presented in the original contract.

B. Reports and details about the new additions to the original contract will be added to the reports already submitted for the original contract but will be presented separately from earlier tasks. Due to the short time for this portion of the contract, these will include:

1. Monthly - Every month during the contract performance period, the contractor will submit a progress report electronically within seven (7) calendar days after the end of the month being reported

Content: Include major accomplishments, planned activities, milestones, any issues or risks, contingency plans, and action items.

2. Draft Final Report: The contractor shall submit a draft final report separately for this task order to the Project Officer for review. The draft final report shall identify all services performed and results achieved, including numbers, locations and identities, including position and affiliation, within the identified target groups. If returned to the contractor as a result of the review, the contractor shall address and/or revise their report accordingly and return the final version to the project officer within ten (10) working days. This document shall be sent electronically.

3. Final Report: The Contractor shall submit a final report to the Project Officer after review by the project officer and implementation of any required changes. The final Report(s) must be delivered in electronic format to the address in paragraph 8 by contract expiration.

C. The invoice for this contract can be submitted with the quarterly invoice detailed in the original contract. Details of tasks for this contract addition will be itemized separately from the original tasks.

D. All materials developed and distributed by the Contractor will include the brand name and logo developed by CPSC for its campaign; all electronic materials will link to CPSC's www.PoolSafety.gov (as well as the Contractor's Web site).

E. The contractor shall invite a CPSC representative to participate in all pool and spa safety events that they host or sponsor. Reports of these events and the audience reached are required.

I. The contractor shall demonstrate the ability to measure the effectiveness of their projects to meet the strategic objectives of the contract.

6. Delivery and Performance

All materials developed and distributed by the Contractor shall be approved for design and content of handouts and online materials by the contract Project Officer and its designated public relations contractor. All messaging will be consistent with CPSC's P&SSact branded campaign.

7. Contract Points of Contact

- a. The contractor shall designate in performance of this contract one direct contractor representative to work with and respond to any concerns or expedited requests from CPSC.
- b. The designated CPSC Project Officer for this contract is as follows:

Kathleen Reilly
Office of Information and Public Affairs
4430 East West Highway
Bethesda, Maryland 20814
Tele: (301) 504-7222
Email: kreilly@cpsc.gov

9. Period of Performance

This task order shall be effective on July 1, 2011 through June 30, 2012.

10. Government Furnished Materials

- a. The government may provide guidelines, art work, and materials for training and education that are currently being developed by the Agency and its public relations contractor.
- b. The Contractor shall use the Agency's established brand and logo for the pool and spa safety campaign on all education and training materials to identify these to be part of the CPSC's P&SSAct campaign. These will be provided by CPSC.
- c. All electronic materials developed by the Contractor for general public consumption will be posted on the CPSC's www.PoolSafety.gov (as well as the Contractor's Web site).

11. Quality Control

The contractor shall develop and maintain a quality control program to ensure qualified and professional personnel are being provided and that their performance is in accordance with the criteria stated within this performance work statement and commonly accepted commercial practices. At a minimum, the contractor shall develop quality control procedures that address the areas identified in the performance work statement.

CPSC Performance Work Statement and Budget	
CPSC Performance Work Statement and Budget	Cost
<p>A. Education materials, programs or events about drowning and entrapment prevention, pool and spa safety to include tips for supervision and teaching children to swim; education about the P&SS Act and layers of protection, including fencing and barriers for residential pools; and pool and spa safety programs directed to children.</p> <p>1) Water safety messages will be communicated through education seminars and water safety events open to professionals and families in the local community. Educational materials will be developed and distributed, public education and media outreach efforts will be supported.</p> <p>2) To expand the current water safety education program, the Safe Kids coalition network will have the opportunity to apply for education grants in the amount of \$1,500-\$4,000.</p>	\$110,500
<p>B. Continuing education about the requirements of the P&SS Act and proper compliance with it, and general pool maintenance and safety, which might include residential pool safety checks and upkeep of drain covers.</p> <p>1) In-home water safety messages and the importance of using layers of protection will be communicated to pool owners and their families through the Residential Pool and Spa Safety Program. Educational materials will be developed and distributed, public education and media outreach efforts will be supported.</p> <p>2) To expand the current residential pool and spa safety pilot program, the seven Safe Kids coalitions who were awarded the pilot grant in 2011 will be eligible to apply for grants in the amount of \$2,500.</p>	\$17,500
<p>C. Generate local or national media coverage of the hidden dangers of pool and spa drains, the importance of layers of protection around public and residential pools and spas, and the critical importance of constant supervision of children in and around water.</p>	\$23,967
<p>D. Rapid response program and materials to be disseminated to alert the media and consumers about drowning incidents and how to avoid them directly from a network member to its community.</p>	
<p>E. Media tracking and reports on the effectiveness of all these efforts should they get coverage.</p>	
<p>F. A new video about pool and spa safety for children in pre-school programs around the country. This teaching video will be a DVD version of the Start Safe: A Water Safety Program for Young Children, which was produced in a book by the Home Safety Council for Head Start program and others. This version will contain the same age appropriate lessons with downloadable handouts for extending the message to parents of attending children.</p>	\$173,574
<p>G. A toolkit with a variety of materials above for easy use by network members. The toolkit should include: CPSC Pool Safely Educational Video, Educational Materials on CDs, Pool & Spa Safety Brochures, Pool & Spa Safety Tips, Water Watcher Cards and Safe & Unsafe Drain Cover Displays.</p>	\$54,459
<p>H. Translation Services. Where appropriate or as requested by CPSC, the contractor shall provide Spanish language materials for dissemination to key Spanish language media, websites, training sessions and at community events.</p>	<i>As discussed, if new materials are produced, we will use this service</i>
TOTAL PROJECT BUDGET	\$380,000