

# NATIONAL GUARD BUREAU

## Strength Maintenance Division Select Internet Services

### ***PERFORMANCE WORK STATEMENT (PWS)***

#### 1. SCOPE

**1.1. Background:** This Performance Work Statement (PWS) establishes the requirements and defines the responsibilities for a Contractor to provide for the continuation of current Internet services. Upon being awarded this contact, The Contractor must have all of the required personnel in place to continue performing daily operations and development on the Army National Guard, Strength Maintenance Division (NGB-ASM) Web Sites. This services includes but is not limited to:

- 1.1.1. Web Site Design and Maintenance
- 1.1.2. Web Content Development and Management
- 1.1.3. Web Hosting and Monitoring Services
- 1.1.4. Web Site Daily Operations
- 1.1.5. Web-based Applications Design, Development and Implementation
- 1.1.6. Real time Web conferencing and Web training
- 1.1.7. Hardware Analysis
- 1.1.8. Web Site Analysis
- 1.1.9. Business Process Improvement Studies
- 1.1.10. Statistical Analysis of Collected Data
- 1.1.11. Database Interfaces (web crawler utilities)
- 1.1.12. Dedicated Enterprise Information Distribution
- 1.1.13. Archival and access capability for all specified documents.

**1.2. Contract Administration:** The Government intends to award a Time-and-Material (T&M) contract. The contract will consist of a primary contract line item (CLIN) for labor and a secondary reimbursable CLIN for Other Direct Charges (ODCs) such as hosting and monitoring services. The Government intends to award a contract for a period of one year with one one-year option periods. The Government-contracting officer will appoint a contracting officer's representative (COR) to monitor the day-to-day performance under the contract. This requirement falls under the North American Industry Classification System (NAICS) code 541513, Computer Facilities Management Services.

**1.2.1 Socio-economic Considerations:** This procurement is being conducted using GSA 8(a) STARS Government-wide Acquisition Contract (GWAC). The Government intends to award a task order to the Contractor whose task order proposal is identified as offering best value solution.

**1.3. Period of Performance:** The period of performance for this requirement will begin on February 1, 2009; Dates will be finalized at time of award. The periods of performance for this task order will be 12 months

**1.3.1.1. Man-hour Summary:** Personnel requirements are as follows:

1. One - Internet Program Manager
2. One – Graphics Artists
3. Two – Lead Web Developers
4. Four – Internet Web Developers
5. One – Internet Art Directors
6. One - Trainer & Senior Technical Writer
7. One - GIS Engineer/Senior Web Developer
8. Three – Business Process Re-Engineers
9. One – Network Engineer
10. One – Senior Programmer.

All other personnel requirements required to design/redesign and sustain the web sites shall be contracted on “as needed” basis. Key Personnel are the following:

- Internet Program Manager
- Lead Web Developers
- Network System Configuration Engineer
- GIS Engineer/Web Developer

**2. REQUIREMENTS**

**2.1. Place/Hours of Performance:** Accomplishment of the tasks under this contract shall be at the primary and alternate locations listed below. The contractor shall work an average of 40 hours a week for the duration of the contract. The contractor shall normally perform the tasks during regular working hours, Monday through Friday from 0800 to 1700 with one hour for lunch, and as required when traveling off-site for temporary duty. However, the contractor has the flexibility to operate under an alternate work schedule as long as two conditions are met. First, the Government COR must approve any alternate work schedule. Second, the total time worked must average out to 40 hours a week for the full-time support position.

**2.1.1. Primary Location of Performance (Government-Provided and Furnished):**  
Project Office  
2001 Jefferson Davis Highway, Suite 610  
Arlington, Virginia 22202

**2.1.2. Alternate Location(s) of Performance:**  
**2.1.2.1** Training or conference locations as dictated by the Government COR  
**2.1.2.2** Contractor employee place of residence if authorized by COR

**2.2. Support Requirement Detailed Descriptions:**

**2.2.1.** Provide qualified personnel to meet ARNG Internet Services Program requirements. The contractor shall provide personnel with technical expertise in the following range of specialized programming disciplines and software applications (latest versions).

**2.2.2.** Upon being awarded the contract, assume responsibility for the daily operations of the [www.VirtualArmory.com](http://www.VirtualArmory.com) and additional sites as directed by NGB-ASM leadership. The contractor shall be responsible for comprehensive web site activities, including, but not be limited to: Domain and SSL certificate registrations, Hosting, security, and active monitoring, Adding, updating, and removing content areas/web applications, Monitoring and maintaining network infrastructure, web servers/services, internet applications and application servers, file servers and database servers (i.e., when necessary load new software, service packs, patches, etc.).

- 2.2.3. Continuously develop redesign and enhancement proposals. At a minimum, the redesign and enhancement proposals must meet the existing website functionality.
- 2.2.4. Provide on-going services consisting of, but not be limited to, the following:
- (a) Ensuring the web sites meet DOD security standards.
  - (b) Ensuring creative strategy will be consistent with approved campaign strategy or as identified by the Government.
  - (c) Ensuring public web sites are registered with the most popular search engines to increase visibility.
  - (d) Ensuring that web applications are scalable to meet the future needs of the ARNG.
  - (e) Maintaining continuous communications with all approved content providers.
  - (f) Ensuring that all content areas and web applications are updated in a timely manner (see Service Objectives and Thresholds section of this PWS)
  - (g) Planning, coordinating, and conducting web site usability studies.
  - (h) Arranging, as needed, training opportunities for ARNG personnel to include, but shall not be limited to, computer training, seminars, conferences on emerging technologies and all other related subjects.
  - (i) Exploring, and synchronizing with the appropriate web site, all Internet advertising

**2.2.5. Description of Services:**

- (a) **Function – Customer Interface**  
Scope – Respond to customer e-mail or phone inquiries.  
Task – Monitor and answer inquiries.  
Standard – Respond to customer inquiries within 24 hours and maintain copies of help desk questions – include the most frequently asked questions on the FAQs portion of the website (s)  
Workload –Perform daily.
- (b) **Function -- Hypertext Markup Language (HTML) maintenance.**  
Scope – Ensure that HTML coding receives periodic maintenance.  
Task -- Update HTML files  
Standard – Comply with Web Policy Letter and instructions from ARNG project officer.  
Workload –Perform daily.
- (c) **Function – Web Site Content Development.**  
Scope – Develop web site content in response to guidance from the Army National Guard.  
Task – Provide ideas on how to improve productivity and increase the performance of the Virtual Armory.  
Standard –Comply with written or verbal instructions from the ARNG project officer.  
Workload – Perform as needed.
- (d) **Function -- Hypertext Markup Language (HTML) development**  
Scope – Ensure that web sites contain HTML coding that conforms to ARNG standards, accessible to contractor, for font size, framing and color.  
Task -- Write HTML code.  
Standard – Comply with Web Policy Letter and instructions from the ARNG project officer.  
Workload – Perform as needed.
- (e) **Function – Web-based Application Design, Development, and Implementation**  
Scope –Based on requirements from customers, Business Process Improvement Study, Strategic Plan, etc., design, develop, test, and implement web-based applications.

Task – Update existing applications or design and develop new ones, to include personnel and/or web based training as directed.

Standard – Comply with instructions from the ARNG project officer.

Workload – Perform as needed.

(f) Function – **Web site security management**

Scope – Ensure that the web sites conform to accepted security practices.

Task - Maintain security system to authenticate individuals upon login and grant them access based upon user and group permissions.

Standard – Comply with DoD, DA and NGB directives, regulations and policies with guidance from ARNG project officer.

Workload – As needed

(g) Function – **Hardware analysis.**

Scope – Ensure that servers operate with optimum efficiency.

Task -- Monitor and maintain application, load balancing, mirror, and database servers. When necessary, load new software, service packs, patches, etc.

Standard – Comply with guidance from the ARNG project officer.

Workload – Perform as directed.

(h) Function – **Web site analysis.**

Scope --Ensure that web sites operate with optimum performance and, when necessary, recommend life cycle changes and upgrades.

Task – Monitor site information, including links, to ensure timeliness, accuracy and security.

Standard – Coordinate with designated the ARNG project officer.

Workload – Perform monthly.

(i) Function – **Business Process Improvement Study**

Scope -- Conduct a Business Process Improvement Study of NGB-ASM to find ways to improve business operations to increase efficiency, productivity, etc.

Task – Conduct an “As-Is”, “To-Be”, Gap Analysis, etc. and Prepare Five-Year Strategic Plan of NGB-ASM

Standard - Comply with guidance from the ARNG project officer.

Workload – Perform as directed.

(j) Function – **Database Interfaces (web crawler utilities)**

Scope -- Currently data processed through ASM has to be loaded to specific Virtual Armory applications, thereby causing a delay on the instantaneous availability of this data to ASM users. This process does not allow for real-time or near real time data availability for ASM’s decision making efforts.

Task – This will involve researching and identifying internal databases and external database interfaces (DARTS, ARISS, etc.), designing and developing methods to integrate databases and validate data elements for near real-time solutions for the client. This will be done on an application based priority and will be approved by the COR.

Standard - Standards will be built and written to ensure that all methods used are documented as per DoD database standards and IT standards.

Workload – As needed and authorized by the Virtual Armory (VA) COR.

(k) Function – **Statistical Analysis of Collected Data**

Scope -- Perform statistical analysis from data gathered through online surveys or supplied data to identify targeted market segments as identified by Guard leadership.

Task – Analyze and cross-reference survey data and build graphical models indicating high-concentration area of designated target markets.

Standard - Comply with guidance from Guard leadership as directed by VA COR

Workload – As needed and authorized by the VA COR subject to availability of resources.

**(l) Function – Dedicated Enterprise Information Distribution**

Scope -- Build internal and external interfaces introducing Enterprise Distribution solutions to serve a larger audience within the National Guard community.

Task – Gather requirements, identify applicability and build inter-operable interface systems that would validate and centralize data that can be commonly used by various divisions under the National Guard community to improve efficiency and standardize organizational processes.

Standard - Comply with direction from ARNG ASM COR

Workload – Perform as needed.

**(m) Function – Real time Web conferencing and Web training**

Scope - On demand Web conferencing to share documents, make presentations, collaborate and train with NGB field personnel.

Task –.Set up, facilitate, deliver, and record interactive web training and conferencing for up to 100 attendees.

Standard - Comply with direction from ARNG ASM COR/PM

Workload – Perform as required.

**(n) Function – Archival and access capability for all specified documents.**

Scope -- Provide Virtual Armory members open access and archival of NGB documents.

Task – Develop processes and procedures to implement the posting of NGB documentation to a database server available for access to National Guard personnel.

Standard - Comply with direction from ARNG ASM COR/PM

Workload – Perform as required.

**2.3. Performance Terms:**

**2.3.1. Administration:** Contractor should prepare semi-monthly time sheets for hours worked. Contractor should prepare a monthly invoice for Government billing.

**2.3.2. Personnel Management:** The Government's COR is responsible for the review, approval, and final acceptance of efforts accomplished under this task order. The contractor shall perform the required tasks within the scope of the contract and under appropriate supervision from his/her parent organization. Contractor should ensure that all employees assigned to this contract are aware of and conform to the terms of performance under this PWS.

**2.3.3. Work Schedules:** The contractor shall work standard, normal, and defined schedules consistent with the standard and/or flex work schedule of the offices and activities supported. Core support help desk hours are described in paragraph 2.1. Contractor must provide 30 days notice for any vacation absences taken by the primary employee assigned for site coverage.

**2.3.4. Contractor Employee Training:** The contractor shall ensure that employees stay proficient and current in their area(s) of responsibilities at no additional cost to the Government unless training is provided as indicated below. The Government will provide the following training as required: facility fire/evacuation drill exercises, personal protective equipment training, and any formal Government specific training.

**2.4. Contractor Employee Requirements:**

- 2.4.1. **Relationships & Supervision:** The contractor shall not provide direction or otherwise interject into Government/system contractor/subcontractor relationships. Contractor personnel shall not directly supervise Government personnel.
- 2.4.2. **Appropriate Personnel:** The contractor shall not employ persons for work on this contract if such employee is considered by the contracting officer to be a potential threat to the health, safety, security, general wellbeing or operational mission of the installation and its population.
- 2.4.3. **Appearance & Conduct:** Contractor personnel shall present a neat appearance and be easily recognized as contractor employees. FAR 37-114(c) requires contractor personnel to attend meetings, answer phones, and work in other situations where their status is not obvious are to be clearly identified as contractor personnel to avoid creating the impression that they are Government officials.
- 2.4.4. **Education, Experience & Certification Requirements:** The contractor shall provide as a minimum the following qualifications and certifications. Must possess strong interpersonal, organizational, and communication skills (oral and written). The senior technician must possess a Bachelors degree and/or five (5) years experience in the analysis and design of complex network systems; two (2) years must have been Windows experience; one (1) year experience in the design and development of communications system software modules. The junior technician must possess a Bachelors degree and/or two (2) years experience in an IT-related field. Equal substitution of work experience and formal post high school education is interchangeable on a year-for-year basis. Contractor must make sure that the assigned employee is either a Windows Certified Network Engineer or actively participating in the program. The individual must be CISCO certified and the certification must be kept current and up-to-date. One year of Microsoft Exchange experience is a must. The employee's experience level shall be reasonably sufficient to provide expert IT and network services in the areas identified within this PWS.
- 2.4.5. **Conflict Of Interest:** The contractor shall not employ any person who is an employee of the U.S. Government if employing that person would create a conflict of interest.
- 3. **Quality Control:** Contractor shall develop and maintain a quality program to ensure services are performed in accordance with commonly accepted commercial practices. Contractor shall develop and implement procedures to identify, prevent, and ensure non-recurrence of defective services. As a minimum, the contractor shall develop quality control procedures that address the areas identified in paragraph 7.8, Service Delivery Summary.
- 4. **Security**
  - 4.1. **Security Clearance:** Security Clearances are not required under this contract.
  - 4.2. **Information Handling:** All information concerning the Government's data center and operations obtained by or provided to the contractor during or in support of this PWS will be considered for official use only, except where otherwise classified and shall be managed accordingly.
  - 4.3. **Personnel Security:** The contractor shall observe and comply with the security provisions in effect at NGB facilities. The contractor's Facility Security Officer (FSO) will provide a current visit notification to NGB-ASM prior to in-processing. When the contractor reports for duty to NGB-ASM, he or she is required to comply with all in and out processing requirements, including completion of the Electronic Personnel Security Questionnaire SF85P and SF85P-S worksheet unless the contractor already has a security

clearance. If the contractor has a current security clearance or had a DoD security clearance prior to current employment, that shall be noted in the visit notification. The contractor shall wear and display required identification badges at all times while on the installation.

The contractor shall be responsible for safeguarding all Government property provided for contractor use. The contractor shall, at a minimum, conform to the provisions of AFI 31-101, for safeguarding the Government-furnished facilities and materials contained therein. The contractor shall ensure that all lock and cipher combinations are not revealed to unauthorized persons. The contractor shall prohibit the opening of locked areas by contractor employees to permit entrance of persons other than the Government employees or contractor's employees engaged in the performance of assigned work in those areas, or visiting personnel authorized entrance by the Contracting Officer or the COR. Contractor personnel must escort any visiting personnel performing work in the controlled area, unless they possess prior approved access to the area.

**4.4. General Security Requirements Classification:** Services required under this Contract will be restricted to Secret, Confidential, Unclassified and Sensitive Unclassified Data to include Law Enforcement Agency (LEA) Sensitive. Records generated by the Contractor shall be property of the Government upon completion of the Contract. During Contract performance, all records will be maintained in accordance with applicable guidance and regulatory material of the Department of Defense. Records shall not be disseminated, destroyed, or otherwise disposed of without prior written consent of the COR.

**4.5. Network Security Assistance:** The Contractor shall perform network password administration, create user accounts, validate terminal configurations, and perform audits and audit follow-up actions as required.

**4.6. Access Control:** Contractor responsibilities include maintaining access controls, reporting security breaches, distributing security information, and examining security logs generated by the network operating system and by firewall reporting facilities to assure the confidentiality, integrity, and availability of NGB J3-CD communications systems and the information contained therein.

## **5. Government-Furnished Property & Services**

**5.1. General:** The Government will provide the equipment and services identified below. Material and facility space will be provided as indicated in this section. All such equipment and materials shall remain at the Government facility unless an individual(s) in support of this task order signs it out. The Government reserves the right to change, alter, and/or modify the facilities. The Government will also provide access to the infrastructure and all related network and computer devices, as well as operator consoles, required to perform the work described in this PWS.

### **5.2. Government-Furnished Property**

**5.2.1. Access:** The Government will provide necessary, available, and reasonable access to personnel. All contacts with Government organizations and contractor personnel outside NGB-CD shall be coordinated through NGB-ASM.

**5.2.2. Facilities:** The Government will make office space available for contractor operations. The facility office space to be provided will be as designated in Section 2.1.1. However, the Government reserves the right to assign equivalent space in alternate Government owned or leased buildings. The facilities will be shared with Government personnel assigned to NGB-ASM and may be shared with other contractor and/or Government personnel as well.

- 5.3. Government Furnished Equipment:** The Government will provide the contractor standard office and computer equipment including copy machines, facsimile machines, telephones, PCs, mobile communication devices and printers and related peripheral devices as required. The Government will provide required office stations and provide ancillary office furniture such as file cabinets, bookcases, storage cabinets, and tables.
- 5.4. Government Furnished Materials:** The Government will furnish administrative/office supplies required for the performance of this task order to include, but not necessarily be limited to, paper, pens, pencils, ink, markers, paper clips, tape, staples, file cards, folders, computer disks, compact disks (CDs), and copier, printer, and fax equipment/supplies (including paper, printer cartridges, and toner).
- 5.5. Government-Furnished Records, Files, Documents, & Work Papers:** The Government will provide the contractor copies of, or access to, required directives, publications, specifications, data and documentation, as required to support this contract. All records, files, documents, and work papers provided by the Government or generated in support of this contract are Government property.
- 5.6. Government-Furnished Software:** The Government will provide the COTS software necessary for performance of this task. The Government will also provide maintenance for most, but not all, of said software.
- 5.7. Government-Furnished Services**
- 5.7.1. Internet & E-Mail Access:** The Government will provide to the contractor access to e mail and access to the Internet in support of the PWS.
- 5.7.2. Postal Or Facility Distribution:** The Government will provide mail distribution via the interoffice method for official Government mail matter only, as required under the terms of this contract.
- 5.7.3. Telephones:** The Government will provide telephones and service to include consolidated unsecured voice, dial-up switched communication service, Defense Switched Network (DSN) and commercial long-distance access. The contractor shall comply with the provisions of all NGB and other applicable directives.
- 6. Contractor Travel:** The Contractor may be required to attend meetings, conferences, etc. at locations outside the NGB-ASM primary location.
- 6.1.** There will be a minimum support requirement for travel twice a year to support a computer lab classroom at various locations throughout the United States. This will include set up of all computers, one for each participant; setting up of the wireless network connection in coordination with the Hotel or Conference Center support staff; and any additional site specific IT requirements. Individual will be responsible for the shipping of all equipment to and from training location. On-site network and IT support is also required while training is being conducted.
- 6.2.** Contractor will make all travel arrangements for their assigned employees. Once travel has been completed and all expenses paid, the company will submit an original itemized invoice against the contract ODC CLIN to the COR for certification and payment. Actual travel expenses will be limited to those covered by Government Travel Regulations (JFTR). TDY costs will be reimbursable with a dollar threshold ceiling as indicated on the contract ODC CLIN. Travel within 25 miles of NGB Headquarters, in performance of this PWS, shall be included in the contractor's price.



## 7. Deliverables

**7.1. Monthly Status Report:** The Contractor shall provide a Weekly Status Report to the COR. The report shall include the following information: (1) summarized activities for the preceding monthly period, a description of any problems encountered, and, if appropriate, any problems anticipated during the next reporting period; (2) list of all open and completed Work Orders; (3) a summary of any actions required of the Government.

**7.2. Deliverables shall include, but shall not be limited to, the following:**

- (a) Proposals
- (b) Performance reports
- (c) Project timetables
- (d) Progress reports
- (e) Analysis reports
- (f) Usability studies
- (g) Staff workload reports
- (h) HTML code
- (i) Graphic artwork in its original format
- (j) Government owned hardware/software inventory
- (k) Licensing hardware/software report
- (l) Print ads and poster related promotions for the web sites
- (m) Flow diagram for each web site
- (n) CD-ROM with the completed HTML code, original images, and all related web applications for each web site and all associated advertising products.
- (o) Business Process Improvement Recommendations Report
- (p) Five-year Strategic Plan for Virtual Armory

**7.3. Hosting hardware and software:** The hosting section of the proposal must include all the hardware and software costs required to make the web servers operational. The Government requires that all hosting hardware and software be upgraded to meet or exceed the current commercial standards. The following items must be included in the hosting section on the proposal, but not limited to:

- (a) Current hosting architecture. The following items must be included in the current hosting architecture documentation:
  - Hosting architecture diagram
  - Function of each computer (web server, database server, etc...)
  - Hardware specifications of each computer
  - Software load on each machine
  - Status of each machine – managed or co-located
  - Costs associated with each machine, must include all hardware, software, and leased/purchased.
- (b) Proposed hosting architecture. The following items must be included in the proposed hosting architecture documentation:
  - Hosting architecture diagram
  - Function of each computer (web server, database server, etc...)
  - Hardware specifications of each computer
  - Software load on each machine
  - Costs associated with each machine, must include all hardware, software, and leased/purchased.

(c) Hosting facility - must include all the services provided by the hosting facility and their associated costs.

**7.4. SERVICE DELIVERY OBJECTIVES AND THRESHOLDS**

<b>Performance Objective</b>	<b>PWS Para.</b>	<b>Performance Threshold</b>
1 Respond to customer inquiries within 24 hours and maintain copies of help desk	2.2.5 a	Perform required activities so that no more than 1 formal, written customer complaint is lodged per month.
2 Comply with Web Policy Letter and instructions from ARNG project officer	2.2.5 b	Perform functions so that web site is updated as requested. No more than 4 formal, written customer complaints lodged per quarter.
3. Comply with written or verbal instructions from the ARNG project officer.	2.2.5 c	Perform functions so that web site is updated as requested. No more than 4 formal, written customer complaints lodged per quarter.
4. Comply with Web Policy Letter and instructions from the ARNG project officer.	2.2.5 d	Perform functions so that web site is updated as requested. No more than 4 formal, written customer complaints lodged per quarter.
5. Comply with instructions from the ARNG project officer.	2.2.5 e	Perform Q/A assessments to ensure web site requirements are developed and implemented as requested. No more than 2 formal, written customer complaints lodged per quarter.
6. Comply with DoD, DA and NGB directives, regulations and policies with guidance from ARNG project officer.	2.2.5 f	Perform required activities so that no more than 1 formal, written customer complaint is lodged per month.
7. Comply with guidance from the ARNG project officer	2.2.5 g	Perform required activities so that web site is up 99.9% of the time and the servers are updated with latest software releases.
8. Comply with guidance from the ARNG project officer	2.2.5 h	Perform required activities to complete Strategic Plan. Assist in obtaining management's approval.