Requirements contemplated under the NCS include, but is not limited to the following:

1.0 Technical Requirements

 1.1 Media and Entertainment Relations: NASA seeks to provide a transparent and accurate representation of NASA's work that earns positive media coverage in a timely manner.

  1.1.1 Media Relations (Media, internal, social media, collateral material development)

   1.1.1.1 Develop and distribute written information products such as fact sheets, news releases, media advisories, response to queries (RTQ)s, informing media and stakeholders about NASA missions and activities

   1.1.1.2 Facilitate review and approval of information products for distribution to the media and public

   1.1.1.3 Research and develop key program and project messages to guide and focus media and public information products, media interviews and events

   1.1.1.4 Develop and implement for civil service approval comprehensive communications plans outlining event goals, implementation details, target audiences, measures, strategy, communication channels, informing media and stakeholders about NASA missions and activities.

   1.1.1.5 Advise leadership on media opportunities and strategies to include targeted media audience connecting program and project messages to broaden NASA's reach with media outlets

   1.1.1.6 Collaborate with Public and stakeholder engagement organizations to maximize reach of media initiatives to enrich strategic partnerships

   1.1.1.7 Develop and maintain strong working relationships with media organization and reporters in order to amplify NASA's messages

   1.1.1.8 Serve as media liaison supporting logistics to schedule and support media interview requests resulting in positive media coverage of activities

   1.1.1.9 Monitor and analyze media coverage of NASA programs and projects to ensure accurate representation of key messages consistent with communication goals and objectives

  1.1.2 Communication Issue Management

   1.1.2.1 Draft Response to Questions

   1.1.2.2 Support communication efforts internal to NASA and external Joint Information Center and Crisis communication efforts

   1.1.2.3 Develop and maintain crisis communication plans and procedures – CS approval and release authority

   1.1.2.4 Prepare communication products (e.g. talking points, presentations, background information, brochures, handouts, fact sheets, etc.) for executive speaking engagements

   1.1.2.5 Participate in planning meetings and communications, and make recommendations

   1.1.2.6 Continuously collect, integrate and proactively disseminate information to all stakeholders

   1.1.2.7 Perform duties that include assessing requirements, plan development, risk/issue identification and mitigation in order to provide

recommendations for managerial decision making on project/program execution

      1.1.2.8   Support COOP Planning and operations

   1.1.3   Film and Documentary Support

      1.1.3.1   Support coordination and review of documentary and film script approval (as directed) for NASA participation

      1.1.3.2   Serve as lead liaison to Coordinate logistics, itineraries, and site access for documentary filming and subject matter expert (SME) interviews

      1.1.3.3   Provide research, fact checking, and on-site production oversight ensuring accuracy in Film and documentary products from a Historical perspective ensuring technical accuracy

      1.1.3.4   Coordinate and provide historic and current mission video files for use by film and documentary customers for incorporation in their final products

      1.1.3.5   Coordinate location and talent release requests for NASA participation in film and documentary products to meet legal obligations

1.2 Digital Media and Oversight: NASA seeks to grow agency audiences using innovative technologies, creating a continuous cycle of engagement and feedback consistent with Agency messaging. For products created under this section, the contractor shall obtain NASA approval before releasing products publicly and shall work with NASA to establish processes for preliminary approvals needed before the final review and approval.

   1.2.1   Television Support: The contractor shall produce original television programming, videos and live broadcasts to engage diverse audiences across television and online platforms in line with the agency's digital strategy and communications priorities

      1.2.1.1   Produce live and live-to-tape original programming for events such as press conferences, NASA socials, town halls and special programs. This task shall include set design and construction, banner design and construction, lighting and audio design, multiple camera operation, stage management, technical direction, and on-air graphics per work requests

      1.2.1.2   Perform site surveys to determine the site's suitability as a location for NASA TV programming. This task shall include assessing the location for ambient lighting and sound; designing lighting and audio compensation or mitigation; set construction and design; assessing potential camera location(s); assessing signal transmission capability; determining required equipment and services; and procuring such equipment and services when approved by NASA

      1.2.1.3   Produce and distribute live satellite interviews with NASA personnel. This task includes soliciting recipients from TV news programs across the United States; scheduling and tracking time commitments; set design and construction; lighting and audio design and operation; camera operation and technical direction; coordination with recipients

      1.2.1.4   Create, edit and produce audio and video recorded programming including podcasts, messages from the administrator and other executives, and interviews and videos focused on special NASA

announcements or anniversaries. This task includes set design and construction; lighting and audio design; post-production services, including voice-overs, titling, animation, art direction, graphics, audio and video effects, music, obtaining local talent, and other elements needed for post-production

1.2.1.5   Provide audio and video duplication services, saving programming to DVD or other electronic media, or posting to secure electronic delivery site, for distribution to NASA personnel

1.2.1.6   Maintain NASA television infrastructure: distribution systems, servers, routers, editing systems, satellite interface and the functionality of a broadcast master control room. The infrastructure includes fiber optic, internet protocol television, web streaming, digital and high definition television elements and software. Understand maintenance requirements, check daily that individual components and multi-component systems are operating as designed; recommend to NASA plans for additional maintenance if needed; provide break/fix support when required; advise NASA when resources beyond those available to the contractor are required to maintain service. Recommend equipment upgrades to NASA

1.2.1.7   Provide video to external sources, including the news media, other NASA offices, Congress, museums, or others via digital video disc (DVD) or digital media, per the direction of the NASA TV team lead. Locate requested video; post to secure file transfer protocol (FTP) site and notify requestor of its availability; if directed by NASA, copy to portable media (DVD or portable drive) and send to requestor

1.2.1.8   Monitor all distribution sources for NASA Television, including all channels delivered by satellite, cable and digital platforms, including NASA.gov as well as third party services, including flagship NASA social media channels listed at https://www.nasa.gov/socialmedia. Monitor channels. Report any issues to NASA. Support remediation.

1.2.1.9   Monitor and maintain video feeds to the NASA satellite and web streaming infrastructure, currently managed by Encompass Digital Media, Atlanta, GA. Monitor feeds. Report any issues to NASA. Support remediation.

1.2.1.10   Upload all audio files, video files, videos and produced programs to https://images.nasa.gov and NASA social media channels

1.2.1.11   Create, produce and distribute the NASA TV daily schedule. Submit draft to NASA for approval; publish to existing e-mail lists upon approval

1.2.1.12   Create, produce and distribute the Video File Rundown. Review video file; create e-mail with content that matches the sample; distribute via e-mail list

1.2.1.13   Create and upload playlists for NASA Television programming. Consult with NASA to determine programming schedule; e-mail to Encompass Digital Media

1.2.2   Radio Broadcast Support - The contractor shall create and produce podcast and vodcast radio shows

1.2.2.1 Create content for radio shows to include script writing for interviews

1.2.2.2 Manage, coordinate, and edit production of pre and post shows

1.2.2.3 Highlight technologies from NASA and NASA partners, including but limited to academia, industry, and other Government agencies

1.2.2.4 Foster relationships and look for new partners to collaborate with on radio shows

1.2.3 Social Media Support: The contractor shall create and post content to NASA's social media platforms, tailoring content to engage the diverse audiences across the different platforms, in line with the agency's digital strategy and communications priorities

1.2.3.1 Produce social media posts, videos, GIFs, audio files and computer graphics based on already captured video and existing raw source materials on NASA social media accounts. Create, review, edit and post videos, GIFs, text statements digital images and graphics to NASA social media accounts. Tailor each item to the channel to which it is to be posted, creating multiple versions if necessary

1.2.3.2 Provide technical assistance to other NASA social media teams on the use of social media tools and applications – including augmented reality, virtual reality and 360-degree videos -- and strategies. Respond to requests via e-mail, text or phone with technical assistance when asked. Refer policy questions to the NASA Social Media Team lead

1.2.3.3 Plan and implement NASA Socials around launches or other major NASA events, designated by the SME. Develop and post registration form; cull list of applicant to recommend attendees to NASA; notify attendees; plan program in concert with NASA field centers, assist attendees with answers to questions or technological assistance onsite; gather and distribute items designated by the SME to attendees; escort attendees onsite when required

1.2.3.4 Moderate and, where appropriate, respond to public comments to NASA social media channels. Review comments; respond using approved NASA material.

1.2.4 World Wide Web: The contractor shall create, edit and post content to NASA's websites and blogs to engage NASA's audience on the World Wide Web, in line with the agency's digital strategy and communications priorities. Stream NASA TV video to social media platforms, providing video streams via the NASA streaming infrastructure, editing clips in real-time from streams and monitoring streams on social media channels for quality.

1.2.4.1 Create, edit and post web features, image features and other content to www.nasa.gov and other NASA websites. Write and edit feature stories; select imagery and create image features; edit headlines; embed video and imagery into features

1.2.4.2 Write and edit blog posts; select imagery and create image features; embed video and imagery into features

1.2.4.3 Upload videos received from NASA Television to NASA social media platforms and add them to playlists

1.2.4.4 Meet with and provide feedback to vendors supporting the www.nasa.gov infrastructure to discuss performance of the

infrastructure, report issues and plan for new developments. Report issues with the content management system, search function, or network availability to the vendor; test repairs as requested by the vendor; offer feedback on approaches

1.2.4.5   Design special features for www.nasa.gov, such as https://www.nasa.gov/artemis, anniversary features, biographies and obituaries, as well as graphics and interactive elements for digital platforms. Distribute podcasts by uploading them to online distribution channelsStream audio of NASA telecons with newsmedia to the main NASA website.

1.2.5   Photography and Digital Imagery Support: The contractor shall create, edit, distribute, and archive photographs and still imagery that engage NASA's diverse audiences, in line with the agency's digital strategy and communications priorities

1.2.5.1   Acquire still photographs and digital imagery by a) taking photographs at events per work request; b) using camera video function to take still images and put time into motion to create GIF's, time-lapse, or slow motion imagery; c) culling NASA images from online repositories; and d) digitizing negatives or images

1.2.5.2   Provide internal photographic services, such as passport photos for official government passports, group photos and photos of internal meetings

1.2.5.3   Edit images according to best practices for news photography, including applying metadata as defined in NASA Technical Standard 2822 (available at https://standards.nasa.gov/) and with captions as defined in the NASA Stylebook

1.2.5.4   Distribute the images online via the NASA website and social media channels. Per work request, (1) deliver digital copies on physical media; (2) deliver real-time images during events to the NASA Digital Team for immediate distribution on NASA social media channels and (3) upload images to the agency's social media creation tool, currently Sprinklr

1.2.5.5   Archive the images, with metadata, in the Agency Video and Image Library (https://images.nasa.gov)

1.2.5.6   Respond to requests for images from the public, the news media and other NASA offices by providing the online location to members of the public and NASA offices, and digital media to the news media when required. This task includes performing research to locate images necessary to illustrate stories

1.2.5.7   Support the social media and web teams to create online image features for web features and social media posts for various platforms. Procure and maintain all necessary licenses and subscriptions to perform this effort

1.2.6   Editorial and Distribution

1.2.6.1   Review relevant NASA documents, such as the Office of Communications daily report and weekly look ahead to be aware of

upcoming events that will require coverage on NASA's digital platforms

    1.2.6.2   In breaking news or contingency situations, follow NASA's Office of Communications procedures for posting updates

    1.2.6.3   Participate in weekly Digital Services call.

    1.2.6.4   Develop and maintain, or contribute to, supporting offline material, including standards documents and style guides, for design and technical elements. Review existing material and recommend revisions and additions

    1.2.6.5   Create, submit for NASA approval and distribute a weekly newsletter summarizing the most important activities for the week

1.2.7   Analysis and Strategy: The contractor shall gather, organize, analyze and report metrics that provide insights into NASA's digital communications to help the agency continually improve its digital strategy

    1.2.7.1   Gather metrics from all platforms (e.g., Google Analytics, YouTube, Akamai, Limelight, Sprinklr, Cision, Agility, et al.) to compile regular and special reports of engagement levels for events

    1.2.7.2   Generate reports analyzing the past performance of digital content to inform recommendations for future activities. Develop and recommend metrics to measure the effectiveness and reach of multimedia, communications, information and outreach efforts

    1.2.7.3   Develop digital content plans and documents for major agency events and milestones to outline recommendations for strategies, coverage, implementation timelines and suggestions of products and content. Review mission- and program-related material, online or provided by the team leads, as well as agency strategic communications plans (https://communications.nasa.gov). Submit recommendations for review and input

1.3   Communications Strategy and Planning: NASA seeks to consistently achieve our strategic vision, goals, and business strategy in order to clearly and consistently communicate to both internal and external stakeholders. Research and report quarterly on emerging methods and technologies for digital content creation and dissemination, including emerging third-party platforms. Recommend changes to NASA's digital operations to take advantage of such methods and technologies if, in the contractor's opinion, doing so would improve NASA's ability to meet its communications goals.

    1.3.1   Communications Strategy

        1.3.1.1   Assist in researching, planning, implementing, and evaluating agency strategic communication priorities for public and internal audiences. Provide recommendations for agency strategic communications priorities

        1.3.1.2   Plan and host a series of meetings and virtual forums with the purpose of integrating strategic communications efforts from specific organizations as identified. Brief out the results of these meetings and virtual forums to specific organizations as identified

    1.3.2   Strategic Communications

        1.3.2.1   Assist with the coordination of center, program and projects communications and engagement goals, assessing their fit under

Agency directions and communication priorities, strategy, policy and national priorities. Includes making recommendations to ensure alignment with the agency's strategic goals and objectives

1.3.3 Organizational Performance Analysis

1.3.3.1 Create and maintain an analysis methodology and system for performance indicator and communications metrics data to report on this data across our communications enterprise organization and community of practice

1.3.3.2 Make recommendations derived from communications metrics data and advise leadership and identified decision makers in order to continuously inform strategy and planning

1.3.4 Communication Policy Analysis

1.3.4.1 Assist in the development of agency communications policy and guidance

1.3.4.2 Review and maintain policies and guidance for effectiveness, compliance and relevance

1.3.5 Strategic Alliances and Partnerships: Assist NASA in fostering, facilitating and developing strategic partnerships and alliances with public and private entities to magnify NASA's capacity to communicate with the public.

1.3.6 NASA Style and Graphics Standards: Assist with the development, maintenance and distribution of NASA Stylebook and NASA Graphics Standards Manual, as well as compliance with policies pertaining to use of the NASA emblems, logos, insignias, and other graphic elements as specified.

1.3.7 Communications Technology

1.3.7.1 Technology Leadership Support: The contractor shall support the technology needed to perform the work and assist with the formulation and implementation of the agency's communications technology plans, tools and systems.

1.3.7.1.1 Assist with identifying software, tools and IT processes to aid in the integration of communications across the agency

1.3.7.1.2 Assist in coordinating with OCIO to identify, procure and onboard new technology tools and ensure standards (IT, security) are met throughout the technology lifecycle.

1.3.7.2 Technology Management, Security, Operations and Maintenance Support: The contractor shall provide technology management services to NASA for specific communications tools, systems and platforms.

1.3.7.2.1 Provide support for specific operational applications and web capabilities in accordance with NASA Interim Directive (NID) 7120.99. Phase A thru Phase D of NID 7120.99 shall be used when developing an entirely new application or website based upon new requirements. Phase E of NID 7120.99 shall be used when operating and maintaining an existing application or website.

1.3.7.2.2 Upon the implementation of any new application or website, the contractor shall immediately begin providing operational support (Phase E of NID 7120.99) for the remainder of the subtask period of performance. Phase E – Operational

support consists of the activities necessary in implementing limited new capabilities, code fixes, content releases, and testing in response to necessary system enhancements, customer requirements, operating system, and vendor-supplied upgrade and maintenance releases. Operations releases are limited to work requests (WR), and CRs of release level 2, 3, or 4 (or equivalent in other control board systems). Should a non-level 1 CR result in a configuration change to the website and/or application, the contractor shall follow the applicable approved tailoring checklist for NID 7120.99 for the implementation of that configuration change.

1.3.7.2.3 Exercise industry best practices, standards, and guidelines when developing and maintaining applications to reduce or eliminate duplication of effort and enhance code reusability.

1.3.7.2.4 Ensure that specific systems are operating and performing in accordance with NASA requirements and applicable, guidelines, standards and policies.

1.3.7.2.5 Perform the following functions within the scope of release levels as defined in the specific task to fulfill application needs for the items listed:

    1.3.7.2.5.1 Requirements gathering and implementation

    1.3.7.2.5.2 Website and Application patching

    1.3.7.2.5.3 User Access Management to Application & System Resources for specific access other than contract access (including the appropriate and necessary NASA Account Management System (NAMS) request for access)

    1.3.7.2.5.4 Website and Application Log Management & Review

    1.3.7.2.5.5 Website and Application security and policy compliance configurations and management in accordance with applicable IT policies, Section 508, NPR 2810.1 and Federal Information Security Management Act (FISMA) guidelines

    1.3.7.2.5.6 Website & Application performance Monitoring

    1.3.7.2.5.7 Troubleshooting and bug fixes

1.3.7.2.6 Shepherd and oversee the security integration for each specified tool, system or platform in the system development lifecycle as stated in NASA Procedural Requirement (NPR) 2810 and NPR 7120.7 Information Technology and Institutional Infrastructure Program and Project Management Requirements.

1.3.7.2.7 Submit a quarterly continuous monitoring report for each of the supported System Security Plans based on the reporting requirements in ITS HBK-2810.02-06 Security Assessment and Authorization: Continuous Monitoring – Annual Security Control Assessments.

1.3.7.2.8   Provide information and recommendations to Information System Owners (ISO) on selecting the security controls monitored and reported based on NASA Organization Defined Values for Critical Controls and priority levels to ensure compliance over the yearly cycle.

1.3.7.2.9   Educate and support the organization points-of-contacts with reporting "exception" status and updating of the system's Plan of Action and Milestones report. Send email notifications and reminders to stakeholders to gather the information needed.

1.3.7.2.10   Update the NASA Security Assessment and Authorization Repository (NSAAR) tool with the correct information.

1.3.7.2.11   Provide scheduled completion dates for annual ongoing authorization of Authorization Packages for supported System Security Plans, including delivery dates for completing the Authorization Package and ATO presentation. In conjunction with the organization, conduct an annual self-assessment of each system security plan utilizing SP800-53A Assessing Security and Privacy Controls in Federal Information Systems and Organizations.

1.3.7.2.12   Perform Incident Handling support to organizations as requested by the Government.

1.3.7.2.13   Support the organizations in reporting actual or suspected information security incidents regarding information systems under their purview immediately to the Security Operations Center (SOC) or appropriate organization (e.g., Center-specific IT Security office, incident response team, or help desk). Report actual or suspected misuse of IT resources to the SOC, Center Chief Information Security Officer (CISO) or other appropriate organizations (e.g., Center-specific IT security office, incident response team, or help desk).

1.3.7.2.14   Perform the duties, in cooperation with, the Organizational Computer Security Officials (OCSO) as defined in NPR 2810.1A for NASA. This includes acting as an OCSO-Representative (OCSO-R) and/or the Information System Security Officer (ISSO) for supported System Security Plans (SSP) as requested by the Government.

1.3.7.2.15   Educate, assist, help and consult with members of the organization on the use and operations for specific applications.

1.3.7.2.16   Provide training aimed at developing the full use by staff of the appropriate organizations of specific applications. The number of trainees to be trained shall be specified in the task for each supported application.

1.3.7.2.17   Document and maintain documentation on the optimal operations of each application supported.

1.4 Public Engagement: NASA seeks to inspire and engage the public in order to communicate the value, excitement and relevance of NASA's missions.

    1.4.1   Exhibits program
- 1.4.1.1 Design and develop exhibits for tradeshows and events.
- 1.4.1.2 Work collaboratively with visitor centers on exhibit content
- 1.4.1.3 Design, develop, fabricate, maintain and manage agency exhibits, models and artifacts for display.
- 1.4.1.4 Support visitor centers access to NASA messaging, information, images and content.
- 1.4.1.5 Support the management of agency standards and style for consistent exhibit presence

    1.4.2   Artifacts
- 1.4.2.1 The management of artifacts to include experience in the preservation, inspection, repairing and handling of artifacts.
- 1.4.2.2 Support the development of agency strategy governing the loan of historical artifacts to external organizations.
- 1.4.2.3 Support the administration of loans for historical artifacts to external organizations.

    1.4.3   Protocol
- 1.4.3.1 Coordinate and support messaging and the framing of the activity/event for VIP visits ensuring consistent messaging from the Agency.
- 1.4.3.2 Support the planning and execution of various protocol functions for special events and high-level visits.

    1.4.4   Guest operations
- 1.4.4.1 Lead and coordinate attendance at NASA or NASA-sponsored events.
- 1.4.4.2 Plans, develops and executes local and agency-wide events and launch activities engaging NASA stakeholders, VIPs, member of congress and the general public.

    1.4.5   Speaking engagements
- 1.4.5.1 Receive, review, coordinate, identify subject matter experts and respond to all speaker requests.
- 1.4.5.2 Provide support with messaging and presentation materials for subject matter expert presentations.

    1.4.6   Astronaut appearances. Support the coordination of astronaut appearances in collaboration with stakeholders and the Astronaut Office to fulfill requests.

    1.4.7   Public engagement events. Support the planning and execution of events in coordination with NASA personnel and organizations.

    1.4.8   Facility tours for the public.
- 1.4.8.1 Lead and support the coordination of tours at NASA facilities for the general public.
- 1.4.8.2 Draft tour scripts that align with agency messaging and branding in support of public tours at NASA facilities.

    1.4.9   Art program management.
- 1.4.9.1 Support the identification of subjects and artists in assets of the NASA Art Program.
- 1.4.9.2 Provides recommendations on the preservation and storage of the NASA artwork.

        1.4.9.3 Support the management and display of the NASA Art Program.

    1.4.10   External relations. Provide information for and participate in community and civic outreach initiatives to inform local, regional or other external stakeholders, Solar System Ambassadors, Museum Alliance, Space Grant Consortium, and visitor centers about NASA missions

1.5 Stakeholder Engagement: NASA seeks to effectively inform and engage internal and external stakeholders to build awareness, support, and recognition for the value of the Agency's work.

    1.5.1   Internal Communications: Provide comprehensive communications support, planning, drafting, editing, implementing logistics, and on-site coordination, for communications that create an informed and engaged workforce.

    1.5.2   Executive Communications: Provide comprehensive communications support, planning, drafting, editing, implementing logistics, and on-site coordination, for communications, including messages, presentations, speeches, in the voice and style of agency and center leadership.

    1.5.3   History: Provide comprehensive support for history support, manage/oversee the development of history documents, websites and social media accounts, production of mandated reports and review process of Heritage Asset designation, provide historical analysis and information to various stakeholders, including the media and Congress.

    1.5.4   Historical Archives: Provide comprehensive historical archives support, create, implement and maintain reference collections and historical documents, and provide recommendations on historical and archival policy, procedure and practice.

    1.5.5   Protocol: Provide comprehensive protocol support, coordinate messaging and the framing of the activity/event for VIP visits in support of consistent messaging from the Agency, with supporting logistics planning and implementation

    1.5.6   Guest Operations: Provide comprehensive guest operations support, coordinate attendee experiences at NASA or NASA-sponsored events in support of consistent messaging from the Agency, with supporting logistics planning and implementation.

    1.5.7   External Relations: Provide comprehensive communications support, coordinate communications aspects of partnerships with companies, agencies and other government entities, and support community and civic outreach initiatives to inform local, regional or other external stakeholders about NASA missions with supporting logistics planning and implementation.

    1.5.8   Public Information Products: Provide comprehensive public information products support, create, implement, and maintain public information products and content, and coordinate, implement, maintain and manage participatory activities that are not STEM engagement.

        1.5.8.1 Skilled writers and editors shall create content for public information products in a wide-variety of formats, for a wide-variety of mediums and outlets for communication. Writers shall perform tasks such as drafting speeches for high-level principals, drafting web content, drafting press statements, publications, planning and guidance documents, scripts for television and videos, employee engagement messages, and other documents, etc.

1.5.8.2 Create publications, reports and various other forms of print media, including the ability to create, design, layout and create various graphics for a wide variety of publications meant for digital and hard print.

1.5.9 Strategic Alliances and Partnerships: Provide comprehensive strategic alliances and partnerships support, foster, facilitate and develop strategic partnerships and alliances with public and private entities to magnify NASA's capacity to communicate with the public.

NASA Communication Services (NCS), Request For Information/Sources Sought Synopsis

ACTIVEContract Opportunity

Notice ID

80KSC20NCSRFI

Related Notice

Department/Ind. Agency

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Sub-tier

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Office

NASA KENNEDY SPACE CENTER

General Information

Contract Opportunity Type: Sources Sought (Original)

All Dates/Times are: (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA

Original Published Date: Jan 22, 2021 04:10 pm EST

Original Response Date: Feb 23, 2021 04:00 pm EST

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Initiative:

None

Classification

Original Set Aside:

Product Service Code:

NAICS Code: 541820 - Public Relations Agencies

Place of Performance:

FL 32899

USA

Description

The National Aeronautics and Space Administration (NASA) is hereby soliciting information from potential sources for the NASA-enterprise wide Communication Services (NCS) contract(s).

NASA is seeking capability statements from all interested parties, including all socioeconomic categories of Small Businesses and Historically Black Colleges and Universities (HBCU)/Minority Institutions (MI), for the purposes of determining the appropriate level of competition and/or small business subcontracting goals for the NCS contract. The Government reserves the right to consider a Small, Small Disadvantaged Business (SDB), 8(a), Women-owned Small Business (WOSB), Service Disabled Veteran-owned Small Business (SD-VOSB), Economically Disadvantaged Women-owned Small Business (EDWOSB) or HUBZone business set-aside based on responses received. Oral communications are not acceptable responses to this notice.

Enterprise Operating Model for the Contemplated Contract (NCS):

If a solicitation is issued, it will be for a comprehensive NASA-enterprise solution for communication services. NCS will standardize requirements and streamline management of such requirements and resulting contracts across all NASA centers, missions, and projects to enable delivery of communication services to the entire agency. The Government contemplates award of three or four firm-fixed-price (FFP), Indefinite-Delivery, Indefinite-Quantity (IDIQ) contracts for communication services based on a centralized arrangement of the NASA centers [i.e., East: Kennedy Space Center (KSC), Goddard Space Flight Center (GSFC/HQ), & Langley Research Center (LaRC); South: Marshall Space Flight Center (MSFC), Stennis Space Center (SSC), & Glenn Research Center (GRC); and West: Johnson Space Center (JSC), Armstrong Flight Research Center (AFRC), & Ames Research Center (ARC)]. The NCS contracts are anticipated to have a 5-year period of performance. The estimated award date for the contracts is late fiscal year (FY) 2022.

The requirements described in the Contemplated NCS Technical Requirements (Attached) are applicable to all NASA centers. Requirements contained in the Contemplated NCS Technical Requirements (Attached) is based on the best information available at the time of publication, is subject to revision, appliable to all NASA centers, and is for planning purposes only.

Interested companies, having the appropriate competencies to perform any or all of the contemplated requirements, are invited to submit a capability statement in accordance with Section 1, and to respond to the requested information identified in Section 2. Responses to this RFI should be structured in a manner that indicates the section to which your company is responding. Confidential, proprietary or competition sensitive information should not be submitted in response to this RFI; however, if

proprietary data is included in a reply, it must be marked as such. Responses received may be used by the Government in the development of any resultant acquisition strategy for NCS.

Requirements History:

Communication services have historically been procured at each of the 10 NASA centers. These services are embedded in numerous support services contracts.

A partial listing of contracts and the respective prime contractors applicable to the contemplated NCS is provided below.

80GSFC17C0003, Space & Earth Sciences Data Analysis (SESDA IV) | Prime: ADNET Systems, Inc.

80HQTR19D0032, Greenbelt Visitor Center | Prime: Alexton, Inc.

80KSC017C011, Kennedy Infrastructure Applications & Communications (KIAC) | Prime: ASRC Federal Data Solutions, LLC

80KSC017D0003, KSC Institutional Support Services (KISS IV) | Prime: Apache-Logical, Joint Venture

80LARC18C0002, Langley Administrative, Media, & Professional Services (LAMPS) | Prime: Alutiiq Fusion, Joint Venture

NND16AA03B, Center Administrative & Technical Support Services (CATSS) | Prime: Logical Innovations, Inc.

NNJ16JA52B, Communications, Outreach, Multimedia, & Information Technology (COMIT) | Prime: MORI Associates, Inc.

NNM12AA53C, Office of Strategic Analysis and Communication Support Services (OSAC COMMSS) | Prime: Analytical Services, Inc.

80MSFC19R0024, Strategic Research & Analysis, Communications, Exhibits Services (SRACES) | Prime: Media Fusion, LLC

Section 1 – Sources Sought Synopsis | Responses to Part 1 (a-b) and Part 2 (d) of this section are limited to 15 pages and should follow the font requirements stated in the "Response" section below:

Interested parties are requested to review the Contemplated NCS Technical Requirements (Attached) and submit the following:

  1) A narrative statement of capabilities and qualifications that -

        a. Provides a description of the company's capabilities and qualifications to perform each of the core activities identified in the Contemplated NCS Technical Requirements. For each of the core activities, your narrative statement should identify and describe:

            i. Knowledge, skills, and abilities to include unique capabilities your company possesses in relation to the requirements described in the Contemplated NCS Technical Requirements (Attached)

            ii. Any standard industry tools (e.g., IT capabilities, software, processes, etc.) your company uses that may be used to achieve the requirements described in the Contemplated NCS Technical Requirements (Attached)

        b. Provides a description of the company's capability to manage and support communication services requirements at various locations, based on the contemplated centralized arrangement of the NASA centers:

            i. East (KSC, GSFC/HQ & LaRC),

            ii. South (MSFC, SSC & GRC), and

            iii. West (JSC, AFRC & ARC)

2) A completed "NCS Relevant Work Matrix" (Attached), which will serve as a listing of relevant customers (Government & Commercial) from the past three (3) years. A completed matrix requires the following information:

       a. Fill-in the name of Agency or Commercial Customer, Contract number, Location(s) of performance, Government/Commercial point of contact for the contract (i.e., name, phone number and email), NAICS, Contract type, and Dollar value of each procurement,

       b. Relevant work performed. Respondents should link relevant work from the contract(s) they are referencing to the related section of the attached Contemplated NCS Technical Requirements by marking an "X" using the drop-down feature in the matrix

       c. If your company was a prime or subcontractor. Use the drop-down feature in the matrix to select the appropriate status (if performed as subcontractor, please indicate percentage of work or subcontract dollar value)

       d. In addition to completing the matrix, provide a short narrative of the work identified in items a-b above (e.g., specialized, high-profile projects; social media campaigns; exhibits; communications plans; etc.), and identify any industry or Government awards

3) A completed "NCS RFI Questionnaire" (Attached). It is requested that all applicable sections be entirely filled-out

Section 2 – Request for Additional Information | Responses to this section are not page limited but should follow the page layout and font requirements stated in the "Responses" section below:

To assist in formulating a procurement strategy, the following RFI questions are offered for your consideration. Your response shall indicate the numbered section to which your company is responding.

[For example, if you would like to respond to paragraph (b) of Part 2 under Section 2 of the RFI/SSS, please title your response "Section 2 – Request for Additional Information, Part 2(b)" in your response]

1) Acquisition-specific, based on the centralized arrangement of NASA centers –

Identify and describe:

      a. Potential barriers to competition that could be mitigated to foster a more competitive environment for this procurement

      b. Potential challenges or risks associated with transitioning to an enterprise operating model for communication services

      c. Potential benefits associated with transitioning to an enterprise operating model for communication services

      d. Government resources needed to ensure the lowest possible cost and most effective transition to an enterprise operating model for communication services

2) Contemplated NCS Requirements -

Identify and describe:

      a. Potential cost drivers in performing the contemplated communication services requirements,

        i. Identify the related section of the Contemplated NCS Technical Requirements (Attached) in the response

      b. Industry innovations and advancements that may be used to achieve the objectives outlined in the Contemplated NCS Technical Requirements

      c. Recommended approaches to handling urgent needs and surge work in an enterprise environment, and cite examples of how your company has handled urgent needs and surge work in the past

      d. Critical requirements your company believes could be added to the Contemplated NCS Technical Requirements (Attached) that may result in synergies

Provide Comments on:

e. The suitability of the Government's requirements for Communications services to a classification of a commercial item as defined in FAR 2.101. Respond by indicating Yes or No to its suitability, along with supporting rationale

f. The suitability of a Statement of Objectives (SOO) or a Performance Work Statement (PWS) for the contemplated requirements [reference FAR 37.602]. Respond by indicating your selection, along with supporting rationale describing the benefits and challenges

g. The ability of a small business to perform the requirements outlined in the Contemplated NCS Technical Requirements (Attached), based on the contemplated enterprise-solution. Respond by indicating Yes or No, along with supporting rationale describing the likelihood and any potential barriers/impediments to small business concerns along with measures that could be implemented to maximize small business participation as primes and as subcontractors of any tier, given the transition to an enterprise operating model based on a centralized arrangement of the NASA centers

h. Recommended small business subcontracting goals to include the following reporting categories SB, WOSB, EDWOSB, VOSB, SDVOSB, HubZone, and HBCU/MI for the contemplated contract, along with supporting rationale

3) Strategic Approach to Enterprise-Solution –

Provide Comments on:

a. The viability of the Government's contemplated enterprise-solution (i.e., three or four contracts based on the following notional, centralized arrangement of the NASA centers: East (KSC, GSFC/HQ, & LaRC), South (MSFC, SSC, & GRC), and West (JSC, AFRC & ARC)

i. Describe any recommended modification(s) and provide detailed rationale

Identify and describe:

b. Your company's recommendation on an enterprise-solution(s) it considers most advantageous to the agency in standardizing communication requirements across the NASA centers

 i. The response shall describe the strategic approach (e.g., number of contracts, centralized arrangement of NASA centers, location of staff, single-award or multiple-award, etc.), its impact on small business participation, measures that could be implemented to maximize small business participation as primes and subcontractors at any tier, and provide detailed rationale. Explain why your company's recommended strategic approach is the most beneficial approach for the Government

 [Some examples of strategic approaches include single-award contracts based on locations, multiple-award contracts based on the major sections of the Contemplated NCS Technical Requirements (Attached), one (1) agency-wide contract encompassing all requirements, etc.]

4) Contract Type and Performance Standards/Metrics –

 Identify and describe:

 a. The contract type or types considered the best fit for this type of work (e.g., Firm-Fixed- Price, Cost-Reimbursable, IDIQ, Time & Materials, etc.), along with rationale

 i. Identify any sections of the Contemplated NCS Technical Requirements (Attached) your company deems most appropriate for FFP

 - For the remaining sections, recommend the most appropriate contract type or types

 ii. Identify the contract type or types most appropriate for urgent and surge work,

 iii. Identify sections of the Contemplated NCS Technical Requirements (Attached) your company deems most appropriate for base-IDIQ and Task Orders

b. Industry best practices, performance metrics and measurements, and innovative delivery methods that can be used to develop measurable performance standards and a method of assessing contractor performance against such standards

c. An incentive structure, in the event of other than a FFP contract, to include underlying financial incentives appropriate for encouraging the development and implementation of innovative and cost-effective methods of performing the requirements

Provide Comments on:

d. The suitability of NAICS 541820-Public Relations Agencies to the contemplated contract, and any potential challenges or risks

i. Your company may recommend any relevant NAICS it deems more appropriate for this contemplated contract, along with rationale

RESPONSES

All narrative responses should be provided in MS Word document format via email, abide by the page limitations, include the Reference Number 80KSC20NCSRFI and indicate which section of the RFI/SSS your company is addressing

[For example, if you would like to respond to paragraph (b) of Part 2 under Section 2 of the RFI/SSS, please title your response "Section 2 – Request for Additional Information, Part 2(b)" in your response].

A page is defined as one side of a sheet, 8 ½" x 11", with at least one-inch margins on all sides, using Times New Roman font no smaller than 12-point type.

All completed attachments should be provided in the format they were provided (e.g., Relevant Work Matrix in MS Excel, NCS Questionnaire in MS Word, etc.). Please submit responses no later than February 23, 2021, via email to agency-nasacommservices@mail.nasa.gov.

THIS IS NOT A REQUEST FOR QUOTE OR PROPOSAL. THIS IS A REQUEST FOR INFORMATION

(RFI)/SOURCES SOUGHT SYNOPSIS (SSS) ONLY. No solicitation exists; therefore, do not request a copy of the solicitation. It is the potential Offeror's responsibility to monitor the site for the release of any amendments to this RFI or if released, future solicitation documents related to this synopsis. This RFI is not to be construed as a commitment by the Government nor will the Government pay for information solicited.

The information received will not be released to the public, but may be used to refine requirements and develop the best approach for any follow-on contract strategy. Information used in such a manner may be recognizable to the interested party who submitted it. Any information submitted in response to this RFI that is marked "Proprietary", "Confidential", "Commercial" or "Financial Information" will be considered voluntarily submitted in accordance with the Freedom of Information Act. Respondents will not be notified of the results of the evaluation.

An industry day is planned for this acquisition and will be announced as an amendment to this RFI/SSS. As such, interested companies are responsible for monitoring this website for the release of any additional information.

Attachments/Links

Download All Attachments/Links

Attachments

Document   File SizeAccess   Updated Date

NCS_RFI - Questionnaire.docx (opens in new window)

32 KB

 Public

Jan 22, 2021

NCS Relevant Work Matrix.xlsx (opens in new window)

15 KB

 Public

Jan 22, 2021

Contemplated NCS Technical Requirements.pdf (opens in new window)

147 KB

 Public

Jan 22, 2021

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History

Jan 22, 2021 04:10 pm EST

Sources Sought (Original)