



Digital Frontiers

Request for Proposals (RFP)

No. 2023-04

Cross-Border Privacy Rules (CBPR) Messaging Campaign Strategy

Issue Date: February 28, 2023

WARNING: Prospective Offerors who have received this document from a source other than the DigitalFrontiers@dai.com email address, should immediately contact DigitalFrontiers@dai.com and provide their name and email address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to contact DigitalFrontiers@dai.com assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation, questions and answers, or other communications will be issued from DigitalFrontiers@dai.com

Table of Contents

| | |
|--|----------|
| 1. Introduction and Purpose | 4 |
| 1.1 Purpose..... | 4 |
| 1.2 Issuing Office..... | 4 |
| 1.3 Type of Award Anticipated..... | 4 |
| 2. General Instructions to Offerors | 4 |
| 2.1 General Instructions..... | 4 |
| 2.2 Eligible Offerors | 4 |
| 2.3 Proposal Cover Letter..... | 5 |
| 2.4 Questions regarding the RFP | 5 |
| 3. Instructions for the Preparation of Technical Proposals | 5 |
| 3.1 Services Specified | 5 |
| 3.2 Technical Evaluation Criteria..... | 5 |
| 4. Instructions for the Preparation of Cost Proposals | 6 |
| 4.1 Cost Proposals | 6 |
| 4.2 Budget Narrative | 6 |
| 5. Basis of Award | 6 |
| 5.1 Best Value Determination..... | 6 |
| 5.2 Responsibility Determination | 7 |
| 6. Inspection & Acceptance | 7 |
| 7. Compliance with Terms and Conditions | 7 |
| 7.1 General Terms and Conditions..... | 7 |
| 7.2 Prohibited Technology | 7 |
| 7.3 Source and Nationality..... | 7 |
| 7.4 US Government Registrations..... | 8 |
| 7.5 Fly America Act | 8 |
| 8. Procurement Ethics | 8 |
| 9. Attachments | 9 |
| 9.1 Attachment A: Scope of Work for Services..... | 9 |
| 9.2 Attachment B: Proposal Cover Letter | 11 |
| 9.3 Attachment C: Budget and Budget Narrative Template | 12 |
| 9.4 Attachment D: Instructions for Obtaining a CAGE/NCAGE Code, SAM Registration, and UEI..... | 13 |
| 9.5 Attachment E: Past Performance Table Template..... | 15 |
| 9.6 Attachment F: Representations and Certifications of Compliance | 16 |
| 9.7 Attachment G: Travel and International Air Transportation | 17 |
| 9.8 Attachment H: Proposal Checklist..... | 19 |

Synopsis of the RFP

| | |
|-----------------------------------|--|
| RFP No. | 2023-04 |
| Issue Date | February 28, 2023 |
| Title | Cross-Border Privacy Rules (CBPR) Messaging Campaign Strategy |
| Issuing Office & Email | Digital Frontiers c/o DAI DigitalFrontiers@dai.com |
| Deadline for Receipt of Questions | March 7, 2023 5pm EST, to DigitalFrontiers@dai.com |
| Deadline for Receipt of Proposals | March 28, 2023, 5pm EST, to DigitalFrontiers@dai.com |
| Point of Contact | DigitalFrontiers@dai.com |
| Anticipated Award Type | Time and Materials or Cost Reimbursable Contract |
| Basis for Award | An award will be made based on the Trade Off Method . The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors. |

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the USAID-funded Digital Frontiers program, invites qualified offerors to submit proposals to enhance and disseminate Cross-Border Privacy Rules (CBPR). For full details of the services requested by this Request for Proposals, please see Attachment A, Scope of Work.

1.2 Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at DAI for purposes of this RFP. Any prospective offeror who fails to register their interest with DigitalFrontiers@dai.com assumes complete responsibility if they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

1.3 Type of Award Anticipated

DAI anticipates awarding a Time and Materials or Cost Reimbursable contract. The contracting mechanism applied is subject to change during negotiations. Per 2 CFR 700.13, for-profit Offerors must exclude profit from cost proposals, as this contract will be considered a subaward.

- A Time and Materials Contract is: An award that allows the acquisition of supplies or services based on direct labor and materials at cost. It has two primary components: Labor (Time) and Non-labor (Materials).
- A Cost Reimbursable Contract is: An award where the contractor is reimbursed for actual reasonable, allowable, and allocable costs up to a maximum ceiling value of the contract agreement.

2. General Instructions to Offerors

2.1 General Instructions

“Offeror”, “Contractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a contract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for or liable for these costs.

Proposals are due no later than **March 28, 2023, 5pm EST**, to be submitted via email to DigitalFrontiers@dai.com. Please include the RFP number (**2023-02**) in the subject line of the email. Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. Technical proposals are limited to no more than **five (5) pages (excluding cover letter, staff CVs, and past performance)**.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Offeror’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

2.2 Eligible Offerors

Digital Frontiers is looking for a strategic partner with experience working on promoting government initiatives among government and private sector stakeholders, including businesses, consumers and public interest advocates. Applicants must meet the following minimum requirements to participate in this RFP:

- **Type:** This RFP is open to registered non-profit and for-profit organizations. For-profit organizations must forgo profit per 2 CFR 700.13;
 - The following are not eligible:
 - Government entities;
 - Individual consultants;

- Organizations staffed by staff from USAID, DAI, or other USAID personal service or institutional support contractors, or their immediate family members.

2.3 Proposal Cover Letter

A cover letter shall be included with the proposal on the Offeror’s company letterhead with a duly authorized signature using Attachment B as a template for the format. The cover letter shall include the following items:

- The Offeror will certify a validity period of **90 days** for the prices provided.
- Acknowledge the solicitation amendments received.

2.4 Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email to DigitalFrontiers@dai.com by **March 7, 2023 at 5pm EST**. No questions will be answered by phone. Any verbal information received from a DAI or Digital Frontiers employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed via email to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

3. Instructions for the Preparation of Technical Proposals

Technical proposals shall be in a separate attachment from cost proposals and shall be clearly labeled as “VOLUME I: TECHNICAL PROPOSAL.” Technical proposals are limited to **five (5) pages, excluding CVs, past performance matrix, personnel plan, workplan, and cover letter**. Technical proposals shall include the following contents:

1. Technical Approach

- Narrative summary of firm’s broad approach and methodology for the provision of requested services included in the RFP Scope of Work;
- Technical and strategic activity plan outlines how the offeror will achieve all proposed campaign tasks and deliverables and track engagement and interest in CBPR;
- Workplan (gant chart format) demonstrating the approach, sequence, and management components involved in providing the services proposed.

2. Past Performance

- Past Performance Matrix per the template in Attachment E. The matrix should include a list of at least three (3) recent projects. *As available*, past performance information shall include the legal name and address of the organization for which services were performed, a description of the work performed, the duration of the work and the value of the contract, and a current contact phone number of a responsible and knowledgeable representative of the organization. This information may be used for validation of experience or reference checks.

3. Personnel Qualifications

- Personnel plan that includes titles, assigned tasks, and management plan of proposed team, which demonstrate ability to successfully achieve selected tasks from SOW (this should be in the form of a table that does not take up more than half a page)
- CVs of key named personnel. Each CV should not exceed 2 pages. Personnel must possess the qualifications required by the RFP Scope of Work.

3.1 Services Specified

For this RFP, DAI is in need of the services described in Attachment A.

3.2 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered approximately equal to cost factors.

| Evaluation Criteria | Evaluation Sub-criteria | Maximum Points |
|---------------------|-------------------------|----------------|
|---------------------|-------------------------|----------------|

| | | |
|--------------------------|--|------------------|
| Technical Approach | <p>Technical Approach demonstrates understanding of required services and tasks in the SoW and offeror proposes a compatible methodology and approach to those services.</p> <p>Technical and strategic activity plan propose flexible solutions to each SoW component that are adaptable to evolving client needs and requirements.</p> <p>Workplan demonstrates how the offeror will approach and achieve the work in the required timeframe</p> | 9 points |
| Past Performance | <p>Offeror submits at least three relevant (3) project examples in the Past Performance Matrix demonstrating the qualifications as outlined in the RFP SoW;</p> <p>Offeror demonstrates past success in public outreach / messaging campaigns in a relevant sector;</p> <p>Offeror demonstrates ability to implement in multi-stakeholder, international, public sector facing contexts.</p> | 9 points |
| Personnel Qualifications | <p>Personnel Plan demonstrates the ability of Offeror's proposed team to successfully achieve outlined tasks;</p> <p>Proposed team has requisite expertise in data privacy & protection as well as meets all other RFP Minimum Qualifications;</p> <p>Proposed personnel includes thematic experts or thought leadership relevant to the RFP SoW.</p> | 9 points |
| Total Points | | 27 points |

4. Instructions for the Preparation of Cost Proposals

4.1 Cost Proposals

Cost proposals shall be in a separate attachment from technical proposals and shall be clearly labeled as "VOLUME II: COST PROPOSAL". Offerors should use their previous experience and knowledge to inform a cost proposal that reflecting unit prices reasonable for the local market. Per 2 CFR 700.13, for-profit Offerors must exclude profit from cost proposals.

Provided in Attachment C is a template for the cost proposal. Offerors shall complete the template including as much detailed information as possible. The Contractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

4.2 Budget Narrative

The budget must have an accompanying budget narrative and justification that provides in detail the estimated costs for implementation of the SOW in Attachment A. The combination of the cost data and narrative must be sufficient to allow a determination of whether the costs estimated are reasonable. A budget narrative template is included in Attachment C.

5. Basis of Award

5.1 Best Value Determination

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to DAI, and specifically to the objectives of this initiative. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price. Conversely a proposal with a lower score may be selected if a determination is made that price provides the best means to realize value for money. DAI may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

5.2 Responsibility Determination

DAI will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

1. Evidence of a UEI, CAGE/NCAGE code, and SAM.gov registration (explained below and instructions contained in Attachment D).
2. The source, origin and nationality of the products or services are not from a Prohibited Country (explained below).
3. Offeror has adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from DAI.
4. Ability to comply with required or proposed delivery or performance schedules.
5. A satisfactory past performance record.
6. A satisfactory record of integrity and business ethics.
7. Offeror has the necessary organization, experience, accounting and operational controls and technical skills.
8. Is qualified and eligible to perform work under applicable laws and regulations.
9. Offeror already has, or is in the progress Defense Base Act (DBA) insurance or local equivalents, in addition to general liability and other required insurance coverages.
10. Documentation that the Applicant can comply with the award conditions, has a satisfactory record of integrity and business ethics, and has the required financial capacity;
11. Evidence of legal documentation or licenses to operate in your country of registration;

6. Inspection & Acceptance

The designated DAI Project Manager will inspect the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The Contractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Project Director as a result of such inspection.

7. Compliance with Terms and Conditions

7.1 General Terms and Conditions

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment F.

7.2 Prohibited Technology

Offerors MUST NOT provide any goods and/or services that utilize telecommunications and video surveillance products from the following companies: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company, or any subsidiary or affiliate thereof, in compliance with 2 CFR 200.216.

7.3 Source and Nationality

Under the authorized geographic code for its Agreement DAI may only procure goods and services from the following countries.

Geographic Code 937: Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries" excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at: <https://www.usaid.gov/ads/policy/300/310maa> and <https://2012-2017.usaid.gov/sites/default/files/documents/1876/310mab.pdf> respectively.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the exclusions for prohibited countries outlined above.

7.4 US Government Registrations

There is a **mandatory** requirement for your organization to provide evidence of the following registrations to DAI prior to being awarded an agreement. Without registering in the required databases, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a contract or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP is contingent upon the winner providing a UEI, CAGE/NCAGE Code, and evidence of SAM.gov registration to DAI. Offerors who fail to provide these will not receive an award and DAI will select an alternate Offeror.

- Offerors need to obtain the following before award of an agreement:
 - UEI
 - Registration with SAM
 - CAGE/NCAGE

For detailed information on registration in the above USG databases, see Attachment D - Instructions for Obtaining CAGE/NCAGE Code, SAM Registration, and UEI.

7.5 Fly America Act

The contractor must comply with Fly America Act restrictions for all international travel under this award. See Attachment G for the mandatory standard provision regarding international air travel.

8. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or contractors/subgrantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com. DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

9. Attachments

9.1 Attachment A: Scope of Work for Services

Cross-Border Privacy Rules (CBPR) Messaging Campaign Strategy

BACKGROUND

Within the Asia-Pacific Economic Cooperation (APEC), the United States has led the development of the APEC Cross-Border Privacy Rules System (CBPRs), a voluntary, accountability based-system that facilitates privacy-respecting data flows among participating economies. Companies from participating economies can become CBPR certified to demonstrate compliance with these internationally recognized and government-backed data privacy protections.

The CBPRs have now reached a critical turning point, moving outside of APEC to become a global forum with [the recent announcement of the Global CBPR Forum](#) in April 2022 — a critical step towards expanding worldwide data protection rules that would allow personal information to flow safely across more borders. Following the announcement, participating CBPRs economies, including the U.S., Singapore, Japan, Australia, Canada, Chinese Taipei, Republic of Korea, Mexico, and the Philippines, and other representatives from both APEC and non-APEC jurisdictions, gathered at a workshop in Hawaii in late April 2022 to discuss the path forward for CBPRs and the global forum.

DAI's USAID-funded Digital Frontiers project is working with the U.S. Department of Commerce and USAID to socialize, increase knowledge of, and build capacity and improved environments for the CBPRs within APEC and non-APEC economies. [Digital Frontiers](#) is a \$74.4 million buy-in mechanism available to USAID Bureaus and Missions from 2017-2023. DAI implements the Digital Frontiers project, which works closely with USAID's Innovation, Technology, and Research Hub, USAID Missions and Bureaus, the private sector, and international and local development organizations to identify successful and sustainable digital development approaches and scale their impact globally.

As part of these efforts, the Digital Frontiers intends to create an effective public relations (PR) and campaign messaging strategy to disseminate information on the merits of CBPRs as a data privacy certification, ultimately leading more economies to apply to participate in the system and more companies to apply to become CBPR certified.

OBJECTIVE

Digital Frontiers seeks qualified PR firms with experience working on campaigns related to technology and data privacy issues to enhance and disseminate CBPR messaging that effectively communicates the merits of CBPRs. Digital Frontiers is looking for a strategic partner with experience working on promoting government initiatives among government and private sector stakeholders, including businesses, consumers and public interest advocates.

TASKS

Digital Frontiers envisions that the selected firm will implement a variety of measures that raise the profile and promote the merits of the CBPR system as part of their awareness-raising campaign. It can include many of the following activities:

1. Public Relations

- Facilitate drafting & distribution of all press releases, media announcements, etc.
- Coordinate media attendance and management at potential CBPR events in coordination with the US Department of Commerce and other government stakeholders.
- Monitor all media coverage mentions of CBPR.
- Identify pitching/media placement opportunities for CBPR materials.

2. Messaging Campaign Strategy

- Engage businesses, accountability agents, government partners, consumers, and other stakeholders in economies where CBPR is active for stakeholders to understand what CBPR is and why it is so critical for businesses.
- Pitch – personally contact editors & reporters for coverage based on their editorial calendars on interest in CBPR. Pitching also includes thought-leadership on why CBPR is an important mechanism to help support safe and continued growth in the global economy.

- Develop thought-leadership written material and assist the CBPR team in drafting op-ed opportunities and content, including updating news for the Global CBPR Forum website.
- Facilitate meetings with relevant orgs or publishing editorial features who are interested in learning/implementing CBPR certifications.
- Ad Space – coordinate with the DAI team and utilize social media platforms to implement social media targeted advertising, identifying most useful platforms for CBPR goals.
- Press Release(s) - include selected messaging using CBPR's branded materials.
- Tracking – coordinate tracking mentions, engagement, sentiment, and reach of DAI CBPR materials.
- Offer consistent communication to the DAI and Commerce teams on the impact of CBPR messaging, with the ability to focus on impact in particular regions.
- Be the media liaison for any questions on CBPR in coordination with the Department of Commerce and other relevant government stakeholders and keep all relevant information organized. Flag potential speaking opportunities to CBPR team members.

PROGRAM DELIVERABLES

Upon award, the contractor will be expected to deliver the following according to the approximate schedule:

| DELIVERABLES | TIMEFRAME/DUE DATE |
|---|--------------------------------------|
| Draft campaign strategy and updated workplan | One month after project start |
| Final campaign strategy and updated workplan | Two months after project start |
| Quarterly report summarizing all quarterly activities and campaign engagement metrics | Quarterly |
| Final Report | One month prior to close of contract |

PROJECT MANAGEMENT

The firm will report to the Digital Frontiers Digital Connectivity & Cybersecurity Partnership Project Director, Komal Bazaz Smith on client management and technical matters and will report to Jonathan Kourgialis, on matters related to operations and budget. Komal Bazaz Smith and Jonathan Kourgialis will work in close collaboration with the DF Communications Specialist, Alexander Riabov, on communications-related expertise and guidance. The firm will need to work in close collaboration with representatives from the U.S. Commerce Department's International Trade Administration throughout the project.

REQUIRED QUALIFICATIONS

- Qualified offerors must have demonstrated expertise in data privacy, data protection, cross border data flows, or digital economy. Per task 2 of this RFP, offerors will be expected to have sufficient technical capacity and expert to develop material for online distribution.
- Qualified offers must have strong communication skills and be able to develop a strong messaging campaign strategy that effectively translates technical concepts of CBPR to multiple stakeholders.
- Qualified offerors must have the ability to work under tight timeframes, successfully meet deadlines, and work under an estimated budget of \$100,000 to complete the proposed campaign.

9.2 Attachment B: Proposal Cover Letter

[On Firm's Letterhead]

<Insert date>

TO: DAI Global, LLC

We, the undersigned, provide the attached proposal in accordance with **RFP 2023-04** issued on **February 28, 2023**. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures)>.

I certify a validity period of **90** days for the prices provided in the attached Cost Proposal. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory: Click here to enter text.

Name of Firm: Click here to enter text.

Address: Click here to enter text.

Telephone: Click here to enter text.

Email: Click here to enter text.

9.3 Attachment C: Budget and Budget Narrative Template

| | Name | Rate | LOE/Units | Unit Type | Cost |
|---------------------------------------|------|--------|-----------|-----------|------------|
| I. Salaries and Wages | | | | | |
| Person 1 | TBD | \$0.00 | 0 | | \$0 |
| Person 2 | TBD | \$0.00 | 0 | | \$0 |
| Person 3 | TBD | \$0.00 | 0 | | \$0 |
| Total Salaries and Wages | | | 0 | | \$0 |
| II. Indirect Costs on Labor | | | | | |
| Fringe (full-time employees) | | | | | \$0 |
| Overhead on Labor | | | | | \$0 |
| Total Indirect Costs on Labor | | | | | \$0 |
| III. Other Direct Costs | | | | | |
| 1. Project Management Expenses | | | | | |
| Communications | | \$0.00 | 0 | | \$0 |
| Other (DESCRIBE) | | \$0.00 | 0 | | \$0 |
| Total Other Direct Costs | | | | | \$0 |
| Total Program Expenses | | | | | \$0 |
| Indirect Costs on All Costs | | | 0 | | \$0 |
| Grand Total | | | | | \$0 |

Budget Narrative Template

The following narrative follows the format of the budget. *Firm Name* has priced its proposal on a: (specify) Cost Reimbursable or Time and Materials (T&M) basis. Per 2 CFR 700.13, for-profit Offerors must exclude profit from cost proposals, as this contract will be considered a subaward.

Salaries and Wages

For our labor cost estimates, we have used the daily rates for personnel, as supported by actual salaries and/or prevailing labor rates (please explain and provide justification or backup for rates).

- Name, Title proposed for a total of XX days at a daily rate of \$XXX.
- Name, Title proposed for a total of XX days at a daily rate of \$XXX.
- Name, Title proposed for a total of XX days at a daily rate of \$XXX.
- Name, Title proposed for a total of XX days at a daily rate of \$XXX.

Other Direct Costs

This category includes basic support costs for the project such as XXXX (Explain and provide backup for costs). Included within this cost category are all costs necessary for the successful operation of this activity.

Indirect Costs on All Costs

All indirect costs must be in accordance with the Firm's policies (explain and provide justification).

9.4 Attachment D: Instructions for Obtaining a CAGE/NCAGE Code, SAM Registration, and UEI

Background: Summary of Current U.S. Government Requirements

There are mandatory requirements for Contractors to obtain the following items/registration before a contract of any kind can be awarded. Without registering in the required databases, DAI cannot deem an Offeror to be “responsible” to conduct business with and therefore, DAI will not enter into an agreement with any such organization. The award of a contract resulting from this RFP is contingent upon the winner providing a UEI, a CAGE/NCAGE code, and proof of registration in the SAM.gov system. Organizations who fail to provide these will not receive an agreement and DAI will select an alternate Offeror.

CAGE/NCAGE Code

The Commercial and Government Entity (CAGE) Code was established by the US. The NATO Codification System developed the NATO Commercial and Government Entity (NCAGE) Code. When a business/organization is assigned a CAGE/NCAGE, they are in fact the same type/structure of code but identifies which nation or if the NATO Support Agency assigned the CAGE/NCAGE. You must have a CAGE/NCAGE code before registering in SAM.

- o Link to the CAGE/NCAGE Code request: <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>
- o Link to CAGE/NCAGE code request instructions: <https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

System for Award Management (SAM) Registration

You must have an active registration with www.SAM.gov to do business with the Federal Government. To register in SAM, at a minimum, you will need the following information:

- o U.S. Registrants:
 - 1) Your Legal Business Name and Physical Address
 - 2) Your Taxpayer Identification Number (TIN) and Taxpayer Name associated with your TIN; Review your tax documents from the IRS (such as a 1099 or W-2 form) to find your Taxpayer Name
 - 3) Your bank's routing number, your bank account number, and your bank account type, i.e. checking or savings, to set up Electronic Funds Transfer (EFT)
- o International Registrants:
 - 1) Your NATO Commercial and Government Entity (NCAGE) Code

Follow this link to create a Sam.gov user account and register your organization: <https://sam.gov/content/entity-registration>

Unique Entity ID (UEI)

Effective April 4, 2022, the federal government transition away from the DUNS Number to the Unique Entity ID (SAM), or 'UEI,' for entity identification of federal awards government-wide. Entity identification in federal awards (grants, loans, contracts, etc.) means a unique set of numbers and letters used to identify every entity seeking to do business with the federal government. Each awardee will be required to obtain a Unique Entity ID (UEID) via sam.gov. Below are some helpful tips on how an organization can obtain the UEID:.

1. Obtaining a UEID and registering as an entity are two different processes. Obtaining a UEID is quicker and requires a less intensive validation process. A NCAGE code is not needed for entity validation and to get a UEID, but it is needed for full registration in SAM.
2. For new entities:
 - a. Prior to starting entity validation process, an entity should be prepared with documents that:
 - i. shows the entity's legal business name and physical address in the same document and is less than 5 years old;
 - ii. shows the legal business name and start year in the same document, and;
 - iii. shows legal business name and US state of Incorporation (for US entities) or National Identifier (for non-US entities). If any documents are in a language other than English, they must be accompanied by certified translations (see the link below for more details).
 - b. This GSA guide has detail on documentation requirements. It includes a downloadable document outlining what type of documentation is acceptable, general guidelines, and guidance on translations.
 - c. Additionally there is a general FAQ also maintained by GSA.
3. If, after entering the required information, an entity receives a validation error message and/or is not a match with any of the returned potential matches, the entity should create an incident. There are two new, useful videos that

GSA has recently published to help explain this process. These are different than the brief overview video that has been previously shared, so projects and partners are encouraged to watch:

- a. This video provides a detailed, step-by-step walk through of the entity validation process. Be advised the scenario it addresses is for an existing entity that has to update some information (rather than a new entity, which is the case for most of our partners), but the steps are the same: <https://www.youtube.com/watch?v=ZKc9UfxtOIA> (the “create incident portion” runs from 27:58 to 35:05).
 - b. This video provides guidance on how to manage the validation ticket once it has been submitted: <https://www.youtube.com/watch?v=a3nPZvnPpE0> (the “managing your validation ticket” portion runs from 17:34 to 28:55).
4. Entities need to regularly check their email – including spam folders – after they have submitted the incident report for emails from fsdsupport@gsa.gov. They should be able to look up the status either by logging into their user account on SAM.gov (go to the “Workspace” view and click the “View” button under the Incident Report Number) or in fsd.gov (directions on how to do this can be found here). Entities can communicate with an EVS (Entity Validation System) agent in FSD.gov or by responding to the email. If the entity is unable to generate an incident report for some reason (this was a problem we saw this past week), the entity can also go to FSD.gov and start a chat with an agent by clicking on the “live chat” button in the lower right-hand corner. Agents are available from 8AM to 8PM EST.
 5. Once they are contacted by the EVS agent, the entity will have 5 days to respond, or the incident report will be automatically closed and they will have to start again. If the entity needs more time, they should respond to the EVS agent and communicate this. If the ticket is closed, when the entity starts a new one they should include the original ticket number in the Comments Section.
 6. Requested documents need to be uploaded at sam.gov, not at fsd.gov.
 7. Once the FSD agent has confirmed the entity has been validated, the entity is not done! It will need to go back to SAM.gov to enter its information again and select the current, correct entity info. This step must be done in order to generate the UEID.

9.5 Attachment E: Past Performance Table Template

Include at least three (3) completed projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date. Projects should have been undertaken in the past three years. Projects undertaken in the past six years may be taken into consideration at the discretion of the evaluation committee.

| # | Project Title | Description of Activities | Reference(s) Name, email and/or phone | Client Name and Address | Cost in US\$ | Start-End Dates | Problem(s) Encountered and Resolutions |
|---|---------------|---------------------------|---------------------------------------|-------------------------|--------------|-----------------|--|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |

9.6 Attachment F: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- DAI, as prime contractor of U.S. federal government contracts, must report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Organizational Conflict of Interest –The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
6. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
7. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
8. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

TRAVEL AND INTERNATIONAL AIR TRANSPORTATION (DECEMBER 2014)

a. TRAVEL COSTS

All travel costs must comply with the applicable cost principles and must be consistent with those normally allowed in like circumstances in the recipient's non-USAID-funded activities. Costs incurred by employees and officers for travel, including air fare, costs of lodging, other subsistence, and incidental expenses, may be considered reasonable and allowable only to the extent such costs do not exceed reasonable charges normally allowed by the recipient in its regular operations as the result of the recipient organization's written travel policy and are within the limits established by the applicable cost principles.

In the absence of a reasonable written policy regarding international travel costs, the standard for determining the reasonableness of reimbursement for international travel costs will be the Standardized Regulations (Government Civilians, Foreign Areas), published by the U.S. Department of State, as from time to time amended. The most current Standardized Regulations on international travel costs may be obtained from the AO. In the event that the cost for air fare exceeds the customary standard commercial airfare (coach or equivalent) or the lowest commercial discount airfare, the recipient must document one of the allowable exceptions from the applicable cost principles.

b. FLY AMERICA ACT RESTRICTIONS

(1) The recipient must use U.S. Flag Air Carriers for all international air transportation (including personal effects) funded by this award pursuant to the Fly America Act and its implementing regulations to the extent service by such carriers is available.

(2) In the event that the recipient selects a carrier other than a U.S. Flag Air Carrier for international air transportation, in order for the costs of such international air transportation to be allowable, the recipient must document such transportation in accordance with this provision and maintain such documentation pursuant to the Standard Provision, "Accounting, Audit and Records." The documentation must use one of the following reasons or other exception under the Fly America Act:

(i) The recipient uses a European Union (EU) flag air carrier, which is an airline operating from an EU country that has signed the US-EU "Open Skies" agreement (<http://www.state.gov/e/eb/rls/othr/ata/i/ic/170684.htm>).

(ii) Travel to or from one of the following countries on an airline of that country when no city pair fare is in effect for that leg (see <http://apps.fas.gsa.gov/citypairs/search/>):

- a. Australia on an Australian airline,
- b. Switzerland on a Swiss airline, or
- c. Japan on a Japanese airline;

(iii) Only for a particular leg of a route on which no US Flag Air Carrier provides service on that route;

(iv) For a trip of 3 hours or less, the use of a US Flag Air Carrier at least doubles the travel time;

(v) If the US Flag Air Carrier offers direct service, use of the US Flag Air Carrier would increase the travel time by more than 24 hours; or

(vi) If the US Flag Air Carrier does not offer direct service,

- a. Use of the US Flag Air Carrier increases the number of aircraft changes by 2 or more,
- b. Use of the US Flag Air Carrier extends travel time by 6 hours or more, or
- c. Use of the US Flag Air Carrier requires a layover at an overseas interchange of 4 hours or more.

c. DEFINITIONS

The terms used in this provision have the following meanings:

(1) "Travel costs" means expenses for transportation, lodging, subsistence (meals and incidentals), and related expenses incurred by employees who are on travel status on official business of the recipient for any travel outside the country in which the organization is located. "Travel costs" do not include expenses incurred by employees who are not on official business of the recipient, such as rest and recuperation (R&R) travel offered as part of an employee's benefits package that are consistent with the recipient's personnel and travel policies and procedures.

(2) "International air transportation" means international air travel by individuals (and their personal effects) or transportation of cargo by air between a place in the United States and a place outside thereof, or between two places both of which are outside the United States.

(3) "U.S. Flag Air Carrier" means an air carrier on the list issued by the U.S. Department of Transportation at <http://ostpxweb.dot.gov/aviation/certific/certlist.htm>. U.S. Flag Air Carrier service also includes service provided under a code share agreement with another air carrier when the ticket, or documentation for an electronic ticket, identifies the U.S. flag air carrier's designator code and flight number.

(4) For this provision, the term "United States" includes the fifty states, Commonwealth of Puerto Rico, possessions of the United States, and the District of Columbia.

9.8 Attachment H: Proposal Checklist

Offeror: _____

Have you?

- Submitted your proposal to DigitalFrontiers@dai.com as specified in General Instructions above?
- Submitted Separate Technical and Cost proposal email attachments?

Does your proposal include the following?

- Signed Cover Letter (*use template in Attachment B*)
- Technical Proposal not exceeding five (5) pages
- Past Performance Matrix (*use template in Attachment E*)
- Personnel and Management Plan
- CVs of Proposed Personnel
- Gantt Chart workplan
- Cost Proposal including budget and budget narrative (*use templates in Attachment C*)