



U.S. GOVERNMENT PRINTING OFFICE

KEEPING AMERICA INFORMED

U.S. Government Printing Office  
and  
U.S. Census Bureau  
present

Print 2010 Acquisition  
Draft RFP Q&A Conference  
*June 6, 2006*

United States™  
**Census**  
**2010**

U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*



# Print 2010 Acquisition

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# Today's Discussion

- **First**, review program goals and solicitation schedule
- **Second**, provide an overview of the Print 2010 Request for Proposal (RFP) sections
- **Third**, review updated info: contract line item numbers (CLINs), types, and periods; production workload and schedule requirements
- **Fourth**, review security requirements
- **Last**, and most important, answer your questions

# Program Goals

- The goals of the solicitation are to:
  - Reflect a systems approach to the 2010 Census
  - Allow for earlier planning
  - Coordinate and develop an integrated team in 2007
  - Develop important technical requirements for printing and determine any paper data capture system impacts
  - Ensure secure printing
  - Obtain best value for the government; i.e. the government will not take an inferior solution in exchange for a lower price

# Acquisition Schedule\*

MILESTONE	DATE
Release <i>Draft</i> Request for Proposal (RFP)	5/5/06 <i>COMPLETED</i>
<b>Request for Proposal (RFP) Release</b>	<b>9/15/06</b>
Proposals due to CO	10/20/06
Evaluation of Initial Proposals	10/21/06 – 11/28/06
Competitive Range Determination	11/29/06
Discussions	11/30/06-12/12/06
Final Proposal Requests to Offerors (if needed)	12/18/06
Receipt of Final Proposal Revisions (if needed)	1/9/07
Evaluation of Final Proposal Revisions (if needed)	1/10/07-1/29/07
Contract Award and Performance Begins	3/15/07

\* *High-level; subject to change at the sole discretion of the government*

# Overview - RFP Sections

- Part I – The Schedule
  - Section A - Solicitation/Contract Form
  - Section B - Supplies/Services and Prices/Costs
  - Section C - Statement of Work (or, PWS)
  - Section D - Packaging and Marking
  - Section E - Inspection and Acceptance
  - Section F - Deliveries or Performance
  - Section G - Contract Administration Data
  - Section H - Special Contract Requirements

# Overview - RFP Sections

- Part II - Contract Clauses
  - Section I - Contract Clauses
- Part III – List of Documents, Exhibits, and other Attachments
  - Section J - Exhibits and Attachments
- Part IV- Representations and Instructions
  - Section K - Representations, Certifications and Instructions
  - Section L - Instructions, Conditions, and Notices to Offerors
  - Section M - Evaluation Factors for Award

# Updates Since Oct. Conference

- Our approach to the solicitation has evolved since the Oct. 25 vendor conference in several areas:
  - Contract periods, contract CLINs, and types
  - Refined the production workload and schedules (not final), as well as the products themselves
  - Refined the QA/QC approach
  - Refined the security requirements based on overall goals

# Contract Periods

<b>Period</b>	<b>Start Date</b>	<b>End Date</b>
Base	March 15, 2007	September 30, 2007
Option 1	October 1, 2007	September 30, 2008
Option 2	October 1, 2008	September 30, 2009
Option 3	October 1, 2009	September 30, 2010
Option 4	October 1, 2010	November 11, 2010

# Contract CLINs and Types

CLIN	Requirements	Task Order Type	Dates
CLIN0001	Program Management Operations	Fixed-Price Incentive Fee-Firm Target (FPI-F)	Mar 15, 2007 - Nov 11, 2010
CLIN0002	Technical Collaboration and Consulting Services	Fixed-Price Completion (FPC)	Mar 15, 2007 - Mar 14, 2009
CLIN0003	Travel	Fixed-Price Completion (FPC)	Mar 15, 2007 - Mar 14, 2009
CLIN0004	Option Requirement (Dress Rehearsal)	Fixed-Price Incentive Fee-Firm Target (FPI-F)	Sept 28, 2007 - Apr 18, 2008
CLIN0005	2010 Census	Fixed-Price Incentive Fee-Firm Target (FPI-F)	Dec 18, 2008 - Mar 17, 2010
CLIN0006	2010 Replacement Mailing	Fixed-Price Incentive Fee-Firm Target (FPI-F)	Mar 13, 2010 - Apr 21, 2010
CLIN0007	Contract Closeout	Fixed-Price Incentive Fee-Firm Target (FPI-F)	Apr 22, 2010 - Nov 11, 2010

# Est. Workloads – Dress Rehearsal

- Questionnaires
  - **DX-1**, Initial Mailing, Update/Leave (U/L), Replacement Mailing - 848,600
  - **DX-1A(UL)**, U/L ADDs - 42,200
  - **DX-1(E/S)**, Bilingual (English/Spanish) booklet - 102,700
- Letters
  - **DX-16(L)**, Initial Mailing - 352,200
  - **DX-16(L)(UL)**, U/L and U/L ADDs - 213,400
  - **DX-17(L)**, Replacement Mailing - 316,200

# Est. Workloads – Dress Rehearsal

- Envelopes
  - **DX-6A**, Outgoing Initial Mailing - 352,200
  - **DX-6B**, Outgoing Initial Mailing Bilingual (English/Spanish) [flat] - 101,700
  - **DX-6(UL)**, Outgoing U/L and U/L ADDs - 213,400
  - **DX-6C**, Outgoing Replacement Mailout - 316,200
  - **DX-8A**, Return Initial Mailing, U/L, U/L ADDs, Replacement Mailing - 881,800
  - **DX-8B**, Return Bilingual (English/Spanish) [flat] - 101,700

# Performance Schedule Milestones - DR

- ***Note that schedule dates are not final***
- On or before October 25, 2007 – Prior to Production samples to arrive at destinations
- January 7, 2008 – Update/Leave Packages arrive at LCOs (two LCOs)
- Not later than March 15, 2008 – Addressed First Class Mail Packages delivered to DR households
- Beginning April 8, 2008 – First Class Replacement Mail Packages delivered to the U.S. Postal Service

# Est. Workloads – 2010 Census

- Questionnaires
  - **D-1**, Initial Mailing, Update/Leave (U/L), and Replacement Mailing (RM) - 175,115,600
  - **D-1A(UL)**, U/L ADDs - 4,005,200
  - **D-1(E/S)**, Initial Mailing Bilingual (English/Spanish) booklet - 20,006,700
  - **D-1(UL)PR**, U/L Puerto Rico - 2,005,200
- Letters
  - **D-16(L)**, Initial Mailing - 110,030,200
  - **D-16(L)(UL)**, U/L and U/L ADDs - 24,010,400
  - **D-16(L)PR**, U/L Puerto Rico - 2,005,200
  - **D-17(L)**, Replacement Mailing - 45,005,200

# Est. Workloads – 2010 Census

- Envelopes
  - **D-6A**, Outgoing Initial Mailing - 110,030,200
  - **D-6B**, Outgoing Bilingual (English/Spanish) [flat] - 20,005,700
  - **D-6(UL)**, Outgoing U/L and U/L ADDs - 24,010,400
  - **D-6(UL)PR**, Outgoing U/L and U/L ADDs - 2,005,200
  - **D-6C**, Outgoing Replacement Mailout - 45,005,200
  - **D-8A1**, Return Initial Mailing, U/L, U/L ADDs, and RM - 59,698,600
  - **D-8A2**, Return Initial Mailing, U/L, U/L ADDs, and RM - 59,673,600
  - **D-8A3**, Return Initial Mailing, U/L, U/L ADDs, and RM - 59,673,600
  - **D-8A PR**, Return Puerto Rico - 2,005,200
  - **D-8B**, Return Bilingual (English/Spanish) [flat] - 20,005,700

# Performance Schedule Milestones - 2010 Census

- ***Note that schedule dates are not final***
- Feb. 23 to Feb. 27, 2009 – Prior to Production samples to arrive at destinations
- Dec. 17 – Jan. 7, 2010 – Update/Leave Packages arrive at LCOs (approximately 500)
- Mar. 13 to Mar. 15, 2010 – Addressed First Class Mail Packages delivered to households
- Approx. Apr. 8 - Apr. 18, 2010 – First Class Replacement Mail Packages delivered on a flow basis to the U.S. Postal Service (each day over a 10-calendar day period beginning the first day after receipt of the address file)

# Security – The Partnership

- Census Bureau counts the people in our Nation
- You create and protect the primary means to count:
  - Your people,
  - Your corporate assets, and
  - Your procedures
- You embrace some risks & obligations

# Security – Major Concerns

- Contamination of printed products
  - Is a real concern
  - Harmful to humans or not - will not matter
  - Impact potential includes
    - Delay or halt the Census process
    - More difficult and more expensive
- People and personnel security
  - Most unwanted events/outcomes involve people
  - Layers of protection include
    - Background check
    - Census “swearing in”
    - Limit on actions and oversight

# Security – Major Concerns

- This contract is a PRINT contract
- It is NOT computer services (IT) or data processing
- But, Census is obligated to protect its files...
- And so are you
- Balance is required
  - Protect data that require protection
  - Get the printing job done on time per contract

# Security – The Goal

## Census Bureau Address List Posted on the Internet

*Congress Rebukes Census for Weak Security System*

By William Branigin

Washington Post

Thursday

Secretary of Veterans Affairs R. James Nicholson said today he

about the theft of personal data on mo

out his department's failure to notify him as

take strong "corrective action" following a

investig

Appearing Sunday before the House Veterans' Affairs Comm

a joint hearing of the Veterans and homeland security commit

Nicholson said he accepted responsibility for the loss of veterans' data

resulting from a burglary of his home. But he appeared

the bulk of the blame on the thief who took the electronic dat

home to work on without proper security and lost them when hi

laptop computer and an external hard drive were stolen.

Lawmakers charged that the

problem goes far beyond the

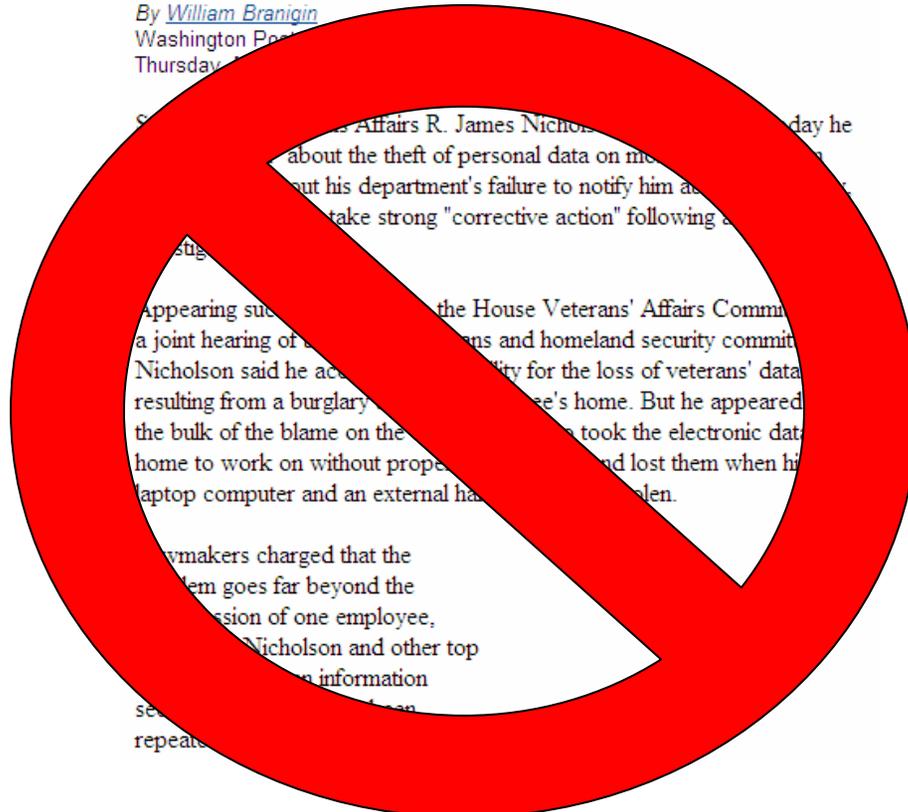
misdeed of one employee,

Nicholson and other top

officials on information

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repeated



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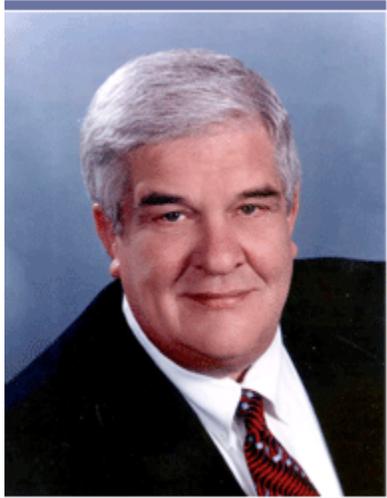
# Security – The Reality

- 100% protection does NOT exist in real world
  - Never did ... Never will
- We have to find the balance between
  - Protection
  - Getting the printing job done
  - Cost
- YOU must develop a reasonable Security Plan, and ensure that Plan is followed



# Working with GPO

- Remember, to register to do business with GPO, see: [www.contractorconnect.gpo.gov](http://www.contractorconnect.gpo.gov)



United States Government Printing Office

**GPO** Contractor Connection

“GPO’s vision is not merely to look to the future but to shape the future of Federal information management.”

— Bruce James, U.S. Public Printer

# Q&A Ground Rules

- The RFP is still the official document, the Q&A is for clarification purposes
- No “side” questions will be answered
- All questions must be received by June 16
- Responses to all questions (including these today) will be posted on the web site, by July 14
- And FYI - this session is being recorded



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# 10-Minute Break

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# Question and Answer Session

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# Q&A Panel Members

- Kerry Miller
- Connie Linassi
- Dave Ward
- Jim Marsden
- Mark Wolfram
- Christine Krahulec
- John-Paul Brennan

# Contact Information

- Stay tuned to:  
<http://www.gpo.gov/census/print.htm>
- For more information, contact:
  - [Print2010@gpo.gov](mailto:Print2010@gpo.gov)