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SECTION B - SUPPLIES OR SERVICES AND PRICE/COSTS

B.1 LC52.216-3 CONTRACT TYPE (JUN 2016)

This firm fixed price order will be issued pursuant to the terms and conditions of contract [TBD at Award] and the terms and conditions set forth in this order.

(End of Clause)

B.2 PRICE/COST SCHEDULE

ITEM INFORMATION

ITEM NUMBER	DESCRIPTION OF SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
0001	Visitor Study services Contract Period: Base POP Begin: 05-22-2023 POP End: 05-21-2024 COMMODITY NAME: Visitor Study services	1.00	JOB	\$0.000000	\$0.00
0002	Option: Survey Revision and Report (2024) Contract Period: Option 1 POP Begin: 05-22-2024 POP End: 05-21-2025 COMMODITY NAME: Option: Survey Revision and Report (2024)	1.00	JOB	\$0.000000	\$0.00
GRAND TOTAL					\$0.00

ACCOUNTING AND APPROPRIATION DATA

ACRN	APPROPRIATION	REQUISITION NUMBER	AMOUNT
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SECTION C - DESCRIPTION/SPECIFICATIONS/STATEMENT OF WORK

C.1 SECTION C STATEMENT OF WORK

C.1 Background

Dr. Carla Hayden, the fourteenth Librarian of Congress, has a vision to increase access to the Library onsite and online, enhance the Library's Thomas Jefferson Building as a cultural destination, and help future researchers and scholars actively use the Library's collections and services. In order to fulfill this vision, the Library has identified the need for an annual study to understand the profile of the Library's daily visitors, event attendees, researchers, and other core audiences. This study, made up of two distinct survey instruments, will establish benchmarks for a range of metrics, including past, current, and future Library audience characteristics, perceptions, and behavior, suitable for a cultural institution that serves 1.6 million annual visitors.

C.2 Scope

The Contractor shall provide survey development, implementation and analysis services for the Library.

C.3 Requirements

The Contractor shall:

A. Develop two (2) survey instruments that meet the Library's data collection needs for a baseline study for benchmarking purposes;

- Survey Instrument #1– "Onsite" - survey suitable for determining audience experiences of on-site Library visitors, further described below; and

- Survey Instrument #2 – "Offsite" - survey suitable for determining the Library's potential audience in the Washington, D.C. metro area, further described below.

B. Train Library staff to successfully conduct in-person audience research using the survey instruments;

C. Monitor, analyze, and deliver reports on the collected data, and;

D. Provide recommendations for deepening the Library's engagement with its key existing audiences and broadening reach to potential audiences, using Contractor recommended strategies informed by the collected data.

The Contractor shall develop survey instruments that incorporate Library data collection needs and priorities, with an aim to administer the survey annually with minor adjustments. In developing these comprehensive surveys, the Contractor shall utilize the Library's existing audience profile information (e.g., post-visit and post-event surveys) to complement the primary survey collection for the study.

The Contractor shall coordinate with the Library in the development of an implementation plan for the desired surveys, including providing training for Library staff who will administer the survey instruments in-person, both on-site at the Library and in off-site locations. The Contractor shall provide regular reports and analysis of collected data as described below and develop data-driven recommendations for the Library to deepen and broaden the Library's engagement with

critical audiences. Findings from this research will improve the Library's understanding of the best way to attract and serve audiences.

C.3.1 Survey Development & Implementation for current visitors (Survey Instrument #1 – “On-Site”)

C.3.1.1 The Contractor shall develop a survey suitable for determining audience experiences of on-site Library visitors. Specific data to measure may include, without limitation, the following characteristics of Library audiences:

- Audience type (Congressional (Member/spouse/staff), daily visitor, event attendee, etc.)
- Sociodemographic breakouts
- Audience volume
- Audience party size
- Composition of party (ages, relationships, etc.)
- Frequency of visits to the Library
- Audience origin markets (domestic by state and zip code, international by country, etc.)
- Audience sentiment/satisfaction
- Audience motivation for on-site visit
- Audience travel method
- Audience trip planning information sources
- Activity/experience participation
- Activity of interest
- Activity/experience as primary trip motivator
- Likelihood of future visitation
- Sources of initial inspiration for visit
- Where they share about their visit (social media platforms)

Contractor shall develop the survey in English language and the survey must allow Library staff to administer the survey and capture how many recruited respondents were unable to take the survey due to language limitation.

C.3.1.2 The Contractor shall create a collection instrument that is compatible with all wireless devices. The Contractor shall also create a methodology for implementing the survey. Information must be collected voluntarily, and all survey takers must be offered the option to opt-in to stay connected with the Library. If the survey taker chooses to take the survey but not to opt-in for future contact, their information must be collected anonymously and information that alone or in conjunction with other information that would identify individuals or be sufficient to identify individuals shall not be collected.

C.3.1.3 The Contractor shall submit drafts of the survey, data collection instrument, and methodology to the Contracting Officer's Representative (COR) for review and approval by the Library. The COR will review the draft within five (5)

business days and provide comments to the Contractor. The Contractor shall modify the draft, as directed, within five (5) business days.

C.3.1.4 Trained Library staff will administer the survey on the Capitol Hill Campus during the Library's regular business hours. The survey must allow staff to capture and delineate seasonal differences, providing a comprehensive picture of both the whole audience and audience segments. Surveys must only be administered to visitors aged eighteen (18) and over.

C.3.1.5 Trained Library staff will collect no fewer than 2,400 interviews over the course of a calendar year, but the Contractor shall use their expertise to determine an appropriate sample size above the required minimum for an annual onsite visitation of 1.6 million individuals.

C.3.1.6 The Contractor shall deliver the Final draft of the survey instrument to the Library. Prior to finalizing the survey instrument, the Contractor shall provide the draft in electronic format to the COR, and as requested by the COR discuss the draft with Library staff in writing and/or conference calls, and make requested agreed-upon revisions. The COR will review the draft within five (5) business days and provide comments to the Contractor. The Contractor shall modify the draft, as directed, within five (5) business days.

C.3.1.7 The Contractor shall deliver the final survey instrument to the Library within eight (8) weeks of the POP start date.

C.3.2 Survey Development & Implementation for potential visitors (Survey Instrument #2 – “Off-Site”)

C.3.2.1 The Contractor shall determine information for the survey suitable for determining the Library's potential audience in the Washington, D.C. metro area. Specific data points to measure may include, without limitation: (1) levels of interest in the Library, (2) levels of familiarity with the Library (its purpose, history, available public resources), (3) identifying the Library's primary market, (4) Library visit motivations, (5) barriers to attendance (including accessibility of Library spaces and reading rooms).

C.3.2.2. The Contractor shall create a data collection instrument to capture survey responses. The Contractor shall also create a methodology for implementing the survey. Information must be collected voluntarily, and all survey takers must be offered the option to opt-in to stay connected with the Library. If the survey taker chooses to take the survey but not to opt-in for future contact, their information must be collected anonymously and information that alone or in conjunction with other information that would identify individuals or be sufficient to identify individuals shall not be collected.

C.3.2.3. The Contractor shall submit drafts of the survey, data collection instrument, and methodology to the Contracting Officer's Representative (COR) for review and approval. The COR will review the draft within five (5) business days and provide comments to the Contractor. The Contractor shall modify the draft, as directed, within five (5) business days.

C.3.2.4 Trained Library staff will administer the survey at pre-approved off-site public locations during the Library's regular business hours. The survey must allow Library staff to capture and delineate seasonal differences, providing a comprehensive picture of both the whole audience and audience segments. Surveys must only be administered to visitors aged eighteen (18) and over.

C.3.2.5 Trained Library staff will collect no fewer than 1,000 interviews over the course of a calendar year at off-site locations, but the Contractor shall use their expertise to determine an appropriate sample size above the required minimum for an annual onsite visitation of 1.6 million individuals.

C.3.2.6 The Contractor shall deliver the Final draft of the off-site survey instrument to the Library. Prior to finalizing the survey instrument, the Contractor shall provide the draft in electronic format to the COR, and shall discuss the draft with Library staff in writing and/or conference calls, and make requested agreed-upon revisions. The COR will review the draft within five (5) business days and provide comments to the Contractor. The Contractor shall modify the draft, as directed, within five (5) business days.

C.3.2.7 The Contractor shall deliver the final survey instrument to the Library.

C.3.3 Data Integrity

C.3.3.1 The Contractor shall ensure the integrity of the data collected and shall analyze all data collected.

C.3.4 Training

C.3.4.1 The contractor shall facilitate (4) in-person training sessions on the Library's Capitol Hill campus to teach Library staff to administer the survey instruments – two (2) sessions for on-site tool training, and (2) sessions for off-site tool training. Each training session will not exceed 15 participants. Training shall be completed in week nine (9) and week ten (10) of the contract period of performance. The contractor shall make a recommendation for sufficient length of each training session requirement, not to exceed 8 hours of total instruction for each session.

The COR will coordinate with the Contractor for scheduling and to ensure an adequate training space is provided on the Library's Capitol Hill campus prior to each training session date.

C.3.5 Reporting

C.3.5.1 Preliminary Findings Reports

The Contractor shall submit a total of two (2) preliminary finding reports to the Library. These preliminary written reports shall include data output and findings collected and analyzed for the performance period to date. The Contractor shall provide the report to the COR in hard copy and electronic formats.

C.3.5.2 Final Report & Recommendations

The Contractor shall provide the Library with a comprehensive written summary report, analyzing the data collected and making recommendations for improving the visitor experience. The report shall be fully formatted and contain, at a minimum, an executive summary, an introduction, a description of the methodology used to conduct the evaluation, the findings of the evaluation, recommendations, and a conclusion.

C.3.5.2.1 Prior to finalizing the report, the Contractor shall provide a draft in electronic format to the COR, and shall discuss the draft with Library staff in writing and/or conference calls, and make requested agreed-upon revisions. The COR will review the draft within 10 business days and provide comments to the Contractor.

C.3.5.2.2 The Contractor shall provide a finalized copy of the Final Report in electronic format to the COR within 10 business days after receiving feedback on the draft.

C.3.5.3 Raw Data

The Contractor shall provide the Library all raw data gathered in the survey, including cross tabs, in hard copy and electronic formats.

C.3.5.4. Rights in Data and Confidentiality

The survey materials and response data collected by the contractor are owned by the Library of Congress. The information and response data collected are confidential. The contractor is not authorized to use survey materials or contractually generated information for its own purposes or purposes outside the requirements of this contract. The contractor shall not disclose contract-generated data or information to third parties without the express written consent of the Contracting Officer.

The Library is not covered by the Paperwork Reduction Act (44 U.S.C. 3501); however, the contractor must adhere to industry standards and best practices relating to surveys and data collection, including maintaining objectivity, accuracy, and ethical standards in the collection of such data; ensuring the quality and utility of data collected; and preserving integrity and protection of such data.

C.3.6 Meetings and Presentations

C.3.6.1 Kick-off Meeting

As requested by the COR, the Contractor shall meet with the Library of Congress team to develop specific objectives for the survey instruments suitable for determining current visitor experience and potential audience. This meeting will take place in person on-site at the Library of Congress facilities on Capitol Hill, Washington, D.C., or in a virtual meeting space compliant with Library meeting regulations.

C.3.6.2 Biweekly Progress Reports

Every two weeks (biweekly), the Contractor shall deliver a summary report of progress from the previous two weeks, including number of survey responses collected (where applicable) and key data received. Reports shall be sent to COR via e-mail.

C.3.6.3 Preliminary Report Meetings and Presentations

Based on the preliminary findings reports outlined above, the Contractor shall develop and deliver a presentation to the Library team, including key stakeholders and the COR. These meetings shall take in a virtual meeting space such as Zoom (preferred) or WebEx. The Contractor shall submit the presentation materials to the COR in hard copy and electronic formats within two (2) business days after each meeting.

C.3.6.4 Debrief Meeting and Presentation

Based on the final report, the Contractor shall develop and deliver a presentation to the Library team, including senior Library leadership and the COR. The presentation shall take place in person on-site at the Library of Congress facilities on Capitol Hill, Washington, D.C. The Contractor shall submit the presentation materials to the COR in hard copy and electronic formats within two (2) business days after the meeting.

C.3.6.5 Additional Meetings

Additional project meetings may be held as deemed necessary by the Contractor or Library. Meetings will be held virtually.

C.3.7 Options

The Library may choose to exercise optional Annual Survey Revision services for up to four option periods after the end of the base period of performance at the Library's sole discretion. For option year fees, the Contractor shall:

C.3.7.1 – Annual Survey Revision

Review, revise, and administer the “on-site” and “off-site” survey instruments, and analyze new data collected against the benchmark data from the previously deployed survey.

(a) The Contractor shall submit drafts of the revised survey, data collection instruments, and methodology to the Contracting Officer’s Representative (COR) for review and approval by the Library. The Library will review the draft within five (5) business days and provide comments to the Contractor. The Contractor shall modify the draft, as directed, within five (5) business days.

(b) The Contractor shall deliver the final revised survey instruments to the Library within eight (8) weeks of the option period start date.

C.3.7.2 – Annual Survey Revision Report

(a) The Contractor shall provide the Library with a comprehensive written summary report, analyzing the data collected and making recommendations for improving the visitor experience. The report shall be fully formatted and contain, at a minimum, an executive summary, an introduction, a description of the methodology used to conduct the evaluation, the findings of the evaluation, recommendations, and a conclusion.

(b) Prior to finalizing the report, the Contractor shall provide a draft in electronic format to the COR, and shall discuss the draft with Library staff in writing and/or conference calls, and make requested agreed-upon revisions. The Library will review the draft within 10 business days and provide comments to the Contractor.

(c) The Contractor shall provide a finalized copy of the Final Report in electronic format to the COR within 10 business days after receiving feedback on the draft.

C.4. Other Requirements

C.4.1. Key Personnel

a. Project Director and Alternate - The Contractor shall provide a project director who shall be responsible for the performance of the work, as well as an alternate. The project director and alternate must have eight (8) years of demonstrated experience in developing and leading survey activity in support of cultural institutions, which includes participating in overseeing evaluation, design, data collection, statistical analysis and reporting.

b. Trainer - The Contractor shall provide a survey administration trainer with five (5) year(s) of demonstrated experience in teaching individuals to administer in-person surveys to audiences in metropolitan settings.

SECTION F - DELIVERIES OR PERFORMANCE

F.1 SECTION F DELIVERABLE SCHEDULE

The Library will provide written acceptance, comments, and/or change requests, if any, within five (5) business days from Library receipt of the deliverable. Upon receipt of the Library's comments, the contractor shall have five (5) business days to incorporate the Government's comments and/or change requests and to resubmit the deliverable.

Deliverables are due the prior Government business day if the due date falls on a holiday or weekend

Paragraph reference	Description of Event/Deliverable	Due date
C.3.6.1	Kick Off Meeting	Within one week after Period of Performance (POP) Start date.
C.3.6.2	Biweekly Progress Reports - via email to COR	Tuesday of every other week following the kick off meeting
C.3.1.3, C.3.2.3	Survey Instrument Draft Designs	Within six (6) weeks after POP Start date.
C.3.1.7, C.3.2.7	Survey Instrument Final Designs	Within eight (8) weeks of POP Start date.
C.3.4.1	Conduct (4) training sessions at the Library of Congress	Week nine (9) and week ten (10) after POP Start date.
C.3.5.1	Preliminary Findings Report #1	Four (4) months after PoP Start date
C.3.6.3	Presentation of Findings – Report #1	Due within three (3) business days after submission and acceptance of Report #1.
C.3.5.1	Preliminary Findings Report #2	Eight (8) Months after POP Start date
C.3.6.3	Presentation of Findings – Report #2	Due within three (3) business days after submission and acceptance of Report #2.
C.3.5.2.1	Draft Final Report for Library review	Due within eleven (11) Months after POP start date
C.3.5.2.2	Final Report	Within 10 day s of receiving Draft Report feedback from COR.
C.3.6.4	Presentation of Findings – Final Report	Due within 10 days of submission and acceptance of Final Report
C.3.7.1	OPTION: Annual Survey Revisions	Due within eight (8) weeks of Option Period start date.
C.7.2	OPTION: Annual Survey Revision Reports	Due within 11 months of Option period

		start date.
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F.2 LC52.215-5 PLACE AND PERIOD OF PERFORMANCE (JAN 2019)

Place of Performance: The Library of Congress and Contractor's Office

The overall period of performance shall be as stated in section B.

The contractor is responsible for determining its hours of operation in fulfilling the requirements of this contract. The Library's standard operating hours are from 8:30 AM through 5:30 PM, Monday through Friday, excluding Federal holidays. The contractor shall coordinate with the COR for any work to be conducted at Library facilities.

(End of Clause)

SECTION G - CONTRACT ADMINISTRATION DATA

G.1 LC52.201-3 CONTRACT ADMINISTRATION (AUG 2015)

This contract will be administered by:

Library Contracting Officer: Moji Adejuwon

Address: The Library of Congress, Contracts and Grants Directorate, 101 Independence Ave., S.E.
Washington D.C. 20540-9414

Phone: 202-707-0400

Email: moad@loc.gov

Library Contract Specialist: Ramon Samuel

Address: The Library of Congress, Contracts and Grants Directorate, 101 Independence Ave., S.E.
Washington D.C. 20540-9414

Phone: 202-707-3086

Email: rsamuel@loc.gov

Library Contracting Officer Representative: TBD

Address: TBD

Phone: TBD

Email: TBD

Contractor Contract Administrator: TBD

Address: TBD

Phone: TBD

Email: TBD

G.2 LC52.232-1 LIBRARY OF CONGRESS INVOICE INSTRUCTIONS (OCT 2016)

The Contractor must prepare and submit invoices electronically to: <https://www.ipp.gov>. The Contractor may submit payment requests using other than electronic means only when alternate procedures are authorized by the contracting officer in writing. Assistance is available via the IPP Help Desk via email at: ippgroup@bos.frb.org or by commercial telephone at (866) 973-3131. Invoices shall contain the information required in FAR 52.212-4, paragraph (g).

(End of Clause)

G.3 LC52.232-2 SCHEDULE OF PAYMENTS (JUN 2015)

The contractor must submit invoices for payment upon delivery of the items or successful performance of the events identified in Section F pursuant to the standards and acceptance criteria defined in this contract.

(End of Clause)

SECTION H - SPECIAL CONTRACT REQUIREMENTS

H.1 LC52.201-1 CONTRACTING OFFICER'S REPRESENTATIVE (COR) APPOINTMENT AND AUTHORITY (JAN 2016)

(a) Performance of work under this contract is subject to the technical direction of the COR. The term “technical direction” includes, without limitation, direction to the contractor that directs or redirects the labor effort, shifts the work between work areas or locations, and/or fills in details and otherwise serves to ensure that tasks outlined in the contract are accomplished satisfactorily.

(b) Technical direction must be within the scope of the contract specification(s)/work statement. The COR does not have authority to issue technical direction that:

- (1) Constitutes additional work outside the contract specification(s)/work statement;
- (2) Constitutes a change as defined in the “Changes” clause of this contract;
- (3) Causes an increase or decrease in the contract price, or the time required for contract performance;
- (4) Changes any of the terms, conditions, or specification(s)/work statement of the contract;
- (5) Interferes with the contractor's right to perform under the terms and conditions of the contract; or
- (6) Directs, supervises or otherwise controls the actions of the contractor's employees.

(c) Technical direction may be oral or in writing. The COR must confirm oral direction in writing within five workdays, with a copy to the Contracting Officer.

(d) The Contractor shall proceed promptly with performance resulting from the technical direction issued by the COR. If, in the opinion of the contractor, any direction of the COR or the designated representative falls within the limitations of (b) above, the contractor shall immediately notify the Contracting Officer no later than the beginning of the next Government work day.

(e) Failure of the Contractor and the Contracting Officer to agree that technical direction is within the scope of the contract shall be subject to the terms of the “Disputes” clause of this contract.

(End of Clause)

H.2 LC52.237-1 KEY PERSONNEL (AUG 2014)

The personnel designated as key personnel in this contract are considered to be essential to the work being performed hereunder. At least 30 days prior to diverting any of the specified individuals to other programs or contracts or as soon as possible if an individual must be replaced, for example, as a result of leaving the employ of the contractor, the contractor shall notify the contracting officer and identify proposed substitutions. No diversion or substitution shall be made by the contractor without written consent of the contracting officer.

The following personnel have been identified as Key Personnel in the performance of this contract:

Position/Labor Category	Name
Project Manager	
Project Manager Alternate	
Trainer	

(End of Clause)

PART II - CONTRACT CLAUSES

SECTION I - CONTRACT CLAUSES

I.1 52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor anytime within the period of performance of the order.

(End of Clause)

I.2 52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within thirty (30) days of the expiration date; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least sixty (60) days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed two (2) years and six (6) months.

(End of Clause)

End of Document