



U.S. GOVERNMENT PUBLISHING OFFICE  
200 N. LaSalle Street, Suite 810  
Chicago, IL 60601-1055

GENERAL TERMS, CONDITIONS, AND SPECIFICATIONS

For the Procurement of

**Veterans Crisis Line (VCL) Outreach Notecard Mailings**

as requisitioned from the U.S. Government Publishing Office (GPO) by the

Department of Veterans Affairs

Single Award

**BID OPENING:** Bids shall be opened at **2 p.m.** prevailing Chicago, IL time on  
**April 23, 2020.**

at the U.S. Government Publishing Office, Chicago.

Due to the COVID-19 pandemic, this will NOT be a public bid opening.

**BID SUBMISSION:** Due to the COVID-19 pandemic, the physical office will NOT be open. Based on this, bidders MUST submit email bids to **bidschicago@gpo.gov** for this solicitation. See also “ADDITIONAL EMAILED BID SUBMISSION PROVISIONS” on page 16.

No other method of bid submission will be accepted at this time.

The program number “2528-S” and bid opening date “April 23, 2020” must be specified in the subject line of the emailed bid submission. Bids received after “2:00 p.m. Central” on the bid opening date specified above will not be considered for award.

**BIDDER’S NAME AND SIGNATURE:** Unless specific written exception is taken, the bidder, by signing and submitting a bid, agrees with and accepts responsibility for all certifications and representations as required by the solicitation and GPO Contract Terms – Publication 310.2.

When responding by email, fill out and return one copy of all pages in “SECTION 4. – SCHEDULE OF PRICES,” including initialing/signing where indicated. Valid electronic signatures will be accepted in accordance with the Uniform Electronic Transactions Act, § 2. Electronic signatures must be verifiable of the person authorized by the company to sign bids.

NOTE: Bidder must use the exact bid pages in “SECTION 4. – SCHEDULE OF PRICES,” (pages 36 – 38) and MUST NOT substitute their own bid formatting in their submitted bid. Substitution may result in a determination of the bid as non-responsive.

**CONTRACT TERM:** The term of this contract is for the period beginning May 1, 2020 and ending April 30, 2021, plus up to 4 optional 12-month extension period(s) that may be added in accordance with the "Option to Extend the Contract Term" clause in this contract.

**NOTE: This is a new contract. No prior abstract available.**

The GPO 910 "BID" Form is no longer required. Bidders are to fill out, sign/initial, as applicable, all pages of SECTION 4. – SCHEDULE OF PRICES.

**INFORMATION:** For questions about these specifications contact Felicia McGurren at 312-353-3916 x3 or [fmcgurren@gpo.gov](mailto:fmcgurren@gpo.gov). Questions about these specifications should be forwarded at least 5 workdays before the Bid Deadline, in order to be addressed prior to bid submission.

Email requests for new award information (available approximately 2 weeks after bid opening) to GPO Chicago Front Desk at [kdodson@gpo.gov](mailto:kdodson@gpo.gov).

**Doing Business with GPO Customer Services During the Coronavirus Pandemic:**

Contractors should continue performance on contracts. Contractors must continue to fully comply with the terms and conditions of these contracts. Deliveries, proof approvals, and press sheet inspections for agencies may be impacted. It is requested that contractors contact a Government employee at the delivery location to confirm their availability to receive prior to shipping.

Schedules and other adjustments will be made in accordance with GPO Contract Terms. Caution should be used to safeguard all products should any delivery delays be imposed by the Government.

As a reminder, contractors must furnish contract compliance information required in accordance with GPO Contract Terms, Contract Clause 12: Notice of Compliance With Schedules.

Contractors should immediately contact your GPO contract administrator(s) and/or contracting officer(s) to identify impacted orders if any delay is anticipated, including temporarily closure of a production facility or the planned suspension of any services.

If you have any questions on a particular contract, please contact the Customer Services contract administrator and/or contracting officer for your contract (best method of communicating with them is via email). Office team e-mail addresses can be found at <https://www.gpo.gov/how-to-work-with-us/agency/services-for-agencies/procurement-services-team>.

## SECTION 1. - GENERAL TERMS AND CONDITIONS

**GPO CONTRACT TERMS:** Any contract which results from this Invitation for Bid will be subject to the applicable provisions, clauses, and supplemental specifications of GPO Contract Terms (GPO Publication 310.2, effective December 1987 (Rev. January 2018) and GPO Contract Terms, Quality Assurance Through Attributes Program for Printing and Binding (GPO Publication 310.1, effective May 1979 (revised September 2019)).

GPO Contract Terms, Forms and Standards information for contractors can be found on the GPO website at <https://www.gpo.gov/how-to-work-with-us/vendors/forms-and-standards>. The GPO Contract Terms publications noted above can be downloaded from the GPO website at the following: <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/contractterms2018.pdf> and <https://www.gpo.gov/docs/default-source/forms-and-standards-files-for-vendors/qatap-rev-09-19.pdf>.

**DOING BUSINESS WITH GPO:** Contractors wishing to do business with the GPO are referred to the GPO web site <http://www.gpo.gov/how-to-work-with-us/vendors/programs-for-vendors>, where one can register as a GPO contractor using the ‘**GPO Contractor Connection**’ link in accordance with the furnished instructions on this page.

NOTE: Prospective and existing GPO contractors are to note that as of January 1, 2008, all contractors seeking to do business with GPO must first complete and thereafter maintain the accuracy of their GPO Contractor Connection registration with the following mandatory taxpayer information boxes: “EIN/TIN #” Employer Identification Number of Taxpayer Identification Number); “Subject to Backup Withholding” (See IRS Form W-9, available for download at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>.) GPO will withhold payment of invoices for work completed by any contractor who fails to provide this tax data in GPO Contractor Connection. Such invoices will be declared ineligible for payment until all requirements for payment, including providing this tax data in GPO Contractor Connection, have been satisfied.

**QUALITY ASSURANCE LEVELS AND STANDARDS:** The following levels and standards shall apply to these specifications:

Product Quality Levels:

- (a) Printing Attributes – Level III.
- (b) Finishing Attributes – Level III.

Inspection Levels (from ANSI/ASQC Z1.4):

- (a) Non-destructive Tests – General Inspection Level I.
- (b) Destructive Tests – Special Inspection Level S-2.

Specified Standards: The specified standards for the attributes requiring them shall be:

<u>Attribute</u>	<u>Specified Standard</u>
P-7. Type Quality and Uniformity	Approved Priors/ Approved Proofs / Electronic Files
P-10. Process Color Match	Approved Priors/ Approved Proofs / Electronic Files

**SUBCONTRACTING:** The predominant production function is printing. Bidders who must subcontract this operation will be determined to be non-responsible for award. Subcontracting is allowed for manufacturing of the envelopes only.

**PREAWARD SURVEY:** In order to determine the responsibility of the prime contractor or any subcontractor, the Government reserves the right to conduct an on-site preaward survey at the contractor’s/subcontractor’s facility or to require other evidence of technical, production, managerial, financial, and similar abilities to perform, prior to the award of a contract. As part of the financial determination, the contractor in line for award may be required to provide one or more of the following financial documents:

- 1) Most recent profit and loss statement
- 2) Most recent Balance Sheet
- 3) Statement of cash flows
- 4) Current official bank statement
- 5) Current lines of credit (with amounts available)
- 6) Letter of commitment from paper supplier(s)
- 7) Letter of commitment from any subcontractor

The documents will be reviewed to validate that adequate financial resources are available to perform the contract requirements. Documents submitted will be kept confidential and used only for the determination of responsibility by the Government. Failure to provide the requested information in the time specified by the Government may result in the Contracting Officer not having adequate information to reach an affirmative determination of responsibility.

**ADDITIONAL PREAWARD SURVEY REQUIREMENTS:** Any contractor being considered for award of this program must submit the following detailed plans during the preaward survey (due diligence) process, prior to award of this contract. These proposed plans are subject to review and approval by the Government, and award will not be made prior to approval of same.

The contractor **MUST NOT** provide this information with their submitted bid, but must instead provide this information only upon request from the GPO contract administrator.

All requested materials and documentation must be provided within 2 workdays of request.

Production Plan: The contractor will be required to provide documentation to demonstrate how orders placed against this program will be produced. Information required must include, but is not limited to, an equipment list, breakdown of production steps and required labor, cost breakdowns, subcontractor information, sample invoice, shippers to be utilized, etc.

- a. A listing of all production equipment and equipment capacities to be utilized on this contract.
- b. The production capacity currently being utilized on this equipment.
- c. The capacity that is available for managing and producing the volume of work products identified within this contract.
- d. If new equipment is to be utilized, the documentation of the purchase order, source, delivery schedule and installation dates are required.

Security Control Plan: The contractor will be required to provide documentation to demonstrate compliance with the “Security and Privacy” section of these specifications. The contractor shall provide a security plan that addresses all aspects of physical and logical data file handling, processing and transfer, including publication and all associated mail handling as required. The security plan will address employee requirements for security training, background investigations, and credit checks. The security plan will address inventory controls, network security, visitor controls and applicable miscellaneous aspects of production. The security plan shall meet or exceed the mandated VA security requirements and be approved by a designated VA Information Security Officer and the Privacy Officer.

The contractor shall review the security plan at least quarterly and update it as soon as changes are indicated. The security plan will be maintained throughout the life of the contract. After acceptance of the security plan, the contractor shall inform the VA representative in writing, within seven (7) calendar days of changes made to the document.

See Attachment B: In addition to the above, the contractor is also required to complete the Contractor Security Control Assessment (Attachment B) annually and keep a copy with the Security Control Plan.

BAA: The contractor shall enter into a Business Associate Agreement (BAA), see page 29.

The proposed Security Control Plan must address the following:

**Materials** – The way that all accountable materials will be handled throughout all phases of production. This plan shall also include the method of disposal of all production waste materials in accordance with VA directive 6371 and the NIST publication 800-88.

**Disposal of Waste Materials** – The contractor is required to demonstrate how all waste materials used in the production of sensitive VA records will be definitively destroyed (ex. burning, pulping, shredding, macerating, or other suitable similar means). Electronic Records must be definitively destroyed in a manner that prevents reconstruction. Definitively destroying the records means the material cannot be reassembled and used in an appropriate manner in violation of law and regulations. Sensitive records are records that are national security classified or exempted from disclosure by statute, including the Privacy Act or regulation.

If the contractor selects shredding as a means of disposal, it is preferred that a cross cut shredder be used. If a strip shredder is used, the strips must not exceed one-quarter inch. The contractor must provide the location and method planned to dispose of the material. The plan must include the names of all contract officials responsible for the plan and describe their duties in relationship to the waste material plan.

**Production Area** – The contractor must provide a secure area(s) for the processing and storage of data for the mailer items, either a separate facility dedicated to this product, or a walled-in limited access area within the contractor's existing facility. Access to the area(s) shall be limited to security-trained employees involved in the production of the postcards and mailers.

Part of the Security Control Plan shall include a floor plan detailing the area(s) to be used, showing existing walls, equipment to be used, and the printing and finishing locations.

**Quality Control Plan:** The contractor shall provide and maintain, within his own organization, an independent quality assurance organization of sufficient size and expertise to monitor the operations performed, and inspect the products of each operation to a degree and extent that will ensure the Government's quality assurance, inspection, and acceptance provisions are met. The contractor shall perform, or have performed, the process controls, inspections and tests required to substantiate that the products provided under this contract conform to the specifications and contract requirements. The contractor shall describe in detail their quality control/quality assurance plan describing how, when, and by whom the plans will be performed.

The plan must provide for periodic samplings to be taken during the production run, a control system that will detect defective, missing, or mutilated pieces, and the actions to be taken by the contractor when defective/missing/mutilated pieces are discovered. These actions must be consistent with the requirements found in GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987, (Rev. 6-01)) and any updates thereafter. A recovery system is required to replace all defective, missing, or mutilated pieces. This control system may use a unique sequential number to aid in the recovery program which has to be maintained in order to recover any missing or damaged pieces. These pieces must be reprinted and 100% accountability must be maintained throughout the run. The contractor must ensure that there are no missing or duplicated pieces.

The plan must include examples and a detailed description of all quality control samples and their corresponding inspection reports or logs the contractor will keep to document the quality control inspections performed on each run. The plan must provide for a complete audit trail (i.e., it must be possible to locate any piece of mail at any time from the point it leaves the press, up to and including the point at which the mail is delivered to a USPS facility). An explanation of the contractor's sequential numbering system is required to understand the audit trail required for each and every piece.

Note: The Government will not, as a routine matter, request that the contractor produce individual pieces in transit within the plant, however, the contractor must demonstrate that they have an audit trail established that has the ability to comply with this type of request if and when the need arises.

The quality control plan must also include examples of the documentation and a detailed description of the random samples that document all of the contractor's activities. Furthermore, the plan must include the names of all quality assurance officials and describe their duties in relationship to the quality control plan. The plan must include a detailed description of the number and types of inspections that will be performed as well as the records maintained documenting these activities.

The quality control plan must account for the number of pieces mailed for each order, including days when no pieces are mailed.

The Government will periodically verify that the contractor is complying with the approved quality control plan through on-site examinations and/or requiring copies of the contractor's quality assurance records and quality assurance random copies.

See Attachment A: Contractor Rules of Behavior. The contractor will be bound by these requirements upon award.

Quality Control Sample Plan: The plan must provide a description of how the contractor will create quality control samples for periodic samplings to be taken during the production run and provide for backup and rerunning in the event of an unsatisfactory sample. The plan shall contain control systems that will detect defective, missing, or mutilated pieces.

The plan should include the sampling interval the contractor intends to utilize. The contractor will be required to create a quality control sample from each file, to be drawn from the production stream. Mailers samples should be in unsealed envelopes with contents inserted. Mailer number and file date must be indicated on each sample. The contractor must maintain samples as indicated in the contract specifications.

The plan shall detail the actions to be taken by the contractor when defective/missing/mutilated items are discovered. These actions must be consistent with the requirements found in GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987, (Rev. 6-01)) or any updates thereafter.

Verification of Production and Mailing Plan: Contractor will be responsible for validating the integrity of every item produced in all phases of printing, packaging, and mailing and to ensure all mailpieces were correctly entered into the United States Postal System.

Mailpiece Integrity shall be defined as follows: Each mailpiece shall include all components (and only those components) intended for the designated recipient as contained in the print files received from VA.

The contractor is responsible for providing the automated print integrity control systems and processes required to prevent the commingling of mailer items intended for different recipients into a completed package. The contractor's printing process must have automated systems that include coding and scanning technology capable of –

1. Validating the count of items in a set.
2. Validating the sequence of items in a set.
3. Validating the sequence of sets in a production batch.
4. Interrupting production if variances are detected.

Mailing integrity shall be defined as follows: All records received from the VA that are designated for printing were printed, inserted (if applicable) and entered correctly into the U.S. Postal System.

The contractor is responsible for providing the automated inserted mailpiece tracking/reporting systems and processes required to validate that 100% of all records received from VA which are designated for printing were printed, inserted (if applicable), and mailed correctly. The contractor's inserting equipment must have automated systems that include coding and scanning technology capable of –

1. Reconciling letter counts and quantity counts from VA provided files to print order control totals provided by VA; reporting variances.
2. Uniquely identifying each Product Types within a print order.
3. Unique identifier to be scanned after insertion to ensure all products are present and accounted for.
4. Tracking and reporting all products produced and mailed within a print order at the Product Type level.
5. Identifying and reporting all missing products that were lost or spoiled during production within a print order.
6. Generating a new production file for all missing products.
7. Tracking and reporting all products that were reproduced and mailed within a print order at the Product Type level.
8. Reconciling the total of all products produced and mailed within a print order to the control totals provided by VA; reporting all variances.
9. Reconciling the total of all products mailed to mailing totals contained on Postal Entry Forms within a print order; reporting all variances.
10. Generating a final automated summary report which provides information that all mail pieces have been scanned, after insertion, verifying that all pieces for each mail package and file date are accounted for after contents are inserted, and event information on any spoiled or missing pieces verifying that they were scanned and accounted for. A copy of the summary report must be submitted with the matching GPO 712 form(s).

The contractor must generate an automated audit report when necessary showing the tracking of all products throughout all phases of production for each mailpiece. This audit report will contain all information identified above for each phase of printing, packaging, and mailing.

All product tracking/reporting data must be retained in electronic form for 120 calendar days after mailing, and must be made available to VA for auditing of contractor performance upon request. The contractor must maintain quality control samples, inspection reports, and records for a period of no less than 120 calendar days subsequent to the date of the check tendered for final payment by the GPO. The Government will periodically verify that the contractor is complying with the approved quality control plan through on-site examinations and/or requesting copies of the contractor's quality assurance records and quality assurance random copies.

Unique Identification Number Plan: Unique identifying numbers will be used to track each individual product, thereby providing 100% accountability. This enables the contractor to track each product through completion of the project. The contractor may create their own sequence number and run date to facilitate their presorting and inserting process but must maintain the original Unique ID (UID) for Management Information (MI) reporting.

Recovery System: A recovery system will be required to ensure all defective, missing, or mutilated pieces detected are identified, reprinted, and replaced. The contractor's recovery system must use unique sequential alpha/numeric identifiers assigned to each piece (including quality control samples) to aid in the recovery and replacement of any defective/missing/mutilated pieces, and must be capable of tracking and/or locating any individual piece of mail from the time it leaves the press, up to and including when it is off-loaded to the USPS facility. An explanation of the contractor's sequential numbering system is required to understand the audit trail required for each and every piece.

Note: The Government will not, as a routine matter, request that the contractor produce individual pieces in transit within the plant, however, the contractor must demonstrate they will have an audit trail established that has the ability to comply with this type of request if and when the need arises.

Material Handling and Inventory Control: This plan should explain in detail how the following materials will be handled: incoming raw materials; work-in-progress materials; quality control inspection materials; USPS inspection materials; and all outgoing materials cleared for USPS pickup/delivery.

Personnel Plan: This plan should include a description of the training programs employees will be given to familiarize them with the requirements of this program. If employees have current and adequate security clearances, please notate.

Postage Plan: Contractor must provide a postage cost breakout during the certification. The VA will pay the postage and furnish the permit information to the contractor. The mail class will be First Class Mail rate.

VA Business Associate Agreement: During the Preaward Survey, the contractor being considered for award will receive a PDF file of the VA Business Associate Agreement and must sign and return.

Contractors who are unable to provide the above documentation within 2 workdays may be declared non-responsible.

### **POST-AWARD REQUIREMENTS:**

After award, the contractor may be required to have a post-award phone conference call with Government personnel from the VA and/or GPO, and additionally will be required to produce various proofs and samples for approval prior to beginning production of the first GPO Form 2511 Print Order.

Actual print production begins upon completion of these certifications.

Required post-award implementation and certification of VA security requirements (shown below) must be completed within 10 workdays after Date of Award, or completed by another documented VA-approved date.

- All applicable contractor employees must successfully complete VA Cyber Security Awareness training and annual refresher training as required.
- Contractor shall provide to the VA points of contact and the GPO contract administrator a copy of the training certificates produced at the completion of each training session, for each applicable employee within ten (10) workdays of notification of contract award and annually thereafter, as required.
- All applicable contractor employees must successfully complete any additional cyber security or privacy training, as required.

**GOVERNMENT IN PLANT INSPECTIONS:** The Government reserves the right to have Government representative(s) inspect any operation, including the security controls and privacy practices implemented by the contractor under this contract at the start of production, and/or at any time during production. The Government may conduct an inspection with 10 workdays notice, or on short notice, or unannounced, in the event of a security incident or at any other time. The contractor's full cooperation is required.

### **SECURITY AND PRIVACY REQUIREMENTS:**

Confidentiality of Information: Information regarding any individual is of a confidential nature and may be used only for the purposes of producing the requirements of this contract. All materials containing confidential information, including but not exclusive to Government furnished data, imaged forms, and scrap, must be handled so that information does not have any unauthorized use. All scrap generated with any information regarding any individual person must be shredded, incinerated, otherwise destroyed beyond recognition. Any media (files, disks, etc.) produced by the VA and sent to the contractor MUST be returned to the VA upon completion of the specific order. Contractor must return this material via an overnight delivery service to prevent theft or accidental use.

All contractors and contractor personnel shall be subject to the Federal laws, regulations, standards and VA Directives and Handbooks, regarding information system security as delineated in this contract. Contractors must follow policies and procedures outlined in VA Directive 6500, Information Security Program and its handbooks to ensure appropriate security controls are in place.

Protection of Confidential Information:

- (a) The contractor shall restrict access to all confidential information obtained from the Department of Veterans Affairs in the performance of this contract to those employees and officials who need it to perform the contract. Employees and officials who need access to confidential information for performance of the contract will be determined at the Post-Award Conference between the Contracting Officer and the responsible contractor representative.
- (b) The contractor shall process all confidential information obtained from VA in the performance of this contract under the immediate supervision and control of authorized personnel, and in a manner that will protect the confidentiality of the records in such a way that unauthorized persons cannot retrieve any such records.
- (c) The contractor shall inform all personnel with access to the confidential information obtained from VA in the performance of this contract of the confidential nature of the information and the safeguards required to protect this information from improper disclosure.
- (d) For knowingly disclosing information in violation of the Privacy Act, the contractor and the contractor employees may be subject to the criminal penalties as set forth in 5 U.S.C Section 552a (i)(1), which is made applicable to contractors by 5 U.S.C. 552a (m)(1) to the same extent as employees of the VA. For knowingly disclosing confidential information as described in section 1106 of the Social Security Act (42 U.S.C. 1306), the contractor and contractor's employees may also be subject to the criminal penalties as set forth in that provision.
- (e) The contractor shall assure that each contractor employee with access to confidential information knows the prescribed rules of conduct, and that each contractor employee is aware that he/she may be subject to criminal penalties for violations of the Privacy Act.
- (f) All confidential information obtained from VA for use in the performance of this contract shall, at all times, be stored in an area that is physically safe from unauthorized access.
- (g) The Government reserves the right to conduct on-site visits to review the contractor's documentation and in-house procedures for protection of confidential information.

VA Information Custodial Requirements:

1. Information made available to the contractor by VA for the performance and/or administration of this contract or information developed by the contractor in performance and/or administration of the contract shall be used only for those purposes and shall not be used in any other way without the prior written agreement of the Contracting Officer. This clause expressly limits the contractor's rights to use data as described in Rights in Data - General, Federal Acquisition Regulation (FAR) 52.227-14(d) (1).
2. Information generated by a contractor as a part of the contractor's normal business operations, such as medical records created in the course of providing treatment, is subject to a review by the Office of General Counsel (OGC) to determine if the information is the property of VA and subject to VA policy. If the information is determined by OGC to not be the property of VA, the restrictions required for VA information will not apply.
3. VA information will NOT be commingled with any other data on the contractor's information systems/media storage systems in order to ensure VA requirements related to data protection and media sanitization can be met. VA also reserves the right to conduct IT resource inspections to ensure data separation and on-site inspection of information destruction/media sanitization procedures to ensure they are in compliance with VA policy requirements.
4. Prior to termination or completion of this contract, the contractor will not destroy information received from VA or gathered or created by the contractor in the course of performing this contract without prior written approval by VA. Any data destruction done on behalf of VA by a contractor must be done in accordance with National Archives and Records Administration (NARA) requirements as outlined in VA Directive 6300, Records and Information Management and its Handbook 6300.1 Records Management Procedures, and applicable VA Records Control Schedules. These Directives are available at: <http://www1.va.gov/vapubs/>.

5. The contractor will receive, gather, store, back up, maintain, use, disclose and dispose of VA information only in compliance with the terms of the contract and applicable Federal and VA information confidentiality and security laws, regulations and policies. Applicable Federal information security regulations include all Federal Information Processing Standards (FIPS) and Special Publications (SP) issued by the National Institute of Standards and Technology (NIST). If Federal or VA information confidentiality and security laws, regulations and policies become applicable to the VA information or information systems after execution of the contract, or if NIST issues or updates applicable FIPS after execution of this contract, the parties agree to negotiate in good faith to implement the information confidentiality and security laws, regulations and policies, including FIPS or SP, in this contract.

6. Contractors collecting, storing, or disseminating personal identifiable information (PII) or protected health information (PHI) data must conform to all pertinent regulations, laws, and VA directives related to privacy. Contractors must provide access for VA privacy reviews and assessments and provide appropriate documentation as directed.

Note: Personally identifiable information is defined as any information which can be used to distinguish or trace and individual's identity, such as their name, social security number, Veterans identification number, biometric records, etc., alone or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother's maiden name, etc.

7. The contractor shall not make copies of VA information except as necessary to perform the terms of the agreement or to preserve electronic information stored on contractor electronic storage media for restoration in case any electronic equipment or data used by the contractor needs to be restored to an operating state.

8. If VA determines that the contractor has violated any of the information confidentiality, privacy, and security provisions of the contract, it shall be sufficient grounds for the Government to terminate the contract for default or terminate for cause under the GPO Printing Procurement Regulations (GPO Publication 305.3).

9. If a Veterans Health Administration (VHA) contract is terminated for cause, the associated business associate agreement (BAA) will also be terminated and appropriate actions taken in accordance with VHA Handbook 1600.01 Business Associates.

10. Contractor will store, transport or transmit VA sensitive information in an encrypted form, using a VA-approved encryption application that meets the requirements of NIST's FIPS 140-2 standard.

11. The contractor's firewall and Web services security controls, if applicable, shall meet or exceed VA's minimum requirements. VA directives are available on the VA directives Web site at <http://www1.va.gov/vapubs/>.

12. Except for uses and disclosures of VA information authorized by this contract for performance of the contract, the contractor may use and disclose VA information only in two other situations: (1) in response to a qualifying order of a court of competent jurisdiction; or, (2) with VA's prior written approval. The contractor will refer all requests for, demands for production of, or inquiries about, VA information and information systems to VA for response.

13. Notwithstanding the provision above, the contractor shall NOT release medical quality assurance records protected by 38 U.S.C. 5705 or records pertaining to drug addiction, sickle cell anemia, alcoholism or alcohol abuse, or infection with human immunodeficiency virus protected under 38 U.S.C. 7332 under any circumstances, including in response to a court order, and shall immediately refer such court orders or other inquiries to VA for response.

14. The contractor will not use technologies banned in VA in meeting the requirements of the contract (e.g., Bluetooth enabled devices).

#### Security Incident Investigation:

1. The term "security incident" means an event that has, or could have, resulted in unauthorized access to, loss of, or damage to VA assets or sensitive information, or an action that breaches VA security procedures. The contractor shall immediately notify the GPO and VA representative and simultaneously, the designated ISO/Privacy Officer for the contract of any known or suspected security/privacy incidents, or any unauthorized disclosure of sensitive information, including that contained in system(s) to which the contractor has access.

2. To the extent known by the contractor, the contractor's notice to GPO and VA will identify the information involved, the circumstances surrounding the incident (including to whom, how, when, and where the VA information/assets were placed at risk or compromised), and any other information that the contractor considers relevant.
3. The contractor will simultaneously report the incident to the appropriate law enforcement entity(ies) of jurisdiction, including the GPO and VA Offices of the Inspector General and Security and Law Enforcement, in instances of theft or break-in or other criminal activity. The contractor and its employees will cooperate with VA and any law enforcement authority responsible for the investigation and prosecution of any possible criminal law violation(s) associated with any incident. The contractor will cooperate with VA in any civil litigation to recover VA information, obtain monetary, or other compensation from a third party for damages arising from any incident, or obtain injunctive relief against any third party arising from, or related to, the incident.
4. To the extent practicable, the contractor shall mitigate any harmful effects on individuals whose VA Information was accessed or disclosed in a security incident. In the event of a data breach with respect to any VA sensitive information processed or maintained by the contractor under the contract, the contractor is responsible for liquidated damages to be paid to VA.
5. If a security incident (as described above) occurs at the contractor's facility, the actual damage to the Government for the incident will be difficult or impossible to determine. Therefore, pursuant to the "Liquidated Damages" clause (GPO Contract Terms, Publication 310.2), in lieu of actual damages, the contractor shall pay to the Government as fixed, agreed, and liquidated damages for each record, or part thereof, involved in the incident, the amount set forth below. Liquidated damages will be assessed against that record, or part thereof, which has been compromised. Liquidated damages will not be assessed against that record or part thereof that has not been compromised. The amount of damages will be computed at \$37.50 per record, or part thereof, compromised; provided that the minimum amount of liquidated damages shall not be less than \$5.00 for the entire order and not more than 50% of the total value of the entire order. The total damages assessed against a contractor shall in no case exceed 50% of the total value of the entire order. Payment of an order will be withheld until evidence of steps taken to prevent the recurrence of a security incident has been taken.

Security Training:

1. All contractor employees requiring access to VA sensitive information shall complete the following before being granted access to VA sensitive information:
  - Sign and acknowledge understanding of, and responsibilities for, compliance with the Contractor Rules of Behavior (Attachment A) relating to access to VA information and information systems;
  - Successfully complete VA Cyber Security Awareness training and annual refresher training as required including return of completion certificates for the Government record;
  - Successfully complete any additional cyber security or privacy training, as required for VA personnel with equivalent information system access.
2. The contractor shall provide to the GPO contract and VA points of contact a copy of the training certificates for each applicable employee (for the required training as stated above) within ten (10) workdays of notification of contract award and annually thereafter, as required. These online courses are located at the following web site: <https://www.tms.va.gov>.
3. Failure to complete this mandatory training within the timeframe required will be grounds for suspension or termination of all physical and/or electronic access privileges and removal from work on the contract until such time as the training is completed.

**SAFEGUARD MEASURES FOR PERSONALLY IDENTIFIABLE INFORMATION (PII) DATA:**  
VA policies require documentation that PII data sent to contractor remains secure while projects are in progress and is eventually destroyed in such a way that it cannot be retrieved or restored after being deleted from the contractor's hard drives/systems.

**PRIVACY ACT NOTIFICATION:** This procurement action requires the contractor to do one or more of the following: design, develop, or operate a system of records on individuals to accomplish an agency function in accordance with the Privacy Act of 1974, Public Law 93-579, December 31, 1974 (5 U.S.C. 552a) and applicable agency regulations. Violation of the Act may involve the imposition of criminal penalties. For “PRIVACY ACT” purposes, “agency” refers to the VA.

(a) The contractor agrees:

(1) to comply with the Privacy Act of 1974 and the rules and regulations issued pursuant to the Act in the design, development, or operation of any system of records on individuals in order to accomplish an agency function when the contract specifically identifies (i) the system or systems of records and (ii) the work to be performed by the contractor in terms of any one or combination of the following: (A) design, (B) development, or (C) operation;

(2) to include the solicitation notification contained in this contract in every solicitation and resulting subcontract and in every subcontract awarded without a solicitation when the statement of work in the proposed subcontract requires the design, development, or operation of a system of records on individuals to accomplish an agency function; and

(3) to include this clause, including this paragraph (3), in all subcontracts awarded pursuant to this contract which require the design, development, or operation of such a system of records.

(b) In the event of violations of the Act, a civil action may be brought against the agency involved where the violation concerns the design, development, or operation of a system of records on individuals to accomplish an agency function, and criminal penalties may be imposed upon the officers or employees of the agency where the violation concerns the operation of a system of records on individuals to accomplish an agency function. For purposes of the Act when the contract is for the operation of a system of records on individuals to accomplish an agency function, the contractor and any employee of the contractor is considered to be an employee of the agency.

(c) The terms used in this clause have the following meanings:

(1) “Operation of a system of records” means performance of any of the activities associated with maintaining the system of records including the collection, use, and dissemination of records.

(2) “Record” means any item, collection or grouping of information about an individual that is maintained by an agency, including, but not limited to, his education, financial transactions, medical history, and criminal or employment history and that contains his name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a finger or voice print or a photograph.

(3) “System of records” on individuals means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some identifying number, symbol, or other identifying particular assigned to the individual.

**CRIMINAL SANCTIONS:** It is incumbent upon the contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1) which is made applicable to contractors by 5 U.S.C. 552a (m)(1), provides that any officer or employee of an agency, who by virtue of his/her employment of official position, has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established there under, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$10,000.00.

**PROTECTED HEALTH INFORMATION:** “Protected Health Information” or “PHI” shall have the same meaning as described at 45 C.F.R. § 160.103. “Protected Health Information” and “PHI” as used in this Agreement include “Electronic Protected Health Information” and “E PHI.” For the purposes of this Agreement and unless otherwise provided, the term shall also refer to PHI that the Business Associate creates, receives, maintains, or transmits on behalf of Covered Entity or receives from Covered Entity or another Business Associate.

**QUALITY CONTROL (QC):** Production items should be produced in accordance with all established quality control checks and procedures to ensure that the imaged forms and letters are accurate. Any quality control checks and requirements established such as the use of review sheets, unique mark, tray checks, insertion checks and envelope sealing must be adhered to at all times.

Copies of Imaging, Mailing Receipts and Status Reports: Contractor is required to provide copies of all pages of all mailing receipts (GPO Form 712, PS Form 3600-R or equivalents) to the VA. These reports should also include the actual date mailed, quantity deemed unqualified for mailing with a separate description of problems making them un-mailable, and quantities of statements requiring reprinting. Additionally, any other pertinent information should be provided or as requested by the Government.

Contractor is responsible for reviewing all factors which could affect mail acceptance including ensuring that:

- The Post Office location for the mailings is familiar with Government permit imprint mail.
- Specific requirements for mail using a Government permit imprint are met, including requirements which may affect the wording of the permit imprint and/or requirements that require additional paperwork and account set up prior to the mailing being accepted by the Postal Service.
- Problems are resolved sufficiently before the start of mailing such that delays in mailing do not occur.

**QUALITY CONTROL SAMPLE PULLS:** The contractor will be required to pull one (1) test sample for every 1,000 mailers. For orders placed with a quantity of less than 1,000 copies, contractor must pull 1 random test sample. These samples are a duplicate of an addressee, and the contractor is responsible for ensuring that the actual mailing for that addressee mails.

For Quality Control Sample Pulls, the mailers must be complete – all required items printed/imaged, bound/constructed, and inserted in accordance with these specifications.

Quality Control Sample Pulls for an order must be signed and dated by the contractor operator and placed in the contractor's secure archive for one (1) year from the order delivery date. These samples do not deliver to the VA unless requested.

Upon request from the Government, Quality Control Sample Pulls must be shipped within one (1) workday via overnight shipping at the contractor's expense, to the requesting Government point of contact.

The Quality Control Sample Pulls are in addition to the total quantity ordered. No additional charges will be allowed.

**OPTION TO EXTEND THE CONTRACT TERM:** The Government has the option to extend the term of this contract for a period of 12 months by written notice to the contractor not later than 30 days before the contract expires. If the Government exercises this option, the extended contract shall be considered to include this clause, except, the total duration of the contract may not exceed 5 years as a result of, and including, any extension(s) added under this clause. Further extension may be negotiated under the "Extension of Contract Term" clause. See also "Economic Price Adjustment" for periodic pricing revision.

**EXTENSION OF CONTRACT TERM:** At the request of the Government, the term of any contract resulting from this solicitation may be extended for such period of time as may be mutually agreeable to the GPO and the contractor.

**ECONOMIC PRICE ADJUSTMENT:** The pricing under this contract shall be adjusted in accordance with this clause, provided that in no event will any pricing adjustment be made that would exceed the maximum permissible under any law in effect at the time of the adjustment. There will be no adjustment for orders placed during the first period specified below. Pricing will thereafter be eligible for adjustment during the second and any succeeding performance period(s). For each performance period after the first, a percentage figure will be calculated as described below and that figure will be the economic price adjustment for that entire next period. Pricing adjustments under this clause are not applicable to reimbursable postage or transportation costs, or to paper, if paper prices are subject to adjustment by separate clause elsewhere in this contract.

For the purpose of this clause, performance under this contract will be divided into successive periods. The first period will extend from May 1, 2020 to April 30, 2021, and the second and any succeeding period(s) will extend for 12 months from the end of the last preceding period, except that the length of the final period may vary. The first day of the second and any succeeding period(s) will be the effective date of the economic price adjustment for that period.

Pricing adjustments in accordance with this clause will be based on changes in the seasonally adjusted "Consumer Price Index For All Urban Consumers - Commodities Less Food" (Index) published monthly in the CPI Detailed Report by the U.S. Department of Labor, Bureau of Labor Statistics.

The economic price adjustment will be the percentage difference between Index averages as specified in this paragraph. An index called the variable index will be calculated by averaging the monthly Indexes from the 12-month interval ending three (3) months prior to the beginning of the period being considered for adjustment. This average is then compared to the average of the monthly Indexes for the 12-month interval ending February 1, 2020, called the base index. The percentage change (plus or minus) of the variable index from the base index will be the economic price adjustment for the period being considered for adjustment.

The Government will notify the contractor by contract modification specifying the percentage increase or decrease to be applied to invoices for orders placed during the period indicated. The contractor shall apply the percentage increase or decrease against the total price of the invoice less reimbursable postage or transportation costs and separately adjusted paper prices. Payment discounts shall be applied after the invoice price is adjusted.

If the Government exercises an option, the extended contract shall be considered to include this economic price adjustment clause.

**DATA RIGHTS:** All data and materials furnished and/or produced in the performance of this contract shall be the sole property of the Government. The contractor agrees not to assert rights or to establish any claim to such data/materials in whole or in part in any manner or form, or to authorize others to do so, without prior written consent of the Contracting Officer.

**FONTS:** Any fonts provided are the property of the ordering VA and are provided for use on this contract only. Using the furnished fonts on any job other than the one for which the fonts were submitted violates copyright law. All fonts should be eliminated from contractor's archive immediately after completion of the production run.

**ASSIGNMENT OF JACKETS, PURCHASE AND PRINT ORDERS:** A GPO jacket number will be assigned and a purchase order issued to the contractor to cover work performed. The purchase order will be supplemented by an individual "print order" for each job placed with the contractor. The print order, when issued, will indicate the quantity to be produced and any other information pertinent to the particular order.

**ORDERING:** Items to be furnished under the contract shall be ordered by the issuance of print orders by the Government. Orders may be issued under the contract from May 1, 2020 through April 30, 2021 plus for such additional period(s) as the contract is extended. All print orders issued hereunder are subject to the terms and conditions of the contract. The contract shall control in the event of conflict with any print order. A print order shall be "issued" for purposes of the contract, when it is either deposited in the U.S. Postal Service mail or otherwise furnished to the contractor in conformance with the schedule.

**REQUIREMENTS:** This is a requirements contract for the items and for the period specified herein. Shipment/delivery of items or performance of work shall be made only as authorized by orders issued in accordance with the clause entitled "Ordering". The quantities of items specified herein are estimates only, and are not purchased hereby. Except as may be otherwise provided in this contract, if the Government's requirements for the items set forth herein do not result in orders in the amounts or quantities described as "estimated", it shall not constitute the basis for an equitable price adjustment under this contract.

Except as otherwise provided in this contract, the Government shall order from the contractor all the items set forth which are required to be purchased by the Government activity identified on page 1.

The Government shall not be required to purchase from the contractor, requirements in excess of the limit on total orders under this contract, if any.

Orders issued during the effective period of this contract and not completed within that time shall be completed by the contractor within the time specified in the order, and the rights and obligations of the contractor and the Government respecting those orders shall be governed by the terms of this contract to the same extent as if completed during the effective period of this contract.

If shipment/delivery of any quantity of an item covered by the contract is required by reason of urgency prior to the earliest date that shipment/delivery may be specified under this contract, and if the contractor will not accept an order providing for the accelerated shipment/delivery, the Government may procure this requirement from another source.

The Government may issue orders which provide for shipment/delivery to or performance at multiple destinations.

Subject to any limitations elsewhere in this contract, the contractor shall furnish to the Government all items set forth herein which are called for by print orders issued in accordance with the "Ordering" clause of this contract.

**OPTIONS:** Whenever an option is indicated in the specifications, it is the Government's option, not the contractor's, unless it is specifically stated otherwise.

**ADDITIONAL EMAILED BID SUBMISSION PROVISIONS:** The Government will not be responsible for any failure attributable to the transmission or receipt of the emailed bid including, but not limited to, the following:

1. Illegibility of bid.
2. Emails over 40 MB may not be received by GPO due to size limitations for receiving emails.
3. The bidder's email provider may have different size limitations for sending email; however, bidders are advised not to exceed GPO's stated limit.
4. When the email bid is received by GPO, it will remain unopened until the specified bid opening time. Government personnel will not validate receipt of the emailed bid prior to bid opening. GPO will use the prevailing time (specified as the local time zone) and the exact time that the email is received by GPO's email server as the official time stamp for bid receipt at the specified location.

**PAYMENT:** Submit invoices for payment via the GPO fax gateway (if no samples are required) utilizing the GPO barcode coversheet program application is the most efficient method of invoicing. Instruction for using this method can be found at the following web address:

<http://winapps.access.gpo.gov/fms/vouchers/barcode/instructions.html>

Invoices may also be mailed to: U.S. Government Publishing Office, Office of Financial Management, Attn: Comptroller, Stop: FMCE, Washington, DC 20401.

For more information about the billing process refer to the General Information of the Office of Finance web page located at <https://www.gpo.gov/how-to-work-with-us/vendors/how-to-get-paid>.

**NOTE:** Use of the Secure Server Workspace (SFTP): Print orders, artwork, distribution lists and all furnished materials will be provided via the Secure Server Workspace. When required, PDF soft proofs must be sent via the Secure Server Workspace. All reports, postal receipts, etc. must be archived on the Secure Server Workspace. Use of this workspace must be supplemented by timely email notifications from the contractor to the VA points of contact below, or other contacts as designated by the VA through email, notation on the GPO Form 2511 Print Order, or other means, in order to document the upload or download of all critical documents.

U.S. Department of Veterans Affairs  
Brian Mano, Production Manager  
Email: [brian.mano@va.gov](mailto:brian.mano@va.gov)

U.S. Department of Veterans Affairs  
MaryGrace Lauver, Project Manager  
Email: [MaryGrace.Lauver@va.gov](mailto:MaryGrace.Lauver@va.gov)

Courtesy Copy of Invoice: Contractor is required to upload a copy of each print order invoice voucher (including postal statements) to the VA secure online workspace within two workdays of fax submission to GPO FMCE.

**RECEIPTS FOR DELIVERY:** Contractor must furnish their own receipts for delivery, and postal statements for mailing, as suitable. These receipts must include the GPO jacket, program and print order numbers, total quantity shipped and/or delivered, number of cartons and quantity per carton; date delivery made; and signature of the Government agent accepting delivery. Original copy of these receipts or other acceptable proof must accompany the contractor's voucher for payment.

NOTE: Number of pieces listed on the postal receipts MUST match the number of recipients in the supplied distribution lists, with an accounting for undeliverables, etc.

**CONTRACTOR'S INVOICE FOR PAYMENT MUST BE ITEMIZED IN ACCORDANCE WITH THE SCHEDULE OF PRICES. FAILURE TO ITEMIZE IN ACCORDANCE WITH THE SCHEDULE OF PRICES MAY RESULT IN DELAYED PAYMENT.**

## SECTION 2. - SPECIFICATIONS

**SCOPE:** These specifications cover the secure (PII/PHI) production of envelopes and notecards, requiring such operations as pickup of furnished materials, electronic prepress, proofs, address list processing, printing in black only or 4-color process, variable data personalization, trimming, envelope construction, collating, inserting, addressing, mailing and sample delivery.

**TITLE:** Veterans Crisis Line (VCL) Outreach Notecard Mailings.

Although this is an option year contract, all estimates, averages, etc. are based on one year's production.

**FREQUENCY OF ORDERS:** Orders are anticipated to be required 1 to 4 times per month, with an average of two (2) orders placed per month.

**QUANTITY:** Orders will range from approximately 5,000 to 100,000 mailed sets. An occasional order for 100 up to 5,000 sets, or for over 100,000 up to 150,000 sets may be placed (anticipated to be less than 5% of total orders).

Each set will include –

One (1) Personalized Notecard, personalized from one of 18 possible versions, with variable data printing

One (1) Crisis Resource Card, static printing

Inserted into one (1) Outer Blue Envelope, static printing

There are a total of 18 possible personalized notecard artwork templates. In the furnished mail list for each order, each addressee will have a template version indicated. As few as one (1) template version could be utilized within in each order, or up to the utilization of all 18 template versions in a single mailing. The average number of templates used per mailing is expected range from 10 to 15. Additionally, each personalized notecard will have one (1) variable data field for the addressee name.

The month of October is anticipated to be the highest volume for orders placed and quantities ordered, in acknowledgment of Veterans Day in November. Prior to Veterans Day, it is anticipated that 1-2 orders for mailings of a separate Veterans Day card (using one of the 18 artwork templates) may be placed for a total quantity of approximately 75,000 in 1-2 mailings.

All quantities mailed are +/- NONE after list processing. It is the contractor's responsibility to produce any additional quantities required for samples and spoilage at no additional charge to the Government.

### TRIM SIZE AND NUMBER OF PAGES:

Personalized Notecard: 7 x 5" – prints face only

Crisis Resource Card: 6 x 4" – prints face and back

Outer Blue Envelope: A7 – 7-1/4 x 5-1/4" – Construction at contractor's option, prints face only

**GOVERNMENT TO FURNISH:**

Secure Server Workspace (SFTP): Contractor is required to create and maintain a Secure Server Workspace (Contractor-Hosted Secure File Transfer Protocol (SFTP) Server) for upload and download of documents related to this program, such as artwork, mail lists, reports, etc. The Contractor must be able to accept files electronically via a contractor-hosted Secure File Transfer Protocol (SFTP) server. Appropriate login instructions and protocol must be provided at the time of award. Print orders, artwork, distribution lists and all furnished materials may/will be provided by the agency via the Secure Server Workspace. When required, PDF soft proofs must be sent via the Secure Server Workspace. All reports, postal receipts, etc. must be archived on the Secure Server Workspace. Use of this workspace must be supplemented by timely email notifications from the contractor to the VA points of contact, in order to document the upload or download of all critical documents.

Artwork: High resolution artwork files will be uploaded by the VA agency to the Secure Server Workspace. Electronic media will be generated using Adobe Creative Suite and Microsoft Office applications. At the Government's option, files may be provided via other electronic method such as via email, downloadable link, etc. Artwork files for static text matter/artwork will be furnished immediately after contract award and are to be held for re-use throughout the term of the contract. In the event that any of the static text matter/artwork changes, new files will be furnished to the contractor.

The static text matter and artwork for all items will be furnished as Adobe Acrobat print ready PDF files. In some instances MS Word files may be supplied. All fonts will be embedded. The contractor is cautioned that the furnished fonts are the property of the Government and/or its contractors. All furnished fonts are to be eliminated from the contractor's archive immediately after completion of the contract.

A black and white VA logo will be provided for use on the envelopes in the upper left corner.

Distribution Lists: One to four times per month, ASCII or MS Excel file(s) will be supplied for distribution lists and will include the variable data and template information for each addressee. These files will be transferred to the Secure Server Workspace for retrieval by the contractor. At the Government's option, lists may be provided via other electronic method such as via downloadable link, etc.

Print Order (GPO Form 2511): Print orders will generally be sent via email. At the Government's option, print orders may be furnished as a hard copy, a faxed copy, or by SFTP. Contractor must be able to accept via email.

**CONTRACTOR TO FURNISH:** All materials and operations, other than those listed under "Government to Furnish," necessary to produce the product(s) in accordance with these specifications.

**EXAMINATION OF FURNISHED MATERIAL:** Contractor must immediately upon receipt perform a basic check (preflight) of the furnished media and publishing files to assure accurate output of the required reproduction image. Additional charges or extensions in schedule will not be allowed due to contractor's failure to thoroughly examine material.

**ELECTRONIC PREPRESS:** Prior to image processing, the contractor shall perform a basic check (preflight) of the furnished media and publishing files to assure accurate output of the required reproduction image. Any errors, media damage or data corruption that might interfere with proper file imaging must be reported to the VA and Felicia McGurren at 312-353-3916 x3 (or x33524) in sufficient time to comply with the shipping schedule. The contractor shall create or alter any necessary trapping, set proper screen angles and screen frequency, and define file output selection for the imaging device being utilized. Furnished files must be imaged as necessary to meet the assigned quality level. Contractor must maintain the latest version of all programs and operating systems used in this contract as well as maintain backwards-compatibility.

Contractor may occasionally be required to perform minor prepress adjustments such as adjusting pages in furnished electronic files as needed to ensure adequate margins, converting colors, adding bleeds, and/or perform other similar prepress adjustments. In order to make these adjustments, contractor may be required to revise either supplied PDFs or native files. Prior to making revisions, the contractor shall copy the furnished files and make all changes to the copy.

These required electronic prepress operations must be provided at no additional charge to the Government.

**TYPESETTING:** It is anticipated that the VA will provide all artwork, including any adjustments for author alterations. Occasionally, orders may require the contractor to perform type or content corrections to furnished artwork, such as correcting misspellings. The contractor must match specified or existing typefaces and sizes as ordered. Acceptance of any similar alternate typeface is at the discretion of the VA.

Separate charges will be allowed for these operations in the “SCHEDULE OF PRICES.”

**DIGITAL DELIVERABLES:** The VA must always have returned to them the most up-to-date versions of all files related to this program, in the same format as furnished, with additional formats provided as suitable or as requested. If changes are made to the artwork and/or the list files that are furnished (during the proofing stage, at upon request, or per the specifications), the contractor must upload to the secure online workspace, or at the Government’s option, create a CD with all changes incorporated therein for return to the VA after completion of the order.

**PROOFS AND ADDRESSING SAMPLES:**

AT THE START OF THE CONTRACT

Hard copy proofs, addressing samples and Prior to Production samples are required at the start of the contract, to the address in “Distribution”. Proofs, etc. must allow the VA to confirm how the variable data will look (display the name merge, etc.)

Include a paper stock sample of each item at the start of the contract. VA approved paper stocks must be maintained throughout the contract, or must be re-approved if contractor desires revisions.

Include 20 addressing samples at the start of the contract. Any contractor-applied codes or barcodes must be included for VA review and approval. Approved addressing format/style must be maintained throughout the contract, or must be re-approved if contractor desires revisions.

A copy of the GPO Print Order Form 2511 and a return air bill must be furnished with all deliveries of hard copy proofs, addressing samples and/or Prior to Production samples. Email tracking information after shipping any of these items to [brian.mano@va.gov](mailto:brian.mano@va.gov). Contractor must confirm receipt of these items by calling: Brian Mano at the VA at Office: 202-461-5002 or Mobile: 202-430-0011.

Two sets of hard copy proofs will be ordered. One set will be retained by the VA and the other set will be returned to the contractor for use as the standard throughout the contract. The addressing samples and Prior to Production samples will be retained by the VA for their record, they will not be returned.

Returned proofs will be withheld not more than 5 workdays. Contractor must not proceed without receipt of an “OK to Print/Mail”. See “Schedule” for additional information.

For all artwork versions (18 Personalized Notecard versions, Resource Card and Outer Blue Envelope):

Hard Copy Proofs (at start of contract):

2 sets of digital color content proofs. Direct to plate must be used to produce the final product with a minimum resolution of 2400 x 2400 dpi. Proofs must be created using the same Raster Image Processor (RIP) that will be used to produce the product. Proofs shall be collated with all elements in proper position (not pasted up), imaged face and back, trimmed and folded to the finished size of the product, as applicable.

2 sets of inkjet proofs that are G7 profiled and use pigment-based inks. A proofing RIP that provides an option for high quality color matching (such as Device Links Technology and/or ICC Profiles Technology), and meets or exceeds industry tolerance to ISO 12647-7 Standard for Graphic Technology (as of 3/19/09, and future amendments) must be utilized plus GRACoL 2006 Coated #1 specifications (CGATS TR006) must be achieved. Output must be a minimum of 720 x 720 dpi on a GRACoL or SWOP certified proofing media. Proofs must contain the following color control strip to be evaluated for accuracy: IDEAlliance ISO 12647-7 Control Strip 2009 or 2013(i1).

Proofs must contain color control bars (such as Brunner, GATF, GRETAG, or RIT) for each color of ink on the sheet. Control bars must be placed parallel to the press's ink rollers and must show areas consisting of minimum 1/8 x 1/8" solid color patches; tint patches of 25, 50 and 75%; dot gain scale; and gray balance patches for process color (if applicable). These areas must be repeated consecutively across the sheet.

The make and model number of the proofing system utilized shall be furnished with the proofs. These proofs must contain all elements, be in press configuration, and indicate margins. Proofs will be used for color match on press. Direct to plate must be used to produce the final product with a minimum of 2400 x 2400 dpi.

Addressing Samples (at start of contract):

To ensure that address formatting is correct, including font size, style, etc., number of address lines, etc, the contractor will be required to furnish not less than twenty (20) addressing samples from the first furnished distribution list, or a sample distribution list. At the contractor's option, addressing samples and Prior to Production samples may be combined.

Prior to Production Samples (at start of contract):

Prior to the commencement of production of the contract production quantity, the contractor must submit not less than ten (10) printed construction samples, utilizing a wide range of personalized notecard templates. Each sample must be constructed as specified using the form, materials, equipment, and methods of production, which will be used in producing the final product.

All samples shall be manufactured at the facilities in which the contract production quantities are to be manufactured. Samples will be inspected and tested and must comply with the specifications in all respects (construction, kind and quality of materials).

The container and accompanying documentation shall be marked "PRIOR TO PRODUCTION SAMPLES" and shall include the GPO jacket number, purchase order number, program number, and print order number.

If the samples are disapproved by the Government, the Government, at its option, may require the contractor to submit additional samples for inspection and testing, in the time and under the terms and conditions specified in the notice of rejection. Such additional sample shall be furnished, and necessary changes made, at no additional cost to the Government and with no extension in the shipping schedule. The Government will require the time specified above to inspect and test any additional sample required.

In the event the additional samples are disapproved by the Government, the contractor shall be deemed to have failed to make delivery within the meaning of the default clause in which event this contract shall be subject to termination for default, provided however, that the failure of the Government to terminate the contract for default in such event shall not relieve the contractor of the responsibility to deliver the contract quantities in accordance with the shipping schedule.

In the event the Government fails to approve, conditionally approve, or disapprove the sample within the time specified, the Contracting Officer shall automatically extend the shipping schedule in accordance with Contract Clause 12, "Notice of Compliance with Schedules," of GPO Contract Terms (GPO Publication 310.2, effective December 1, 1987 (Rev. 6-01)).

Manufacture of the final product prior to approval of the sample submitted is at the contractor's risk. Samples will not be returned to the contractor.

The contractor must not proceed prior to written receipt of an "OK to Print/Mail."

#### AT THE START OF PRODUCTION

After proof approval at the start of the contract, usually NO proofs will be required for each mailing. The contractor will be responsible for performing all necessary proofreading to insure that the final product is in conformity with the copy/data submitted. The contractor will be responsible for reporting immediately to the VA and GPO if there are any discrepancies or concerns with furnished materials.

On occasion, for an individual print order, PDF proofs may be ordered, usually as indicated on the GPO Form 2511 print order.

PDF proofs should be uploaded to the Secure Server Workspace. The contractor must email all VA and GPO points of contact a notification of the upload. Contractor must confirm receipt of PDF proofs by calling: Brian Mano at the VA – Office: 202-461-5002 or Mobile: 202-430-0011.

PDF proofs, if ordered, will be withheld not more than 2 workdays. PDF proof approval will be made by the VA.

Contractor must not print prior to receipt of an "OK to Print/Mail".

Contractor to submit "Press Quality" PDF "soft" proofs (for content only) using the same Raster Image Processor (RIP) that will be used to produce the final printed product. PDF proofs will be evaluated for text flow, image position, and color breaks. PDF proofs will not be used for color match.

If any contractor's errors are serious enough in the opinion of the GPO to require revised proofs, the revised proofs are to be provided at no expense to the Government. No extra time can be allowed for this reproofing; such operations must be accomplished within the original production schedule allotted in the specifications.

**AUTHOR'S ALTERATIONS:** Author's alterations (AA's) may occur occasionally during the proofing stage. At the Government's option, changes may be supplied by the VA or requested from the contractor. It is anticipated that most AA's will be supplied by the VA.

Author's alterations (AA's) proofs shall usually be digital color content PDF proofs. At the VA's option, hard copy proofs, addressing samples and/or Prior to Production samples may instead or additionally be ordered.

Author's alterations performed by the contractor will be charged at the regular contract rates for System Timework per the "SCHEDULE OF PRICES". Charges for making AA's will not be honored unless the invoice voucher that is submitted to GPO is supported by documentation and written approval by the VA of all changes. The contracting officer has the final determination related to any requested charges.

Contractor must not print prior to receipt of an “OK to Print/Mail”.

**STOCK:** The specifications of all paper furnished must be in accordance with those listed herein or listed for the corresponding JCP Code numbers in the "Government Paper Specification Standards No. 13" dated September 2019, and any amendments thereto.

BIDDERS, PLEASE NOTE: GPO has issued a new *Government Paper Specification Standards, No. 13*, dated February 2020. Prospective bidders should carefully read this publication as the applicable standards within become an integral part of this contract. The document is posted at <https://www.gpo.gov/how-to-work-with-us/vendors/forms-and-standards> along with a list of major revisions.

Color of paper furnished shall be of a uniform shade. The GPO Contracting Officer reserves the right to reject any order printed on paper the color of which materially differs from JCP standards.

Personalized Notecard: JCP L23: Offset Cover, White, Basis Weight 20 x 26”, 100 lb.  
Crisis Resource Card: JCP L62: No. 2 Coated Cover, Dull-Finish, White, Basis Weight 20 x 26”, 80 lb.  
Outer Blue Envelope: JCP V20: Writing Envelope, LIGHT BLUE, Basis Weight 17 x 22”, 24-28 lb.

#### **PRINTING, INKS AND MARGINS:**

At contractor’s option, the static-only products (products that will not require variable imaging at any time) may be produced via conventional offset or digital printing provided that Quality Level III standards are maintained. Final output must be a minimum of 150-line screen and at a minimum resolution of 2400 x 2400 x 1 dpi or 600 x 600 x 8 bit depth technology. Digital device must have a RIP that provides an option for high quality color matching such as Device Links Technology and/or ICC Profiles.

#### Personalized Notecard:

For products that contain variable data, contractor must print, merge templates and variable data image in a single pass.

Template Merge: There will be 18 base artwork versions of the personalized notecards. Each addressee, for each mailing, will have one of the 18 different template indicated for that addressee in the furnished Excel file. When printing, the contractor must ensure that the correct base template is used, and additionally ensure that the variable data field below is correctly inserted for each addressee, see below.

Static Printing: The static information on the Personalized Notecards prints face only in 4-color process – type and line matter, logo and full color photo.

Variable Data Personalization: Each notecard has one (1) variable data field. Data files for the variable data personalized information will be furnished in an Excel file. The variable data field will be: “Recipient First Name”.

**Accuracy of Imaged Forms:** A form must be produced for each data file. 100% of the records must be properly imaged and mailed. No improper forms may be distributed. No duplicate forms may be distributed. No damaged forms may be distributed. Contractor must guarantee 100% accuracy. Contractor must have a method for verifying that all records are correctly imaged and a plan for regenerating any that are un-imaged, incorrectly imaged, damaged, or destroyed. This must include methods for determining what records have been imaged to insure the imaging of all forms, tracking all forms, determining missing or damaged forms, insuring that damaged forms and test forms are not mailed, regenerating forms that are missing or damaged, and insuring that duplicate forms are not generated or mailed. Additionally, contractor must have a specific plan for guaranteeing that incorrectly imaged statements or duplicate statements, produced for whatever reason (tests, makeready, spoilage, etc.) are not mailed and are destroyed by a process that renders them unreadable, such as by shredding or incineration.

**Damaged Forms:** Contractor must maintain a record of all damaged imaged forms and a record of when these forms were regenerated. These records will be required to be provided to the VA upon request.

**Secure Destroy:** Contractor to use the USPS “Secure Destroy” feature to handle any mail pieces that are ultimately undeliverable even after all necessary presorts.

**Crisis Resource Card:** Face and back prints in full color - illustrations, type and line matter, logo seal, bleeds on both sides uncommon. This card is anticipated to have the same artwork version during the all contract years, but if new artwork is provided, the contractor must update accordingly.

**Outer Blue Envelope:** Prints face only before construction in black ink – VA seal (no return address) and permit block – type and line matter, must meet USPS requirements, and VA requirements for font, layout etc. VA seal artwork, will be furnished by the VA or contractor to pick up from their files. Permit number to be provided by the contractor. The envelope shall accept printing without feathering or penetrating to the reverse side.

Envelopes require a security tint printed on the inside (back - before construction) in black ink. Contractor may use their own design but must guarantee that the product will ensure complete opacity and prevent show through of any material contained therein.

**INVENTORY:** It is recommended that the contractor request a forecast from the VA on possible changes to artwork before printing large quantities of any item for inventory storage/future use.

**Personalized Notecards:** Because the personalized notecards are uniquely printed with each mailing and must be printed in a single pass, no inventory will accrue. If artwork is changed during the term of the contract, the contractor must comply with the new requirement, and produce new proofs for VA approval.

**Crisis Resource Cards:** If artwork is changed during the term of the contract, the contractor must comply with the new requirement, and cannot exhaust previous stock. The contractor must produce a new supply of cards using the current artwork.

**Envelopes:** If copy is changed during the term of the contract, the contractor must comply with the new requirement, and cannot exhaust previous stock. The contractor must produce a new supply of envelopes using the current valid copy of the envelopes.

**IDENTIFICATION MARKINGS:** Identification markings such as register marks, ring folios, rubber stamped jacket numbers, commercial identification marks of any kind, etc., except GPO imprint, form number, and revision date, carried on copy or film, must not print on finished product.

## **BINDING OPERATIONS:**

Personalized Notecard: Trim 4 sides

Crisis Resource Card: Trim 4 sides

Outer Blue Envelope: Envelope construction is open side. Style of flap is at contractor's option. Side or diagonal seams construction is at contractor's option. Once the style and construction of the envelopes is approved by the VA, the furnished envelopes must stay the same throughout the contract. Flap must be fully gummed.

One (1) Crisis Resource Card must be collated behind each Personalized Notecard. Each set of the two (2) items should be inserted into each addressed Outer Blue Envelope and envelope securely sealed.

It is the contractor's responsibility to assure that the correct items are inserted into each envelope. Contractor must have quality control measures in place that ensure that the correct Personalized Notecard is inserted in the correct addressed Outer Blue Envelope. After inserting, seal envelope securely. Any loosening of the seals prior to opening by the recipient may result in order rejection.

## **LIST PROCESSING, SORTING, ADDRESSING, ETC. IN ACCORDANCE WITH UNITED STATES POSTAL SERVICE (USPS) REGULATIONS:**

Mail Rate: All mailed pieces must meet all USPS requirements and must mail at the Presorted First Class rate.

Addressing: All recipient addressing will be located on the face of the Outer Blue Envelope. Address each Outer Blue Envelope in black ink. Addressing must follow all postal regulations including those for typography/fonts, print quality, reflectance, barcode location, clear zones, etc. Inkjet or labels at contractor's option. All imaged addresses must be complete and include the recipient's name and complete mailing address. Addresses in the United States or as otherwise applicable, must have the zip + 4 barcode.

Furnished Distribution Lists: The vendor will be supplied Data files, which will require list processing and VA approval of cleaned list prior to printing.

List Processing: Contractor will be required to do all sorting and CASS Certification to obtain the maximum postage discount allowed by the USPS in accordance with appropriate USPS rules and regulations, including the USPS Domestic Mail Manual and Postal Bulletins in effect at the time of the mailing. Contractor will be required to run the furnished distribution lists for each order through the National Change of Address (NCOA) service database to verify addresses are NCOA certified. All related costs to perform these operations must be included in submitted bid pricing. No additional reimbursement will be authorized.

An output file containing the rejected names and addresses must be provided to the VA along with the reject code or some explanation for reason of rejection. The output containing the names and addresses of those records retained after NCOA cleaning (i.e. cleared for mailing) must be provided to VA. The contents of the processed address file must be approved/verified by VA before proceeding to printing. To do this the output file must be uploaded to the VA secure server workspace along with an email notification, so that the VA can verify that the vendor has received the full contents of the address file.

**Bad Addresses, Mailed Quantity and Secure Destroy:** The contractor must provide to the VA a list of any addresses that NCOA and USPS deem undeliverable so that the VA can make a determination of further handling. Any mail that is deemed deliverable by USPS and mail software but is still refused or ultimately undelivered, the VA would like those pieces to be destroyed using the USPS "Secure Destroy" service. The VA will then require a listing of all mailpieces that were destroyed via "Secure Destroy." Once the final adjusted quantity is known, contractor must forward the final quantity to the VA point of contact [brian.mano@gpo.gov](mailto:brian.mano@gpo.gov) and cc to the GPO contract administrator at [fmcgurren@gpo.gov](mailto:fmcgurren@gpo.gov). The GPO Print Order Form 2511 must reflect the final mailed count, and the contractor's submitted invoice must reflect the final mailed count as would match the submitted postal statements.

**Non-USPS Postage (Invalids):** It is anticipated that a small quantity of mailings may contain mailing addresses deemed invalid (unqualified) by the U.S. Postal Service (may not qualify for the imprint). Contractor must notify the VA of any such non-qualifying pieces. At the Government's option, the contractor may be required to overnight these pieces to the VA at the contractor's expense. Orders which result in mailings of less than 200 pieces or less than 50 pounds may require the contractor to apply the appropriate postage to each mailing. Contractor will be reimbursed for postage by submitting a properly completed Postal Service Certificate of Mailing with the invoice for billing.

**Quality Control Codes:** Contractor will be allowed to insert a matching code in the address block if desired. The matching code must not interfere with any other information or affect the piece being accepted by the Postal Service. The size of the matching code must be inconspicuous and in a smaller typeface than the other information. Matching codes, if used, must appear on proofs and addressing samples. Contractor must provide the information as to the type of code to be used and what it indicates.

**Mailing Permit and Postage Account:** The U.S. Department of Veterans Affairs will supply a USPS CRID and EPS account for the vendor to establish an appropriate mail permit. Contractor will mail using departmental mailing permit imprint through VA's Centralized Account Processing System (CAPS). Contractor is responsible for establishing the CAPS account.

**Postal Service Forms and Other Requirements:** Contractor must generate all bag tags, tray labels, etc. and is required to do all bagging, traying, sorting, etc. for this class of mail and level of sortation. Contractor must generate and accurately complete all required Postal Service forms.

The contractor is cautioned that mailing permit imprint may be used only for the purpose of mailing material produced under this contract.

The contractor is responsible for all costs incurred in transporting the mailers to the U.S. Postal Service facility.

**Certificate of Conformance:** When using Permit Imprint Mail the contractor must complete the current version of GPO Form 712 - Certificate of Conformance, and the appropriate mailing statement or statements supplied by USPS. A fillable GPO Form 712 Certificate of Conformance can be found at <https://www.gpo.gov/how-to-work-with-us/vendors/forms-and-standards>.

All copies mailed must conform to the appropriate regulations in the U.S. Postal Service manuals for "Domestic Mail" or "International Mail" as applicable.

**PACKING, LABELING AND MARKING:** Proofs and samples must be packed suitably to ensure protection from contamination and damage resulting from handling, storage or shipping. Pack to protect corners. No loose items in cartons are permitted.

**Inner Packaging:** Include sufficient inner packaging in submitted price. Ensure sufficient inner packaging to ensure no damage occurs during shipping.

Any items damaged during production or shipping may be required to be re-fulfilled in an expedited manner, including expedited handling, expedited production, and expedited shipping.

Refer to Labeling and Marking Specifications (GPO Form 905). See GPO Contract Terms Booklet, Publication 310.2., and any updates thereto, for more information.

All expenses incidental to packing and labeling must be borne by the contractor.

**GPO SAMPLES:** Every GPO Form 2511 Print Order will require Compliance Samples to be sent to the GPO contract administrator for quality review. Mark package with Program number and Print Order number. GPO samples are to be shipped at the same time as the scheduled mailing and cannot be deducted from the total quantity ordered. It is not required that GPO samples be addressed. Un-addressed/un-sealed items are acceptable. Deliver sample copies by the most economical method. No additional charge will be allowed for these samples.

**GPO “VERIFICATION OF DELIVERY”:** Contractor MUST email mailing/delivery verification information to [VerifyChicago@gpo.gov](mailto:VerifyChicago@gpo.gov) WITHIN 24 HOURS OF DELIVERY. Enter Program and Print Order numbers in the subject line, and in the body of the message indicate the method of mailing/shipment and the delivery date. If a contract specifies a shipping method of f.o.b. contractor’s city (at government’s expense), enter the date of mailing/shipment. If a contract specifies f.o.b. destination (at contractor’s expense), enter the date of delivery. If a contract specifies a combination of both methods, include all shipping and delivery dates. Failure to provide this information for each print order may result in delayed payment of invoices.

**DISTRIBUTION:**

Mailing of any order must NOT commence until “OK to Print/Mail” approval is given by the VA.

See “LIST PROCESSING, SORTING, ADDRESSING, ETC. IN ACCORDANCE WITH UNITED STATES POSTAL SERVICE (USPS) REGULATIONS” for additional information.

Mail f.o.b. contractor’s city:

Approximate Mailing Address Breakdown:

Domestic destinations: 98%

HI/AK destinations: 1%

International destinations (country 1, country 2, country 3): 1%

Due to PII/PHI security requirements, a sample of a mailing list for this program will NOT be available for review during the Invitation for Bid process.

All expenses incidental to overnight delivery services, picking up and returning materials must be borne by the contractor.

**NOTICE OF USPS CONTACT INFORMATION:** Within 2 weeks prior to the first scheduled mailing date, the contractor must provide the VA with the name, address, phone number, fax number, and a contact person at the post office(s) where the mailing will be accepted. Email [brian.mano@va.gov](mailto:brian.mano@va.gov)

**DROP SHIPPING:** If using drop shipping, Post Office locations must be identified during the preaward survey. Any changes after award must be approved by the VA and GPO.

**USPS INFORMED DELIVERY SERVICES AND TRACKING:** The agency intends to utilize USPS Informed Delivery services that are offered in connection with the agency's USPS CAPS/EPS account. Contractor may be required to provide serial number ranges to the agency and/or to the USPS in relation to this advanced delivery tracking and/or will be required to provide all other additional related types of account administration in support of the use of these services.

**NOTIFICATION OF COMPLETION OF MAILING:** Upon completion of each order, the contractor must complete the following two steps:

Within 1 workday: Upload the postage receipts, tracking numbers, and other finalized paperwork for each GPO Form 2511 Print Order to the SFTP server workspace for agency access. The print order number must be clearly indicated.

Within 1 workday: Email a notification to the VA agency point of contact [brian.mano@va.gov](mailto:brian.mano@va.gov) (with cc to GPO contract administrator). The subject line of the email shall be "Distribution Notice for Program 2528-S, P.O. GXXXX, Jacket XXX-XXX, Print Order XXXXX." The notice must provide all applicable shipment tracking numbers and mailing information.

Deliver f.o.b. destination (at contractor's expense) via traceable means:

Deliver proofs, priors and other samples to:

U.S. Department of Veterans Affairs  
Office of Procurement, Acquisition and Logistics/Publication Services Division  
Brian Mano, Production Manager  
810 Vermont Ave NW  
Room 744-A  
Washington DC 20420  
Office: 202-461-5002  
Mobile: 202-430-0011  
Email: [brian.mano@va.gov](mailto:brian.mano@va.gov)

2 unsealed samples for each GPO Print Order Form 2511 to:

U.S. Government Publishing Office  
Attn: (Program #) and (Print Order #),  
Compliance - fm  
200 N. LaSalle St., Suite 810  
Chicago, IL 60601

**RETURN OF GOVERNMENT FURNISHED MATERIALS:** Upon completion of each order, any furnished materials must be packed separately and returned to the same address indicated for delivery of proofs in "DISTRIBUTION" unless otherwise indicated on the GPO Print Order Form 2511 or by the VA, and shall be marked with program number, print order number, jacket number and requisition number.

All expenses incidental to returning furnished materials must be borne by the contractor.

**SCHEDULE:** Adherence to this schedule must be maintained. Contractor must not start production of any job prior to receipt of the individual print order (GPO Form 2511).

NOTE: Use of the Secure Server Workspace (SFTP): Print orders, artwork, distribution lists and all furnished materials will be provided via the Secure Server Workspace. When required, PDF soft proofs must be sent via the Secure Server Workspace. All reports, postal receipts, etc. must be archived on the Secure Server Workspace. Use of this workspace must be supplemented by timely email notifications from the contractor to all VA and GPO points of contact, in order to document the upload or download of all critical documents.

When required, hard copy proofs, addressing samples and/or Prior to Production samples must be delivered to and picked up from the address listed is "Distribution".

No definite schedule for notification of availability of furnished materials can be predetermined.

It is anticipated that the contractor will be required to send all proofs, samples etc. via an overnight delivery service. All such pickups or deliveries must be made at no additional charge to the Government.

The following schedule begins the workday after notification of the availability of print order and furnished material. The workday after notification will be the first workday of the schedule.

#### AT THE START OF THE CONTRACT:

Hard copy proofs, addressing samples and Prior to Production samples: Contractor to produce at the start of the contract, and additionally when ordered and/or upon changes to any item.

Upon receipt of artwork, hard copy proofs, addressing samples and Prior to Production samples will be required to be delivered to the VA **within three work days**.

VA will approve **within five work days**.

#### REGULAR ORDER PROCESSING:

List Processing: Upon receipt of each distribution list, the cleaned list and error reports will be required to be uploaded to the Secure Server Workspace **within two work days**.

Upon receipt of approval of cleaned list, the VA will give the approval to Print/Mail **within two workdays**. No other proofs will usually be ordered.

If PDF or other proofs are ordered for any individual print order, the contractor will add 2 workdays to the schedule for production, and add the number of days of agency hold, which is anticipated to be 2 workdays.

Upon receipt of the "OK to Print/Mail", the contractor is required to complete all production, shipping and mailing **within 5 workdays for orders up to quantity of 100,000 sets**.

Upon receipt of the "OK to Print/Mail", the contractor is required to complete all production, shipping and mailing **within 7 workdays for orders of 100,001 up to quantity of 150,000 sets**.

When author's alterations are made, the schedule will be extended by one (1) additional workday.

No extension will be made when new proofs are required due to printer's errors.

Unscheduled material such as shipping documents, receipts or instructions, delivery lists, labels, etc., will be furnished with each order or shortly thereafter. In the event such information is not received in due time, the contractor will not be relieved of any responsibility in meeting the shipping schedule because of failure to request such information.

#### VA BUSINESS ASSOCIATE AGREEMENT (BAA):

During the Preaward Survey, the contractor being considered for award will receive an updated PDF file of this Business Associate Agreement and must sign and return it to GPO within 2 workdays of receipt.

**BUSINESS ASSOCIATE AGREEMENT BETWEEN THE DEPARTMENT OF VETERANS AFFAIRS  
VETERANS HEALTH ADMINISTRATION, VETERANS CRISIS LINE, AND [COMPANY TBD].**

**Purpose.** The purpose of this Business Associate Agreement (Agreement) is to establish requirements for the Department of Veterans Affairs (VA), Veterans Health Administration (VHA), **<Insert Facility Name>** and **<Company/Organization>** in accordance with the Health Insurance Portability and Accountability Act (HIPAA), the Health Information Technology for Economic and Clinical Health Act (HITECH), and the HIPAA Privacy, Security, Breach Notification, and Enforcement Rules (“HIPAA Rules”), 45 C.F.R. Parts 160 and 164, for the Use and Disclosure of Protected Health Information (PHI) under the terms and conditions specified below.

**Scope.** Under this Agreement and other applicable contracts or agreements, **<Company/Organization>** will provide **<BRIEFLY DESCRIBE SERVICES (i.e., medical device, transcription, publishing)>** services to, for, or on behalf of **<Insert Facility Name>**.

In order for **<Company/Organization>** to provide such services, **<Insert Facility Name>** will disclose PHI to **<Company/Organization>**, and **<Company/Organization>** will use or disclose PHI in accordance with this Agreement.

**Definitions.** Unless otherwise provided, the following terms used in this Agreement have the same meaning as defined by the HIPAA Rules: Breach, Data Aggregation, Designated Record Set, Disclosure, Health Care Operations, Individual, Minimum Necessary, Notice of Privacy Practices, Protected Health Information (PHI), Required by Law, Secretary, Security Incident, Subcontractor, Unsecured Protected Health Information, and Use.

“Business Associate” shall have the same meaning as described at 45 C.F.R. § 160.103. For the purposes of this Agreement, Business Associate shall refer to **<Company/Organization>**, including its employees, officers, or any other agents that create, receive, maintain, or transmit PHI as described below.

“Covered Entity” shall have the same meaning as the term is defined at 45 C.F.R. § 160.103. For the purposes of this Agreement, Covered Entity shall refer to **<Insert Facility Name>**.

“Protected Health Information” or “PHI” shall have the same meaning as described at 45 C.F.R. § 160.103. “Protected Health Information” and “PHI” as used in this Agreement include “Electronic Protected Health Information” and “EPHI.” For the purposes of this Agreement and unless otherwise provided, the term shall also refer to PHI that Business Associate creates, receives, maintains, or transmits on behalf of Covered Entity or receives from Covered Entity or another Business Associate.

“Subcontractor” shall have the same meaning as the term is defined at 45 C.F.R. § 160.103. For the purposes of this Agreement, Subcontractor shall refer to a contractor of any person or entity, other than Covered Entity, that creates, receives, maintains, or transmits PHI under the terms of this Agreement.

**Terms and Conditions.** Covered Entity and Business Associate agree as follows:

1. **Ownership of PHI.** PHI is and remains the property of Covered Entity as long as Business Associate creates, receives, maintains, or transmits PHI, regardless of whether a compliant Business Associate agreement is in place.

2. Use and Disclosure of PHI by Business Associate. Unless otherwise provided, Business Associate:

A. May not use or disclose PHI other than as permitted or required by this Agreement, or in a manner that would violate the HIPAA Privacy Rule if done by Covered Entity, except that it may use or disclose PHI:

- (1) As required by law or to carry out its legal responsibilities;
- (2) For the proper management and administration of Business Associate; or
- (3) To provide Data Aggregation services relating to the health care operations of Covered Entity.

B. Must use or disclose PHI in a manner that complies with Covered Entity's minimum necessary policies and procedures.

C. May de-identify PHI created or received by Business Associate under this Agreement at the request of the Covered Entity, provided that the de-identification conforms to the requirements of the HIPAA Privacy Rule.

3. Obligations of Business Associate. In connection with any Use or Disclosure of PHI, Business Associate must:

A. Consult with Covered Entity before using or disclosing PHI whenever Business Associate is uncertain whether the Use or Disclosure is authorized under this Agreement.

B. Implement appropriate administrative, physical, and technical safeguards and controls to protect PHI and document applicable policies and procedures to prevent any Use or Disclosure of PHI other than as provided by this Agreement.

C. Provide satisfactory assurances that PHI created or received by Business Associate under this Agreement is protected to the greatest extent feasible.

D. Notify Covered Entity within twenty-four (24) hours of Business Associate's discovery of any potential access, acquisition, use, disclosure, modification, or destruction of either secured or unsecured PHI in violation of this Agreement, including any Breach of PHI.

(1) Any incident as described above will be treated as discovered as of the first day on which such event is known to Business Associate or, by exercising reasonable diligence, would have been known to Business Associate.

(2) Notification shall be sent to the **<Insert local VHA Privacy Officer's name(s) and email address(es)>** and to the VHA Health Information Access Office, Business Associate Program Manager by email at [VHABAAIssues@va.gov](mailto:VHABAAIssues@va.gov).

(3) Business Associate shall not notify individuals or the Department of Health and Human Services directly unless Business Associate is not acting as an agent of Covered Entity but in its capacity as a Covered Entity itself.

E. Provide a written report to Covered Entity of any potential access, acquisition, use, disclosure, modification, or destruction of either secured or unsecured PHI in violation of this Agreement, including any Breach of PHI, within ten (10) business days of the initial notification.

(1) The written report of an incident as described above will document the following:

- (a) The identity of each Individual whose PHI has been, or is reasonably believed by Business Associate to have been, accessed, acquired, used, disclosed, modified, or destroyed;
- (b) A description of what occurred, including the date of the incident and the date of the discovery of the incident (if known);
- (c) A description of the types of secured or unsecured PHI that was involved;
- (d) A description of what is being done to investigate the incident, to mitigate further harm to Individuals, and to protect against future incidents; and
- (e) Any other information as required by 45 C.F.R. §§ 164.404(c) and 164.410.

(2) The written report shall be addressed to:

**<Insert local VHA Privacy Officer's name(s) and facility address>** and submitted by email to **<Insert local VHA Privacy Officer's email address(es)>** and to the VHA Health Information Access Office, Business Associate Program Manager at [VHABAAIssues@va.gov](mailto:VHABAAIssues@va.gov).

F. To the greatest extent feasible, mitigate any harm due to a Use or Disclosure of PHI by Business Associate in violation of this Agreement that is known or, by exercising reasonable diligence, should have been known to Business Associate.

G. Use only contractors and Subcontractors that are physically located within a jurisdiction subject to the laws of the United States, and ensure that no contractor or Subcontractor maintains, processes, uses, or discloses PHI in any way that will remove the information from such jurisdiction. Any modification to this provision must be approved by Covered Entity in advance and in writing.

H. Enter into Business Associate Agreements with contractors and Subcontractors as appropriate under the HIPAA Rules and this Agreement. Business Associate:

- (1) Must ensure that the terms of any Agreement between Business Associate and a contractor or Subcontractor are at least as restrictive as Business Associate Agreement between Business Associate and Covered Entity.
- (2) Must ensure that contractors and Subcontractors agree to the same restrictions and conditions that apply to Business Associate and obtain satisfactory written assurances from them that they agree to those restrictions and conditions.
- (3) May not amend any terms of such Agreement without Covered Entity's prior written approval.

I. Within five (5) business days of a written request from Covered Entity:

- (1) Make available information for Covered Entity to respond to an Individual's request for access to PHI about him/her.
- (2) Make available information for Covered Entity to respond to an Individual's request for amendment of PHI about him/her and, as determined by and under the direction of Covered Entity, incorporate any amendment to the PHI.

(3) Make available PHI for Covered Entity to respond to an Individual's request for an accounting of Disclosures of PHI about him/her.

J. Business Associate may not take any action concerning an individual's request for access, amendment, or accounting other than as instructed by Covered Entity.

K. To the extent Business Associate is required to carry out Covered Entity's obligations under Subpart E of 45 CFR Part 164, comply with the provisions that apply to Covered Entity in the performance of such obligations.

L. Provide to the Secretary of Health and Human Services and to Covered Entity records related to Use or Disclosure of PHI, including its policies, procedures, and practices, for the purpose of determining Covered Entity's, Business Associate's, or a Subcontractor's compliance with the HIPAA Rules.

M. Upon completion or termination of the applicable contract(s) or agreement(s), return or destroy, as determined by and under the direction of Covered Entity, all PHI and other VA data created or received by Business Associate during the performance of the contract(s) or agreement(s). No such information will be retained by Business Associate unless retention is required by law or specifically permitted by Covered Entity. If return or destruction is not feasible, Business Associate shall continue to protect the PHI in accordance with the Agreement and use or disclose the information only for the purpose of making the return or destruction feasible, or as required by law or specifically permitted by Covered Entity. Business Associate shall provide written assurance that either all PHI has been returned or destroyed, or any information retained will be safeguarded and used and disclosed only as permitted under this paragraph.

N. Be liable to Covered Entity for civil or criminal penalties imposed on Covered Entity, in accordance with 45 C.F.R. §§ 164.402 and 164.410, and with the HITECH Act, 42 U.S.C. §§ 17931(b), 17934(c), for any violation of the HIPAA Rules or this Agreement by Business Associate.

4. Obligations of Covered Entity. Covered Entity agrees that it:

A. Will not request Business Associate to make any Use or Disclosure of PHI in a manner that would not be permissible under Subpart E of 45 C.F.R. Part 164 if made by Covered Entity, except as permitted under Section 2 of this Agreement.

B. Will promptly notify Business Associate in writing of any restrictions on Covered Entity's authority to use or disclose PHI that may limit Business Associate's Use or Disclosure of PHI or otherwise affect its ability to fulfill its obligations under this Agreement.

C. Has obtained or will obtain from Individuals any authorization necessary for Business Associate to fulfill its obligations under this Agreement.

D. Will promptly notify Business Associate in writing of any change in Covered Entity's Notice of Privacy Practices, or any modification or revocation of an Individual's authorization to use or disclose PHI, if such change or revocation may limit Business Associate's Use and Disclosure of PHI or otherwise affect its ability to perform its obligations under this Agreement.

5. Amendment. Business Associate and Covered Entity will take such action as is necessary to amend this Agreement for Covered Entity to comply with the requirements of the HIPAA Rules or other applicable law.

6. Termination.

A. Automatic Termination. This Agreement will automatically terminate upon completion of Business Associate's duties under all underlying Agreements or by termination of such underlying Agreements.

B. Termination Upon Review. This Agreement may be terminated by Covered Entity, at its discretion, upon review as provided by Section 9 of this Agreement.

C. Termination for Cause. In the event of a material breach by Business Associate, Covered Entity:

(1) Will provide an opportunity for Business Associate to cure the breach or end the violation within the time specified by Covered Entity, and;

(2) May terminate this Agreement and underlying contract(s) if Business Associate does not cure the breach or end the violation within the time specified by Covered Entity.

D. Effect of Termination. Termination of this Agreement will result in cessation of activities by Business Associate involving PHI under this Agreement.

E. Survival. The obligations of Business Associate under this Section shall survive the termination of this Agreement as long as Business Associate creates, receives, maintains, or transmits PHI, regardless of whether a compliant Business Associate Agreement is in place.

7. No Third Party Beneficiaries. Nothing expressed or implied in this Agreement confers any rights, remedies, obligations, or liabilities whatsoever upon any person or entity other than Covered Entity and Business Associate, including their respective successors or assigns.

8. Other Applicable Law. This Agreement does not abrogate any responsibilities of the parties under any other applicable law.

9. Review Date. The provisions of this Agreement will be reviewed by Covered Entity every two years from Effective Date to determine the applicability and accuracy of the Agreement based on the circumstances that exist at the time of review.

10. Effective Date. This Agreement shall be effective on the last signature date below.

**Department of Veterans Affairs  
Veterans Health Administration  
<Insert Facility Name>**

**COMPANY/ORGANIZATION**

**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### SECTION 3. - DETERMINATION OF AWARD

The Government will determine the lowest bid by applying the prices quoted in the “Schedule of Prices” to the following units of production which are the estimated requirements to produce one (1) year’s production under this contract. These units do not constitute, nor are they to be construed as, a guarantee of the volume of work which may be ordered for a like period.

NOTE: The Determination of Award estimates specified below are based on historical data; however, due to the current global Pandemic, the contractor is put on notice that the estimated amounts of work anticipated on this contract may be significantly impacted during the first period of performance.

The following item designations correspond to those listed in the “Schedule of Prices”.

		(1)	(2)
I.	(A)	86	462
	(B)	12	387
	(C)	14	537
II.	(A)	42	
	(B)	42	
	(C)	6	
	(D)	1	
	(E)	3	

#### SECTION 4. - SCHEDULE OF PRICES

Bids offered are f.o.b. contractor's city and f.o.b. destination.

Bidder must make an entry in each of the spaces provided. Bids submitted with any obliteration, revision, or alteration of the order and manner of submitting bids, may be declared nonresponsive.

An entry of NC (No Charge) shall be entered if bidder intends to furnish individual items at no charge to the Government.

Bids submitted with NB (No Bid) or blank spaces for an item may be declared nonresponsive.

The Contracting Officer reserves the right to reject any offer that contains prices for individual items of production (whether or not such items are included in the Determination of Award) that are inconsistent or unrealistic in regard to other prices in the same offer or to GPO prices for the same operation if such action would be in the best interest of the Government.

The contractor is cautioned not to perform any operation(s) or produce any product(s) for which a price has not been offered under the contract. Further, the contractor is not to accept print orders which are outside the scope of the contract. Any changes made to the print order MUST be confirmed in writing by the Contracting Officer, Chicago GPO. If such orders are placed, and no Modification is received from the Chicago GPO, the contractor is to notify GPO Chicago immediately. Failure to do so may result in nonpayment.

**CONTRACTOR MUST INVOICE IN ACCORDANCE WITH SCHEDULE OF PRICES. FAILURE TO ITEMIZE IN ACCORDANCE WITH THE SCHEDULE OF PRICES MAY RESULT IN DELAYED PAYMENT.**

All billing submitted to the GPO shall be based on the most economical method of production.

Fractional parts of 1000 will be prorated at the Per 1000 rate.

**I. COMPLETE PRODUCT (except for Item II. "PROOFS AND AUTHOR'S ALTERATIONS"):** Prices quoted shall include the cost of all required materials and operations, including but not limited to: printing, paper, trimming, envelope construction, and all packing/ mailing material and operations, as necessary for the complete production, mailing and delivery of the items listed, in accordance with these specifications.

Regardless of the number of copies run, contractor will be allowed only one (1) "Makeready and/or Setup" charge for each item ordered.

NOTE: VA will pay postage via a Government furnished permit.

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(Initials)

(COMPLETE AND SUBMIT THIS PAGE WITH YOUR BID)

**I. COMPLETE PRODUCT:** (Continued)

(A) Personalized Notecard:

(1) Makeready and/or Setup..... per template..... \$ \_\_\_\_\_

(2) Running ..... per 1,000 copies ..... \$ \_\_\_\_\_

(B) Crisis Resource Card:

(1) Makeready and/or Setup..... per item (face and back)..... \$ \_\_\_\_\_

(2) Running ..... per 1,000 copies ..... \$ \_\_\_\_\_

(C) Outer Blue Envelope:

(1) Makeready and/or Setup..... per item..... \$ \_\_\_\_\_

(2) Running ..... per 1,000 copies ..... \$ \_\_\_\_\_

**II. PROOFS AND AUTHOR’S ALTERATIONS:** Any charge made under “System timework” must be supported by a statement outlining in detail the operation for which payment is claimed. In case of dispute, the Contracting Officer reserves the right to be the final judge as to the operations and/or number of hours chargeable.

(A) Digital color content proofs.....per each ..... \$ \_\_\_\_\_

(B) G7 profiled inkjet proofs.....per each ..... \$ \_\_\_\_\_

(C) PDF proofs.....per each..... \$ \_\_\_\_\_

(D) System timework (AA’s).....per hour..... \$ \_\_\_\_\_

(E) Prior to Production samples (10 copies per set) ..... per set ..... \$ \_\_\_\_\_

FOR ADMINISTRATIVE USE ONLY (not a factor in award):

Estimated postage cost for one order of 35,000 mailed sets ..... \$ \_\_\_\_\_

\_\_\_\_\_  
(Initials)

(COMPLETE AND SUBMIT THIS PAGE WITH YOUR BID)

**BIDDERS NOTE:** Indicate below the anticipated method of delivery to be used for this contract:

\_\_\_\_\_

**SHIPMENT(S):** Shipments will be made from: City \_\_\_\_\_, State \_\_\_\_\_

**DISCOUNTS:** Discounts are offered for payment as follows: \_\_\_\_\_ Percent, \_\_\_\_\_ calendar days. See Article 12 "Discounts" of Solicitation Provisions in GPO Contract Terms (Publication 310.2).

**AMENDMENT(S):** Bidder hereby acknowledges amendment(s) number(ed) \_\_\_\_\_

**BID ACCEPTANCE PERIOD:** In compliance with the above, the undersigned agree, if this bid is accepted within \_\_\_\_\_ calendar days (60 calendar days unless a different period is inserted by the bidder) from the date for receipt of bids, to furnish the specified items at the price set opposite each item, delivered at the designated points(s), in exact accordance with specifications.

NOTE: Failure to provide a 60-day bid acceptance period may result in expiration of the bid prior to award.

**CONTRACTOR'S NAME AND SIGNATURE:** Fill out and return one copy of all pages in "Section 4. - Schedule of Prices," initial or sign each in the space provided. Additionally, see Page 1.

Contractor \_\_\_\_\_

\_\_\_\_\_  
(Street Address) (City – State – Zip)

By \_\_\_\_\_  
(Signature and title of person authorized to sign this bid) (Date)

\_\_\_\_\_  
(Person to be Contacted) (Telephone Number) (Fax Number)

\_\_\_\_\_  
(Email Address) (Contractor's Code No.)

COMPLETE AND SUBMIT THIS PAGE WITH YOUR BID

.....  
THIS SECTION FOR GPO USE ONLY

Certified by: \_\_\_\_\_ Date: \_\_\_\_\_ Contracting Officer: \_\_\_\_\_ Date: \_\_\_\_\_

.....