



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

November 18, 2015

Dear Interested Vendors:

Thank you for your interest in the 2020 Census Integrated Communications Contract.

The U.S. Census Bureau (Census Bureau) anticipates posting the 2020 Census Integrated Communications Contract draft Request for Proposal (RFP) on December 11, 2015. Interested vendors will have until 3:00 p.m. (EST) on December 28, 2015 to submit questions and/or comments on the draft RFP. The Census Bureau anticipates posting the final RFP on January 19, 2016. The agency will post both the draft and final RFPs on the Census Bureau's Business Opportunities website and the Federal Business Opportunities website.

The Census Bureau wants to provide interested vendors with the opportunity to better understand the acquisition process for this procurement and to promote small business participation. As a result, the Census Bureau, in partnership with the Department of Commerce's Office of Small and Disadvantaged Business Utilization (OSDBU), is sponsoring a Pre-Solicitation Conference and Vendor Expo for the 2020 Census Integrated Communications Contract. The event is scheduled for Friday, December 18, 2015 from 10:00 a.m. to 2:00 p.m. at the Census Bureau's headquarters in Suitland, Maryland. Both the Pre-Solicitation Conference and the Vendor Expo are open to all companies interested in this procurement. The Pre-Solicitation Conference will be available for viewing via webcast for those who are unable to attend in person (see Section #9 of the attachment.)

The Pre-Solicitation Conference is an opportunity for vendors to learn firsthand about this procurement from Census Bureau officials. During the Vendor Expo, companies will be able to exchange ideas, network with other companies, and present capabilities and/or experiences to each other. Furthermore, the agency hopes the event will promote teaming arrangements for this procurement and upcoming opportunities.

At the conference, Census Bureau officials will discuss the 2020 Census Operational Plan, the RFP, the acquisition process, and respond to any questions that you may have. The Vendor Expo will be held directly after the conference. Upon request, vendors who are interested in possibly proposing as the prime contractor for this procurement will be provided with a table to exhibit and display information about their company. The main goal of the Vendor Expo is to provide subcontractors, especially small businesses, with an opportunity to meet and mingle with potential offerors to assess collaboration and subcontracting opportunities. Although not required, potential prime offerors are highly encouraged to exhibit at the expo and have their Subcontracting Program Administrator available at the event.

We look forward to seeing you at the conference. Thank you for your interest in doing business with the Census Bureau.

Cordially,



Cory Harris
Contracting Officer
Acquisition Division
U.S. Census Bureau

Attachment

2020 Census Integrated Communications Contract

Pre-Solicitation Conference and Vendor Expo

IMPORTANT LOGISTICAL INFORMATION

1. Draft Agenda

Listed below is the draft agenda for the Pre-Solicitation Conference and Vendor Expo. The final agenda will be provided at the conference and posted on the Census Bureau's Business Opportunities website the week of the event.

8:00 to 9:55 a.m.	Security Processing and Check-In for Attendees
8:30 to 9:55 a.m.	Vendor Expo Set-Up for Participating Vendors
10:00 to 11:30 a.m.	Pre-Solicitation Conference including Questions and Answers
11:30 a.m. to 12:00 p.m.	Break
12:00 to 2:00 p.m.	Vendor Expo

2. Event Location

The Pre-Solicitation Conference and Vendor Expo will take place at the Census Bureau's headquarters at the following address:

U.S. Census Bureau
Auditorium and Pre-Function Area (First Floor)
4600 Silver Hill Road
Suitland, MD 20746

The following link provides directions to the U.S. Census Bureau – Suitland Federal Center as well as information on facility access and parking:

<http://www.census.gov/about/contact-us.html>

3. Pre-Registration for the Pre-Solicitation Conference and Vendor Expo

- a. Access to the facility and event will not be granted, under any circumstances, for attendees that have not pre-registered.
- b. It is imperative that all interested vendors pre-register ALL of their attendees by going to the Census Bureau's Business Opportunities website and filling out the registration form no later than 1:00 p.m. (EST) on Friday, December 11, 2015.**
- c. Attendance at this event is NOT mandatory for participating in the later phases of the procurement.
- d. The registration form requires the following information:

- Name and address of the business entity or organization
 - Point of contact including name, title, telephone number, and e-mail address
 - All attendees' names, positions, e-mail addresses, and citizenship status
 - Participation in the Vendor Expo (only open to potential prime offerors who would like to reserve a table) – please respond with either a YES or NO
 - The business size of the company (large or small)
 - Gate # where each attendee will be arriving:
 - Gate 5 if by car (include the number of people arriving at this gate)
 - Gate 7 if by Metro or Metro parking lot (include the number of people arriving at this gate)
- e. All pre-registered attendees will receive a registration confirmation via e-mail no later than 4:00 p.m. (EST) on Wednesday, December 16, 2015 to the e-mail address provided in the original vendor pre-registration request.
- f. Due to the anticipated size of the event, and the related security logistics, it is not possible to extend the registration deadline or make changes to the attendee list once registration has closed at 1:00 p.m. (EST) on Friday, December 11, 2015. Therefore, requests for changes and/or late registrations will not be accepted. **Individuals arriving at the Census Bureau the day of the event that were not pre-registered will be denied access. There are no exceptions to this policy.**
- g. In addition, due to space constraints and ensuring adequate resources for security processing, **no more than four (4) attendees** from each company are able to attend the Pre-Solicitation Conference and Vendor Expo.

4. Guidelines for Attendance by Non-U.S. Citizens

- a. The Government is requiring that all attendees that are non-U.S. citizens provide advance notice to ACQ.2020.COMM@census.gov no later than 1:00 p.m. on Wednesday, December 9, 2015, as security must clear the participant for access to the facility prior to the event.
- b. The subject line of the e-mail must read: “Non-U.S. Citizen Request – [Vendor Name]”.
- c. The agency encourages all interested vendors who will have non-U.S. citizens attending the event, to notify us as soon as possible and not wait until the last minute on December 9th. A Census Bureau representative will contact the non-U.S. citizen attendee on an individual basis to obtain required information. For clearance purposes, the following information is required to be submitted within 24 hours of the request by the Census Bureau:
- Name as it is on the Passport or Green Card
 - Gender
 - Date of birth

- Place of birth (city and country)
 - Country of citizenship
 - Passport number
 - Green Card number (if applicable)
 - Country of residence
 - If country of residence is the United States, are they a permanent resident (Green Card holder)?
 - Gate # that the individual will be using (This is very important as special visitor badges will be at the gate that is identified.)
- d. Non-U.S. citizen attendees must also be included in the vendor's pre-registration under Section #3 of this document.
- e. All non-U.S. citizen attendees must bring their original passport and original green card (if applicable) when they come to the facility the day of the event. No copies will be accepted and access will be denied if copies are provided.
- f. It is the Government's policy that all non-U.S. citizens be escorted by Census Bureau personnel at all times. As a result, non-U.S. citizens will be assigned an escort upon arrival and for the duration of the event.
- g. Non-U.S. citizen attendees should arrive as early as possible for security processing.
- h. Non-U.S. citizen attendees will be denied access to the building if they fail to follow all of these procedures.

5. Guidelines on Accessing the Facility

- a. Due to limited visitor parking at the Census Bureau facility, attendees are ***strongly encouraged*** to use public transportation. The Census Bureau is located adjacent to the Suitland Metro Station (on the Green Line) and the Suitland Metro parking lot. Attendees arriving by Metro, or parking in the Metro parking lot, will enter the facility on foot through Gate #7.
- b. Attendees that arrive by private vehicle must enter through Gate #5 located on Silver Hill Road. If coming by private vehicle, please try to carpool to the extent possible. Refer to the Gate and Parking Information Map at <http://www.census.gov/about/contact-us.html> for the exact location of Gate #5. All private vehicles entering through Gate #5 are required to undergo a full-vehicle inspection prior to entering the facility. There are no exceptions to this policy, and the security officers are unable to deviate from established procedures for any reason.
- c. The guards will direct attendees to park in either the visitor parking lot or the outside employee parking lot designated for overflow visitors' vehicles based on availability. Parking is available on a first come, first serve basis. Once again, attendees are strongly encouraged to arrive via Metro or to consider parking their private vehicles in the

Suitland Metro parking lot. That way, you can enter the facility on foot through Gate #7 and this will help to eliminate possible parking capacity issues.

- d. If you do park on the facility, you will also be required to enter on foot through Gate #7 and the guards can provide you with directions.
- e. When arriving at either Gate #5 or Gate #7, attendees are required to provide valid photo identification (e.g., original state-issued driver's license, passport, or state-issued non-driver identification card.) You must inform the guards that your name is on the attendees list for the Pre-Solicitation Conference and Vendor Expo. You must be prepared to go through security screening once inside the Census Bureau facility at Gate #7. Please allow at least 30 to 45 minutes for security screening once inside the building. More time will be needed for security screening if you come by private vehicle due to the car inspection.
- f. Once attendees are through the security screening they must sign-in laptop computers and other electronic equipment, adding more time to the process. Given that, attendees are discouraged from bringing laptops and other unnecessary equipment if at all possible. No video-cameras and photography cameras are allowed. You are also required to sign-out equipment upon your departure from the building.
- g. Lastly, please be advised that it is illegal to bring the following items onto a Federal facility and should not be in a private vehicle or physically on a person.
 - Firearms
 - Other weapons
 - Mace and pepper spray
 - Alcohol
- h. Security is a high priority yet time consuming process so all attendees should allow plenty of time to access the Census Bureau facility to go through the security clearance. The agency advises all attendees to arrive as early as possible.

6. Guidelines Once Attendees are in the Building

- a. Once attendees have entered the building and cleared through security, they shall follow the signs to the Pre-Solicitation Conference and Vendor Expo. There will also be personnel available to provide directions if needed. Attendees will proceed directly to the registration desk which sits directly behind the pre-function area where the Vendor Expo will be taking place. Check-in will begin at 8:30 a.m. All attendees must check-in at the registration desk and receive a name badge. At that point, personnel will direct you to either the auditorium or the cafeteria depending on the time.
- b. Please note that the Census Bureau is a smoke-free facility.

- c. Refreshments are available for purchase in the cafeteria until 9:30 a.m. and all day at Au Bon Pain which is located next to the cafeteria.
- d. All attendees shall be in their seats in the auditorium no later than 9:55 a.m.
- e. Under no circumstances shall attendees attempt to leave the first floor of the Census Bureau. Attendees are only authorized for access to the first floor and **must have their visitor badges clearly displayed at all times**. Deviations from this policy shall be treated as security incidents and will be referred to the Office of Security.
- f. Once you have entered the facility, you are not permitted to leave and reenter. This includes going outside to smoke.

7. Guidelines During the Pre-Solicitation Conference and Vendor Expo

- a. The Pre-Solicitation Conference will begin promptly in the auditorium at 10:00 a.m. and end no later than 11:30 a.m. The Vendor Expo will be held from 12:00 to 2:00 p.m. in the pre-function area which is located outside of but close to the auditorium.
- b. No materials will be distributed during the Pre-Solicitation Conference except for the agenda. However, an electronic version of the presentation will be provided on the Census Bureau's Business Opportunities website following the event that day, Friday, December 18, 2015.
- c. No recordings (audio or visual) are permitted at anytime during the session. The Government will record the morning session for its own use but will not post the recording online for viewing by vendors.
- d. Attendees shall hold all questions until the end of the session during the time slot on the agenda designated for Questions and Answers.
- e. Attendees may purchase food and drink in the cafeteria and Au Bon Pain during the 30 minute break (11:30 a.m. to 12:00 p.m.) prior to the start of the Vendor Expo. Remember, under no circumstances shall attendees attempt to leave the first floor of the Census Bureau. Attendees are only authorized for access to the first floor and must have their visitor badges clearly displayed at all times.
- f. Attendees are not permitted to remain in the facility after 3:00 p.m. (EST). Attendees shall depart the facility no later than 3:00 p.m. via the main Metro lobby (Gate #7).

8. Logistics for the Vendor Expo

- a. The Census Bureau will provide exhibition space for pre-registered potential prime offerors to network and display information regarding possible subcontracting opportunities to interested companies especially small businesses. The Vendor Expo is scheduled from 12:00 to 2:00 p.m. and will take place in the pre-function area.

- b. Additional space will be available on a first come first serve basis to facilitate private meetings among vendors, if needed.
- c. The expo is an opportunity for vendors to connect with prospective teaming partners. Potential subcontractors are encouraged to bring information about their capabilities to share with potential offerors as a way to inform other companies of your business' capabilities and experience. **The Census Bureau will not evaluate any companies at this time.**
- d. Government personnel will only be available during this session to assist with logistical needs or questions.
- e. Exhibitors will be given 1 ½ hours before the conference for set-up purposes. The time for set-up is scheduled from 8:30 to 9:55 a.m. (EST) the day of the conference. All set-ups MUST be completed promptly at 9:55 a.m. (EST).
- f. Tables will be assigned randomly by Census Bureau personnel.
- g. Display space is limited to one table (approximately 5-foot by 2-foot) and two chairs provided by the Census Bureau. All products and displays must fit on the table and should not extend onto the floor in front of the table as that space must be clear for individuals visiting the tables. There is no electricity available or Wi-Fi. If you bring a laptop and want to access the Internet, you will need to bring your own hotspot and have a fully charged laptop that will last for at least two (2) hours.
- h. Since a large number of potential subcontractors are expected at the event, it is encouraged that, at a minimum, two (2) company representatives be present during the full duration of the Vendor Expo. It is highly recommended that the Subcontracting Program Administrator (or similar position) be one of the representatives.
- i. Please remember that you will need to sign-in and sign-out any laptops or other equipment you may want to use for the Vendor Expo. Display boards are permitted to be brought into the facility and do not need to be signed-in or signed-out.
- j. For potential offerors exhibiting during the Vendor Expo, you will have from 2:00 to 3:00 p.m. (EST) to breakdown your exhibit and exit the building.

9. Pre-Solicitation Conference Webcast

- a. For those interested parties that are unable to attend in person, there will be a webcast of the Pre-Solicitation Conference session only (10:00 to 11:30 a.m.) The link to the webcast will be posted the morning of the conference on the Census Bureau's Business Opportunities website. It will not become live until just before the session begins in the auditorium. Please note that the webcast will not be archived and therefore can only be viewed live. No questions from webcast participants will be allowed during the session. If you have a question and are viewing the session via the webcast, please submit the

question(s) to the following e-mail no later than 12:00 p.m. (EST) the day of the conference, Friday, December 18, 2015:

ACQ.2020.COMM@census.gov

- b. The subject line must read: “Webcast Question – [Vendor Name]”. Only questions related to the presentations and submitted by 12:00 p.m. (EST) will receive a response from the Government.
- c. A list of vendors participating in the Vendor Expo will also be posted on the Census Bureau’s Business Opportunities Website for those interested in the opportunity to network but are unavailable to attend in person. This list will be posted on the Business Opportunities website no later than 5:00 p.m. (EST) the day of the Vendor Expo, Friday, December 18, 2015.

10. Questions

- a. Any general questions regarding the Pre-Solicitation Conference and Vendor Expo shall be submitted to the following e-mail address:

ACQ.2020.COMM@census.gov

- b. The subject line must read: “Conference Question – [Vendor Name]”. Only questions related to the Pre-Solicitation Conference and Vendor Expo will receive a response from the Government.

11. Final Reminders

- a. Please direct all requests for sign language interpreting services and captioning (also known as CART or Communication Access Real-Time Translation) to HRD.Interpreting@census.gov. If you have questions concerning any other accommodations, please contact the Disability Program staff at HRD.Accommodations@census.gov or 301-763-4060 (Voice).
- b. All attendees must pre-register by 1:00 p.m. (EST) on Friday, December 11, 2015 in order to attend the Pre-Solicitation Conference and Vendor Expo. If an individual did not pre-register, they will be denied access to the building. There will be absolutely no exceptions.
- c. Attendees that are non-U.S citizens must provide advance notice of their attendance no later than 1:00 p.m. on Wednesday, December 9, 2015 and submit the required information as stated under Section #4 above. Non-U.S. citizen attendees will be denied access to the building if they fail to follow these procedures. There will be absolutely no exceptions.
- d. Please arrive as early as possible, preferably by Metro, to facilitate the timely security processing and check-in for all attendees.

- e. We strongly encourage all potential prime offerors to participate in the Vendor Expo to provide networking opportunities for you and subcontractors, particularly small businesses.
- f. Please refrain from requesting deviations from the procedures in this document. Government personnel, including security staff and those hosting the event, have been instructed that no deviations are permitted.

The Census Bureau wants to thank all vendors for their interest in the 2020 Census Integrated Communications Contract. We also want to thank you in advance for your cooperation and patience with all security and logistical guidelines necessary to host an event of this size.