

**U.S. GEOLOGICAL SURVEY/EROS CENTER
TECHNICAL REQUIREMENTS DOCUMENT
for
TECHNICAL SUPPORT SERVICES CONTRACT SOLICITATION**

TRD NUMBER

0002

PERFORMANCE PERIOD

Contract Base Year: April 1, 2010 thru March 31, 2011

PROJECT NAME

Communications and Outreach (C&O)

Scope:

This document covers the technical requirements for the United States Geological Survey (USGS) Communications and Outreach (C&O) task at the USGS Earth Resources Observation and Science (EROS) Center.

Systems (hardware (HW) and software (SW)) that are within project.

- Lxs91
- slx01
- gs159
- Content Management System
- EndNote
- Adobe Creative Suite
- Change Request Tool
- WWW Wiki
- Systems (HW and SW) that are peripheral (interface) to project.
 - lxs64 (LTA's used as our development server)
- Interfaces are under configuration control.
 - EROS Bulletin Board System
 - USGS Bulletin Board System
 - EROS external
 - EROS internal
 - Pubs Tracking
 - Pubs Search Tool
- Work Management - responsible for the overall management of TSSC staff supporting EROS Communications and Outreach
- Library Services - responsible for providing research and technical support to staff, visiting staff, other agencies, and the public
- Publications Review and Approval - communicates and assists staff with USGS policy guidelines in the production of all published and/or visual products
- EROS WWW - supports the content development and maintenance of the EROS web presence while adhering to all USGS policy guidelines
- Communications – supports overall Communications and Outreach efforts for the Center including:
 - Community Relations - responsible for communicating EROS capabilities, mission, and vision to public, other agencies, partners and visitors;
 - Public Affairs and Media Relations – support response to media requests;
 - Internal Communications - support communicating pertinent information to EROS staff;
 - Visual Communications - oversee the production of any visual media and/or products that communicate the capabilities, mission, and goal of the Center;
 - Video Services – oversees video photography support for EROS special events, media events.

Deliverables:

Work Management

Direct administration of the TSSC work, including oversight of project objectives, maintenance and execution of project plans, oversight and management of the budget, guidance for TSSC staff, and development and maintenance of the Work Plan.

- Government-furnished equipment (GFE) provided
 - 6 PCs, 4 MACs, 3 large format plotters, 3 servers

Work Management Deliverables	Q1	Q2	Q3	Q4
Work Plan development			X	X
Work with USGS Task Leaders on TRD quarterly updates, as needed	X	X	X	X
Provide project deliverables, priorities and schedule to the TSSC staff	X	X	X	X
Manage the budget within the identified parameters set by the USGS Sponsor	X	X	X	X
Prepare and provide financial reports as required	X	X	X	X
Prepare and provide monthly reports	X	X	X	X
Prepare and provide weekly updates (due Thursdays COB)	X	X	X	X
Maintain task spreadsheet	X	X	X	X

Library Services

The Don Lee Kulow Memorial Library provides research and technical support to EROS scientists, engineers, and professional staff by facilitating access to current and historical information in the fields of photogrammetry, remote sensing, and GIS; earth sciences; and information technology, software, and systems engineering. EROS employees have access to print and audiovisual collections housed within the EROS library, reference and research literature delivered over the Web through a host of electronic databases, and materials in libraries worldwide accessed through interlibrary loan services.

The Center Services librarian is responsible for developing, managing, and promoting library resources and services, including:

- Conducting literature searches and other research as requested by EROS staff;
- Developing customized reference databases using electronic research collections and bibliographic management systems;
- Assisting staff with the Center’s networked bibliographic management system;
- Locating and obtaining materials for staff that are not part of the EROS collections via interlibrary resource sharing, and database and Web searching;
- Alerting staff to relevant new resources, including papers, journals, monographs, reference works, research databases, Web sites, etc.;

- Designing and delivering programs that promote the effective use of library resources and services, including EROS forums, Brown Bag workshops, and Science seminars;
- Publicizing and promoting library resources and services via a monthly library newsletter and an annually updated information brochure;
- Facilitating Web access to the library catalog and other electronic bibliographic tools, electronic journals and databases, and relevant Web materials;
- Chairing the Library Advisory Committee, comprising EROS staff representing all Center teams, to ensure that the information and library-related service needs of all personnel are addressed;
- Assisting the Center in the acquisition of journals, books, maps, documents, audio-visual materials, and electronic information sources required by EROS employees;
- Monitoring library resources and services to determine collection needs; evaluating and recommending new resources and services to keep collections current and relevant;
- Tracking and evaluating changes in advanced technologies appropriate for library management and for access to information resources; recommending new technologies that advance the library's mission;
- Tracking the use of library resources and services; identifying and resolving problems limiting use;
- Partnering and collaborating with other libraries, library networks, library associations, and library service providers to extend access to relevant information resources and services.

Library Services Deliverables	Q1	Q2	Q3	Q4
Chair Monthly Library Advisory Committee meetings	X	X	X	X
EROS Forum – as required to report new services/activities at least 2 per year	X		X	
Maintain technical reference material	X	X	X	X
Current events reference materials	X	X	X	X
Research service support	X	X	X	X
Inter-library support	X	X	X	X
Literature research/customized reference databases/bibliographies as requested by EROS staff	X	X	X	X
Monthly library newsletter	X	X	X	X
Web page (internal), to include general library information, links to library resources and services, and updates to resources and services	X	X	X	X
Programming to promote the effective use of library services (EROS forums, Brown Bag Workshops, Science seminars, etc.)	X	X	X	X
Annually updated information brochure			X	
Annual report detailing library statistics, programming, and other relevant activities that illustrate library services and activities				X

Three-Year Plan addressing anticipated library needs and goals (progress to be assessed in an annual report).	X			
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Publications Review and Approval

A principal responsibility of EROS Communications and Outreach is the oversight of USGS/EROS publications to ensure conformance with USGS publishing guidelines and processes. It is required that these guidelines are followed in the preparation of scientific reports, professional papers, data series reports, circulars, fact sheets, web text, and general information products such as pamphlets, postcards, posters, videos, teacher kits, CD/DVDs, bookmarks, interactive/motion displays, and exhibits.

The following bullets represent the expectations set forth to ensure the proper levels of copy editing, liaison on behalf of the Government with USGS Helena Publications Service Center, education and assistance to staff for publications development and the publication process.

- o Ensure documents are properly formatted;
- o Ensure the proper level of edit/review is performed;
- o Adhere to guidelines and standards set by USGS Publishing Network, the USGS Fundamental Science Practices, and the USGS Visual Identity;
- o Provide expert advice and guidance to scientists and staff on all aspects of the publishing process including USGS writing style, grammar, and content;
- o Edit copy in accordance with USGS standards;
- o Assist EROS staff in entering, tracking, and monitoring publication/information products into USGS Information Product Data System (IPDS)
- o Inform and assist authors in the use USGS Publishing Network guidelines and policies;
- o Assist authors in publication development planning;
- o Understand and educate staff on:
 - USGS Fundamental Science Practices requirements;
 - USGS editing levels and policies (adherence to the USGS publishing style conventions contained in the Government Printing Office Style Manual, Suggestions to Authors, and other policy documents);
 - USGS Publishing Guidelines, procedures and changes;
 - USGS Visual Identity guidelines;
- o Maintain and update publications turnstiles around the building;

Publications Review and Approval Deliverables	Q1	Q2	Q3	Q4
EROS Forum presentations reporting USGS Publishing Network procedures and updates		X		X
Maintain EROS publications database	X	X	X	X
Maintain and update internal publications turnstiles	X	X	X	X
Monitor and assist Center staff with USGS IPDS	X	X	X	X
Communicate USGS publication policies	X	X	X	X
Conduct EROS copy editing;	X	X	X	X

Coordinate USGS review and approval process	X	X	X	X
Assist and train staff on EROS publication processes	X	X	X	X
Assist staff on publication development	X	X	X	X
Liaison with USGS Publications Service Center	X	X	X	X
Lead IPDS support team	X	X	X	X
Communicate USGS publication policies to EROS staff	X	X	X	X

EROS WWW

The EROS WWW (World Wide Web) activity includes maintenance activities related to the performance of routine, preventative, predicative, scheduled, and unscheduled actions aimed at preventing equipment failure and service failure or decline with the goal of increasing efficiency, reliability, and web security. In addition, future activities that would improve the services of EROS WWW Communications including web security and applications security, Continuity of Operations Plan (COOP) and Certification and Accreditation (C&A) activities, architecture modernization, and formal website content management.

WWW has responsibility for the EROS External, Internal, and Intranet websites.

- The EROS external web presence is the web front door to the Center and must appropriately represent the work, the staff, and the products;
- The intranet site is the EROS presence in the USGS community. This site will contain information such as organization charts, charters, and other inherently governmental data that is not to be released on the external site. No contractor information is to be placed on the intranet site;
- The internal website is for the employees to use on a daily basis. It is not to be viewable outside the Center and may contain calendar of events, cafeteria menu, and other contractor and government information that will assist employees with their daily tasks. This site can also be used to support individual project needs such as the outreach program, the work management requirements, timesheet links, and database support for procurement and publications tracking.

Primary responsibilities include:

- Maintenance and new development of the three EROS websites – external, intranet, and internal;
- Dissemination of new WWW requirements, advisories, and guidelines from Headquarters to EROS Web Developers;
- Answering data calls from Headquarters as directed by the C&O Government sponsor.
- Assisting EROS Director's Office with technical assistance as requested for GIO Enterprise Web activities (eWeb);
- Coordinating web security scanning using Web Inspect and other appropriate applications and security tools with the MST security staff;

- Coordinating with Communications and Outreach Team on content management and approval;
- Successfully achieving Certification and Accreditation (C&A);
- Participating and implementing the Continuity of Operations Plan (COOP);
- Follow standard engineering practices for web, such as Standard Configuration Control process with Government approval prior to release of any new or updated site;

EROS WWW Deliverables	Q1	Q2	Q3	Q4
Support EROS External Website <ul style="list-style-type: none"> ▪ Maintenance of External website; ▪ Coordinate review with Communications and Outreach of any changes; ▪ Maintain content management system and change request systems 	X	X	X	X
Support EROS Internal Website <ul style="list-style-type: none"> ▪ Maintenance of Internal website; ▪ Update employee directory ▪ Release of new Internal website; ▪ Maintain content management and change request systems 	X X X	X	X	X
Support USGS Intranet Website/EROS Section <ul style="list-style-type: none"> ▪ Maintenance of Intranet website/EROS Section; ▪ Continued work on Intranet website update; ▪ Maintain USGS Bulletin Board until Reston can take responsibility, as applicable; 	X	X	X	X
Web Security/Applications Security for EROS External, Internal, and Intranet Websites <ul style="list-style-type: none"> ▪ Web Scanning; ▪ Addressing issues found during Web Scanning; ▪ Documentation; 	X	X	X	X
ITS Support for WWW Servers	X	X	X	X
System/Configuration Management	X	X	X	X
Contingency of Operations Plan (COOP) <ul style="list-style-type: none"> ▪ Reconstitute WWW External website presence at Augie, or other site; ▪ Certification and Accreditation (C&A) Activity; ▪ Documentation for COOP and C&A 	X	X	X	X
Web Security Support <ul style="list-style-type: none"> ▪ Resource for assistance with Web Inspect ; ▪ Resource for interpreting Web Inspect reports and remedial fixes to issues found during scanning 	X	X	X	X

Communications:

Community Relations

The mission of the EROS Community Relations is to communicate USGS EROS capabilities and expertise using clear, concise, and accurate methods that leave visitors with a positive image and knowledge of EROS. Throughout the fiscal year, it is required that Community Relations activities are planned, coordinated, and scheduled with direction from USGS Government Sponsor.

The following bullets represent the expectations to ensure proper levels of service:

- Tour staff must be individuals with knowledgeable scientific expertise and communications experience in related fields;
- Reception desk must be staffed during normal business hours;
- Answer all incoming phone calls and direct to proper staff;
- Highlight the science, products, and services that EROS provides or produces;
- Define and articulate EROS activities in lay terminology;
- Ensure tour script and self-guided tour booklet are accurate and up to date;
- Educate and inform the public about EROS activities and capabilities;
- Provide approved materials and presentations to visitors, the public, organizations, educators, and students;
- Coordinate and support meetings and activities as required.

Community Relations Deliverables	Q1	Q2	Q3	Q4
Conduct tours of EROS each business day at 10:00 a.m. and 2:00 p.m. and schedule and/or conduct individual tours requested by groups and organizations <ul style="list-style-type: none"> ▪ Conduct all EROS tours using approved script; ▪ Ensure all handouts and support materials are approved by Government sponsor; ▪ Coordinate and train volunteer tour guides 	X	X	X	X
Support community and educational EROS outreach activities <ul style="list-style-type: none"> ▪ As requested, staff exhibit booths and provide Government approved materials; ▪ Prepare classroom presentations and materials, ensuring the information is accurate and approved by Government sponsors; ▪ Provide speakers for specific subject matter or special tour audiences; ▪ Coordinate and train volunteer classroom and tour support 	X	X	X	X
Provide meeting support and logistics <ul style="list-style-type: none"> ▪ Coordination of handouts/posters and/or press packets ▪ Photographic support when needed 	X	X	X	X
Support/exhibit at Conferences				

<ul style="list-style-type: none"> ▪ USGS Bureau conferences ▪ Local and regional conferences 	X	X	X	X
	X	X	X	X

Public Affairs and Media Relations

This subtask is responsible for the communication of EROS capabilities to media outlets working through the EROS Communications Office and under the guidance of the Government Sponsor.

Public Affairs and Media Relations Deliverables	Q1	Q2	Q3	Q4
Identify and write at least 2 USGS Weekly Highlights a month	X	X	X	X
Produce News Releases as needed;	X	X	X	X
Identify and write subject matter for USGS communications tools such as Science Picks; Science Features; People, Land and Water;	X	X	X	X
Support for media interaction	X	X	X	X
Support Directors Office on congressional affairs requests, imagery inquiries from other Science Centers or Headquarters;	X	X	X	X
Support Headquarters requests for imagery – specifically LRS requests that routinely require very quick turnaround time – sometimes same day delivery;	X	X	X	X
Initiate or respond to direct media requests working through Government Sponsor;	X	X	X	X
Prepare press packets for media or special meetings;	X	X	X	X
Prepare and review EROS press releases;	X	X	X	X
Digital photographic support of special events and meetings	X	X	X	X

Internal Communications

This activity has the responsibility for showcasing EROS internally as well as to USGS Headquarters by highlighting the science, products, and services that our employees provide or produce. Promote the capabilities and services of C&O staff by providing assistance and guidance to EROS employees as needed.

Internal Communications Deliverables	Q1	Q2	Q3	Q4
Maintain internal resources on Publications internal web page	X	X	X	X

Visual Communications

The Visual Communications subtask has the responsibility for the conceptualization, design, and production of visual materials that aid in the communication of and increase visibility of USGS and EROS science, programs, services and activities by

providing text, design and layout support for exhibits, visual displays, and publications.

This subtask is also responsible for creative direction/project development which requires research and development of creative approaches to utilizing new themes, specific topic agendas, and communication vehicles to educate and inform targeted audiences.

Visual Communications Deliverables	Q1	Q2	Q3	Q4
Creative direction/project development <ul style="list-style-type: none"> ▪ Conceptualize, coordinate, and assist in scheduling and planning facilitation of conferences, anniversaries, celebrations, special events, exhibits, etc.; ▪ Work with Center management, scientific and engineering staff to research pertinent and potential topics, and target audiences; ▪ Conceptualize and develop draft proposals, and cost estimates, for those projects/campaigns to present to center management for consideration/endorsement; ▪ Determine, schedule, and monitor all necessary elements required for execution of projects; ▪ Work with appropriate work managers to organize and oversee the progress/completion of the project/campaign 	X	X	X	X
Identify and Update Current Events board monthly or more frequently as required by events;	X	X	X	X
Prepare written materials, exhibits, and graphics as required;	X	X	X	X
Graphic design support and maintenance for: <ul style="list-style-type: none"> ▪ Matte and framing to meet C&O requirements; ▪ Support conference and special events – exhibits, handouts, interactive displays; ▪ Design and produce printed materials to be used by C&O and EROS staff when exhibiting, speaking to schools/groups/organization 	X	X	X	X
<ul style="list-style-type: none"> ▪ Update existing Visitor Center displays to reflect Global Climate Change 	X	X		
<ul style="list-style-type: none"> ▪ Update wall exhibits along tour route 	X	X		
<ul style="list-style-type: none"> ▪ Develop Earth As Art III 			X	X
<ul style="list-style-type: none"> ▪ Update EROS exhibit at Washington Pavilion 		X	X	
<ul style="list-style-type: none"> ▪ Update EROS airport display 		X		
<ul style="list-style-type: none"> ▪ Update Ellsworth AFB exhibit 			X	

Schedule:

Work elements performed in this task will occur as needed from April 1, 2010 through March 31, 2011.

II. Performance Management Agreement**Communications Requirements:**

Project communication consists of both formal and informal settings using varying venues in order to ensure effective communication between TSSC and USGS project management staff. Formal communications are denoted in the following bulleted list. In addition, the project's management team interacts informally on a daily basis in response to unforeseen requirements and requests and produces ad-hoc reports as required.

- Weekly status updates
- Monthly performance reports
- Quarterly accomplishments reports
- Additional meetings and reports as requested.