

U.S. Geological Survey
Broad Agency Announcement for 3D
Elevation Program

G14PS00574

July 18, 2014

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This publication constitutes a Broad Agency Announcement (BAA) and sets forth basic data acquisition areas of interest in the subject areas discussed herein. This BAA is issued under the provisions of FAR Part 35. Proposals selected for eventual award are considered to be the result of full and open competition and in full compliance with the provision of Public Law 98-369, "The Competition in Contracting Act of 1984" and subsequent amendments.

I. OVERVIEW INFORMATION:

Agency Name: U.S. Geological Survey (USGS), National Geospatial Program, 12201 Sunrise Valley Drive, MS 590, Reston, VA 20192

Issuing Acquisition Office: USGS Office of Acquisition and Grants (OAG), 12201 Sunrise Valley Drive, MS 205, Reston, VA 20191

Lidar Data Acquisition Opportunity Title: 3D Elevation Program (3DEP)

Announcement Type and Date: Initial Announcement – July 2014

Grants.gov Funding Opportunity Number - G14AS00126. (Note: The grants.gov announcement will be posted by Noon, Tuesday, July 22, 2014).

CFDA Number - 15.817 National Geospatial Program: Building the National Map

Response Dates: Pre-proposals are due by 5:00PM ET on 15-August-2014. See Section V.b for additional information.

II. 3D ELEVATION PROGRAM (3DEP) OPPORTUNITY DESCRIPTION

INTRODUCTION: This Broad Area Announcement (BAA) is being issued to facilitate the collection of lidar and derived elevation data for the 3D Elevation Program (3DEP). Pre-proposals are invited from offerors who wish to propose a lidar data collection project. Offerors may contribute funds toward a USGS lidar data acquisition activity or they may request 3DEP funds toward a lidar data acquisition activity where the requesting partner is the acquiring authority. Federal agencies, state and local governments, tribes, academic institutions and the private sector are eligible to submit pre-proposals. The pre-proposal step is highly recommended but is not required. The Government will review pre-proposals and provide feedback on the likelihood of funding based on the proposed project location (consistent with the acquisition strategy), size and funds contributed. This BAA replaces the partnership proposal process used by the USGS National Geospatial Program for lidar data acquisition proposals.

BACKGROUND: The 3D Elevation Program (3DEP) initiative is being developed to respond to needs for high-quality topographic data and for a wide range of other three-dimensional representations of the Nation's natural and constructed features. The primary goal of 3DEP is to systematically collect enhanced elevation data in the form of high-quality light detection and ranging (lidar) data over the conterminous United States, Hawaii, and the U.S. territories, as well as interferometric synthetic aperture radar (ifsar) data over Alaska. The 3DEP initiative is based on the results of the National Enhanced Elevation Assessment (NEEA), which indicated an

optimal benefit to cost ratio for Quality Level 2 (QL2) data collected over 8-years to complete national coverage. The implementation model for 3DEP is based on multi-agency partnership funding for acquisition, with the USGS acting in a lead program management role to facilitate planning and acquisition for the broader community, through the use of government contracts and partnership agreements.

The USGS National Geospatial Program utilizes the Geospatial Products and Services Contract (GPSC) to acquire data from vendors via a Qualifications Based Selection, Indefinite Delivery, Indefinite Quantity contract vehicle. USGS provides contract administration and quality assurance for all acquired datasets. Contracts and cooperative agreements are also awarded to organizations qualified to acquire data through their own contracting processes. PLEASE NOTE: Where USGS is contracting directly for the acquisition of geospatial data, our method of acquisition will be through the GPSC contract utilizing the established A&E procedures. Offerors proposing to acquire data through an award under this BAA are required to provide their own method for data acquisition they will manage directly, or will propose an arrangement utilizing the existing USGS GPSC contract.

OBJECTIVES: This effort will result in the availability of high-resolution, public domain, lidar data and derived elevation products, obtained through collaboration between the US government, tribal organizations, state and regional agencies, academic institutions and the private sector.

III. AWARD INFORMATION

Awards made under this BAA are subject to the availability of funds and may be in the form of an acquisition, cooperative agreement, or grant. Multi-year projects must have clear goals for each year. Funding for subsequent years will be contingent upon satisfactory performance and the availability of funds. Collaboration between academia and industry partners and/or government laboratories is not required for award. Multiple awards with options (based upon satisfactory performance and availability of funds) are anticipated.

IV. ELIGIBILITY INFORMATION

a. Eligible Applicants: The BAA is open to all responsible sources. Offerors may include single entities or teams from Federal agencies, state and local governments, tribes, academic institutions and the private sector. Historically Black Colleges and Universities (HBCU), Minority Institutions (MI), Small Business concerns, Small Disadvantaged Business concerns, Women-Owned Small Business concerns, Veteran-Owned Small Business concerns, Service-Disabled Veteran-Owned Small Business concerns, and HUB Zone Small Business concerns are encouraged to submit pre-proposals and to join other entities as team members in submitting pre-proposals.

b. Cost Sharing or Matching: There is no required cost sharing, matching or cost participation to be eligible under this BAA for Federal, academia, tribal, or private sector partners. However, appropriations law requires that USGS may not pay more than one-half the cost of topographic mapping carried on in cooperation with States and municipalities. Although not required, USGS typically leverages its funding with contributions and/or partnerships from a broad range of sources in the public sector to implement contracts and financial assistance awards for geospatial

data collections.

c. Organizational Conflicts of Interest: The offeror must notify any subcontractor (specifically government laboratories) that it shall not perform technical evaluations for any proposal submitted under this BAA. The offeror further agrees to notify the Contracting Officer should a subcontractor be tasked to conduct such technical evaluations. Neither the offeror nor the subcontractor should perform any action in regards to the evaluation under this BAA unless directed to do so by the Contracting Officer. By responding to this BAA, the offeror acknowledges the full force and effect of this paragraph. The offeror further agrees to be bound by these terms and conditions and understand that violation may, in the judgment of the Contracting Officer, be cause for proposal rejection. The offeror also acknowledges that this does not represent the sole and exclusive remedy available to the Government in the event the offeror or its subcontractors are in breach.

d. Post-Employment Conflict of Interest: There are certain post-employment restrictions on former federal officers and employees, including special government employees (Section 207 of Title 18, U.S.C.). If a prospective Offeror believes a conflict of interest may exist, the situation should be emailed to the Contracting Officer, prior to expending time and effort in preparing a proposal.

V. APPLICATION AND SUBMISSION INFORMATION

a. **Application Process:** The application process is in two stages, as follows:

Stage 1, Pre-Proposal: Prospective offerors are highly encouraged to submit pre-proposals, though not required. The purpose of requesting pre-proposals is to maximize partnership opportunities and to minimize the labor and cost associated with the production of detailed proposals that have very little chance of being selected for funding. Based on assessment of the pre-proposals, feedback will be provided to the offerors on whether or not they are encouraged to submit a proposal in Stage 2.

Stage 2, Full Proposal: Details about proposal submission in Stage 2 is noted in Section (c) below.

b. **Format and Content of Pre-proposals (Stage 1):**

Pre-proposals must be submitted electronically to vfloyd@usgs.gov in the following format:

- Single PDF formatted file as an email attachment
- Page Size: 8 ½ X 11 inches
- Margins: 1 inch
- Spacing: Double
- Font: No smaller than Times New Roman, 10 point
- Number of Pages: No more than 5 single-sided pages. Pre-proposals exceeding the page limit will only be evaluated on pages 1 through 5 of the submission.

- The file shall not exceed 10 Megabytes of storage space.
- Movie and sound file attachments, URL Links, or other additional files, will not be accepted.
- All data and material submitted must be unclassified.

Pre-proposals shall contain the following:

- Title page (not to exceed one page): The title page should be labeled “Pre-proposal” and should include the BAA number, title, primary contact name with telephone number and email address, identification of any sensitive or proprietary information contained therein, and an executive summary.
- Estimate of proposed cost-sharing contribution and costing assumptions (if any).
- Diagram (map) of proposed project area.
- List of required dataset deliverables and minimum acceptance criteria. Optionally, the offeror may state that the requirements are the same as the USGS lidar acquisition specification version 1.0 requirements regarding timing and schedule or data collection specifications.
- A proposed schedule for performing the data acquisition

Additional requirements for offerors proposing that they will be the acquiring organization, either through a contract or cooperative agreement with the USGS:

- A qualifications statement describing the experience and capability for acquiring and performing quality assurance of lidar data and derived products.
- A statement agreeing to acquire data that meet or exceed all minimum specifications and product deliverables as outlined in USGS lidar acquisition specification version 1.0
- A statement agreeing to provide all project deliverables to the USGS without use restrictions upon acceptance of the project deliverables.

c. Format and Content of Proposals (Stage 2):

Financial assistance (grants and cooperative agreement) proposals must be submitted electronically through the grants.gov portal. To apply through the grants.gov portal, go to <http://www.grants.gov/apply>. A grant application package is available for download through the portal under CFDA number 15.817 National Geospatial Program: Building the National Map/Funding Opportunity Number G14AS00126. The SF 424 (R&R) must be fully completed. NOTE: Prospective grantees must complete several steps in order to participate in the grants.gov application process. Starting early is extremely important as it may take several weeks to complete the processes necessary to submit an application through the portal. ((Note: The grants.gov announcement will be posted by Noon, Tuesday, July 22, 2014).

Acquisition proposals, for projects to be contracted either through the USGS GPSC or through the offeror’s contracting mechanisms, must be submitted electronically to the Contracting Officer at vfloyd@usgs.gov in the following format:

- Single PDF formatted file as an email attachment
- Page Size: 8 ½ X 11 inches
- Margins: 1 inch
- Spacing: Double
- Font: No smaller than Times New Roman, 10 point
- Number of Pages: No more than 10 single-sided pages. Pre-proposals exceeding the page limit will only be evaluated on pages 1 through 10 of the submission.
- The file shall not exceed 15 Megabytes of storage space.
- Movie and sound file attachments, URL Links, or other additional files, will not be accepted.
- All data and material submitted must be unclassified.

Proposals shall contain the following:

- Cover Page: The cover page should be labeled “Proposal” and should include the BAA number, title, primary contact name with telephone number and email address, identification of any sensitive or proprietary information contained therein, and an executive summary.
- Technical Proposal: This section should include a discussion of the data acquisition requirements and special considerations such as data collection timing, tide coordination, or project deadlines.
- List of required dataset deliverables and minimum acceptance criteria. Optionally, the offeror may state that the requirements are the same as the USGS lidar acquisition specification version 1.0.
- Proposed offeror cost-sharing contribution to project and costing assumptions (if any).
- Diagram (map) of proposed project area.
- List of required dataset deliverables and minimum acceptance criteria.
- Offerors (prime and subcontractors) are to provide past performance information for relevant and current references. (A relevant and current reference is one performed within the last eight year and of a value at least 25% of the proposed value of the award under this effort.) If the offeror’s past performance information is located in the Contractor Performance Assessment Rating System (CPARS), then it is not necessary for a past performance questionnaire to be submitted for this reference. For those offerors whose past performance is not located on the automated system, offerors shall contact their references and request that each reference complete BAA Attachment C “Past Performance Questionnaire” and fax or email the completed survey form directly to Victoria Floyd, USGS, Office of Acquisition and Grants, 12201 Sunrise Valley Drive, MS 205, Reston, VA 20192, at least 10 days BEFORE THE DUE DATE OF STAGE 2 OF THIS BAA. The Government may consider questionnaires received after the due date. The Government reserves the right to contact references for verification or additional information. The Government reserves the right to use past performance information obtained from sources other than those identified by the offeror. This past performance information will be used for the evaluation of past performance.

The Government does not assume the duty to search for data to cure the problems it finds in the information provided by the offeror. The burden of providing thorough and complete past performance information remains with the offeror. Offerors with no record of relevant past performance shall submit a signed and dated statement to that effect.

Additional requirements for offerors proposing that they will be the acquiring organization:

- A qualifications statement describing the experience and capability for acquiring and performing quality assurance of lidar data and derived products. The offeror should provide descriptions of their methods and technologies used to quality assure the data and procedures for accepting or rejecting contractor provided data.
- Describe the qualifications of the principal staff and other key personnel involved in the project. One individual should be designated as the primary responsible individual for purposes of technical responsibility and contact.
- A statement agreeing to acquire data that meet or exceed all minimum specifications and product deliverables as outlined in USGS lidar acquisition specification version 1.0
- A statement agreeing to provide all project deliverables to the USGS without use restrictions upon acceptance of the project deliverables.
- Amount of funds and the percent of total project cost (as outlined below) being requested from USGS for proposed project
- The total project cost should contain cost estimates sufficiently detailed for meaningful evaluation. For budget purposes, use an award start date of November 1, 2014. The proposal should provide a breakdown of the amount of funding as follows:
 - (a) Staff time charged to the project, for whom, and the commensurate salaries and benefits.
 - (b) Facilities, equipment, travel, materials, computer service fees and other direct costs
 - (c) Sub-award costs to include data acquisition contract cost estimates
 - (d) Indirect costs

NOTE: Failure to provide the requested information may render the proposal non-responsive. Any pages submitted in excess of the aforementioned limits will not be evaluated. Separate attachments, such as institutional brochures cannot be considered.

- d. **Submission Dates and Times:** Pre-proposals must be submitted electronically via email to vfloyd@usgs.gov by 5:00 ET on 15-August-2014. The email subject line should contain the following: BAA Number G14PS00574- Pre-proposal. Pre-proposals received after the deadline will not be reviewed. Feedback on the pre-proposals will be emailed directly to the primary contact(s) on or about the week of 25-August- 2014. If an offeror decides to forego the pre-proposal process, a full proposal is due by 5PM ET on 26-September-2014.

- e. **Late Submission and Withdrawal of Pre-proposal or a Full Proposal:** Offerors are responsible for submitting electronic pre-proposals so as to reach the Government office designated in this BAA by the time specified. If the electronic pre-proposal is received after the exact time and date specified for receipt of offers, it is “late” and will not be considered. Pre-proposals may be withdrawn by written notice received at any time. Withdrawals are effective upon receipt of notice by the Contracting Officer.

VI. PRE-PROPOSAL REVIEW INFORMATION

- a. **Criteria:** All pre-proposals will be evaluated against the published goals and objectives of 3DEP. Specific criteria which address these priorities are as follows:
- Overall value to the US government based on project cost.
 - Project location and areal extent.
 - Areas subject to serious and significant hazards (earthquakes, landslides, volcanic activity, coastal flooding, sea level rise).
 - Areas identified by Federal agencies as priority needs (see attachment b, Section 10 of this BAA).
 - Areas with high benefits as indicated through the NEEA requirements study (see attachment a, Section 10 of this BAA).
 - Areas with no lidar coverage, areas with existing data more than eight years old, or of low quality
 - For proposals seeking funds from the Government where the offeror will be acquiring the data, offeror qualifications and past performance information will also be considered.

The deliverables for any given project must conform to the most current published USGS product specification for lidar and derived products, USGS Lidar Specification Version 1.0*, which can be found at <http://pubs.er.usgs.gov/publication/tm11B3> . (NOTE: *Revised version in process. If released during the open period of this BAA, the BAA will be amended to include. Offerors will be given additional time to propose should there be any significant change in the specifications.)

In addition to the requirements outlined in the USGS Lidar Specification, lidar data and derived products provided will meet the current definition of Quality Level 2 (QL2) as follows:

- Classified lidar point cloud data, with a minimum point density of 2 points per square meter, a nominal lidar pulse spacing of no greater than 0.7-meter, and a relative vertical accuracy of no greater than 10-cm root mean squared error (RMSEz).

Quality Level	Source	Vertical Accuracy RMSEz	Nominal Pulse Spacing	Nominal Pulse Density (NPD)	DEM Post Spacing
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			(NPS)		
QL1	Lidar	10 cm	0.35 m	8 points/sq. meter	1 meter
QL2	Lidar	10 cm	0.7 m	2 points/sq. meter	1 meter
QL3	Lidar	20 cm	2.0 m	0.7 points/sq. meter	3 meters
QL4	Imagery	139 cm	5 m	0.04 points/sq. meter	5 meters
QL5	Ifsar	185 cm	5 m	0.04 points/sq. meter	5 meters

b. Review and Selection Process: The pre-proposal selection process will be conducted based upon a technical peer review according to the evaluation criteria specified above. Each pre-proposal will be evaluated based on the overall value and benefit to the government based on cost, geographic area for data collection and relevance to identified priorities, technical approach, and capability of the offeror, as applicable, and related to the subject of this BAA.

1. Evaluation Factors if Offeror Acquires Data: The most important factor is the geographic area for data collection and relevance to identified priorities. Capability of the offeror and technical approach are equally weighted. Together, they represent the second most important factor. Awards resulting from this BAA will be made to offerors whose proposal conforms to the aforementioned requirements, is determined to provide a “best value” to the Government. A “best value” determination will be based on the merits of the offer and the offeror’s capability. The “best value” may not necessarily be the proposal offering the lowest cost, nor receiving the highest technical rating. The Government reserves the right to award to a lower cost offeror when the offers are considered essentially equal in terms of technical capability. If the proposed cost is so high as to diminish the value of the technical superiority to the Government, cost may become the determining factor for award. In summary, cost/technical capability tradeoffs will be made.

2. Evaluation Factors if Offeror Proposes Government Acquire Data: The most important factor is the geographic area for data collection and relevance to identified priorities. Other evaluation factors (capability of the offeror, technical approach, and past performance) are not applicable as the Government will be performing the work under an interagency agreement or other appropriate award document. Awards resulting from this BAA will be made to offerors whose proposal conforms to the aforementioned requirements, is determined to provide a “best value” to the Government. A “best value” determination will be based on the merits of the offer and the offeror’s capability. The “best value” may not necessarily be the proposal offering the lowest cost, nor receiving the highest technical rating. The Government reserves the right to award to a lower cost offeror when the offers are considered essentially equal in terms of technical capability. If the proposed cost is so high as to diminish the value of the technical superiority to the Government, cost may become the determining factor for award. In summary, cost/technical capability tradeoffs will be made.

VII. PROPOSAL REVIEW INFORMATION

- a. **Criteria for evaluation of proposals will be the same as those stated for the Pre-proposals.**
- b. **Review and Selection Process:** Stage 2 proposal review will be based upon a technical peer review according to the evaluation criteria specified above. Each proposal will be evaluated based on the overall value and benefit to the government based on cost, geographic area for data collection and relevance to identified priorities, technical approach, past performance information*, and capability of the offeror, as applicable and related to the subject of this BAA. Weighting of evaluation factors mirror Section VI(b) above.

* The Government will assess each offeror's and proposed significant subcontractor's past performance. The assessment will be an unbiased judgment about the quality of an offeror's past performance. The Government will use its subjective assessment to make a comparative assessment of an offeror's capability. Past performance is a measure of the degree to which an offeror satisfied its customers in the past and complied with the PWS, contract schedule, and contract terms and conditions. Past performance is also a measure of the risk of performance associated with the offeror. The Government will assess the offeror's past performance in the areas of: quality of product or service, schedule, cost control, business relations, and management of key personnel. The Government may base its judgment about the quality of an offeror's past performance on: (1) Records of objective measurements and subjective ratings of specified performance attributes, if available, and, (2) Statements of opinion about the quality of specific aspects of an offeror's performance, or about the quality of an offeror's overall performance. The Government may solicit information from an offeror's customers and business associates; federal, state, and local government agencies; and from other persons and organizations. The Government reserves the right to limit the number of references it decides to contact and to contact references other than those provided by the offeror. The evaluation will take in account the same type of information regarding significant subcontractors proposed in the offeror's proposal. The Government will consider past performance of predecessor contractors and key personnel who have relevant experience as outlined above. Offerors that have no record of past performance must submit a signed and dated statement to that effect. If an offeror submits a certification statement and the Government has no information available regarding the offeror's past performance, that offeror will receive a rating of 3 points of a possible 5 points (i.e., the offeror is evaluated neither favorably nor unfavorably) for past performance. If offerors (prime and/or significant subcontractors) provide reference information that is not relevant and current, the offeror will receive a rating of 3 points of a possible 5 points for those contracts.

VIII. AGENCY CONTACTS:

Interested parties are encouraged to submit comments or questions via email to

vfloyd@usgs.gov and include BAA# G14PS00574 in the subject line. Comments or questions submitted should be concise and reference the relevant part and paragraph of the BAA. Questions may be submitted from the release date of this BAA until August 1, 2014. All questions and answers will be posted publically via an announcement to the Federal Business Opportunities website under the BAA number. Please take caution when submitting questions containing proprietary or sensitive information.

IX. GENERAL INFORMATION

- a. **Marking of Proposals and Disclosure of Proprietary Information Outside the Government:** The proposal submitted in response to this BAA may contain technical and other data that the offeror does not want disclosed to the public or used by the Government for any purpose other than evaluation of the white paper. Public release of information in any proposal submitted will be subject to existing statutory and regulatory requirements. If proprietary information which constitutes a trade secret, proprietary commercial or financial information, confidential personal information, or data affecting the national security, is provided by an offeror in a proposal, it will be treated in confidence, to the extent permitted by law, provided that the following legend appears and is completed on the front of any proposal documentation submitted to the Government: "For any purpose other than to evaluate the proposal, this data shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part, provided that if an award is made to the offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use or disclose the data to the extent provided in the agreement. This restriction does not limit the right of the Government to use information contained in the data if it is obtained from another source without restriction. The data subject to this restriction is contained in page(s) ____ of this proposal." Any other legend may be unacceptable to the Government and may constitute grounds for removing the proposal from further consideration without assuming any liability for inadvertent disclosure. The Government will limit dissemination of properly marked information to within official channels. In addition, the pages indicated as restricted must be marked with the following legend: "Use or disclosure of the proposed data on lines specifically identified by asterisk (*) are subject to the restriction on the front page of this proposal."

The Government assumes no liability for disclosure or use of unmarked data and may use or disclose such data for any purpose.

By submission of a proposal, the offeror understands that proprietary information may be disclosed outside the Government for the sole purpose of technical evaluation. The USGS OAG will obtain a written agreement from the evaluator that proprietary information in the proposal will only be used for evaluation purposes and will not be further disclosed or utilized.

- b. **Government Obligation:** Offerors are cautioned that only an appointed Contracting Officer may obligate the Government to the expenditure of funds. Offerors who make

financial or other commitments for a research effort in the absence of an actual legal obligation signed by a Contracting Officer do so at their own risk.

- c. **Prohibition on Contractor Involvement with Terrorist Activities:** The Contractor acknowledges that U.S. Executive Orders and Laws, including but not limited to Executive Order 13224 and Public Law 107-56, prohibit transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the contractor to ensure compliance with these Executive Orders and Laws.

- d. **Award Notices:** Notification of acceptance of proposals will be emailed to offerors on or about November 1, 2014. Unsuccessful offerors will be notified shortly thereafter. Offerors whose proposals are accepted for funding will be contacted by a Contract Specialist before award to discuss additional information required for award. This may include representations and certifications, revised budgets or budget explanations, certificate of current cost or pricing data, and other information as applicable to the proposed award. The award start date will be determined at this time. A contract, grant, or cooperative agreement signed by a Contracting Officer is the authorizing award document.

- e. Successful offerors must be registered in the System for Award Management (www.sam.gov) and have an active DUNS number.