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Description of document: Alcohol and Tobacco Tax and Trade Bureau (TTB)
Performance Work Statement (PWS) for project to develop
digital maps of the boundaries of all established American
Viticultural Areas (AVA), 2016-2017

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Source of document: FOIA Request
Alcohol and Tobacco Tax and Trade Bureau (TTB)
FOIA Requester Service Center
1310 G Street, NW - Box 12
Washington, DC 20005
Fax: (202) 453-2331
[Online Request Form](#)

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DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
WASHINGTON, D.C. 20005

July 5, 2017

Refer to: **2017-05-305**
4040000

SENT VIA EMAIL

This letter is in response to your Freedom of Information Act (FOIA) request to the Alcohol and Tobacco Tax and Trade Bureau (TTB) dated May 23, 2017. You are requesting a copy of the feasibility assessment performed by TTB in 2016/2017 regarding digitizing American Viticultural Areas (AVAs) maps and posting them online. You are also requesting a copy of the statement of work on the contract issued to digitize all established AVAs boundary maps and a copy of the documents describing the current status of the digitization project.

We conducted a search of files within TTB for records responsive to your request and identified 26 pages. Of those pages, 5 are being released in their entirety with no redactions, as no exemptions under the FOIA apply, and 21 are being withheld in full pursuant to the exemptions from disclosure under the FOIA at 5 U.S.C. 552(b)(5).

Enclosed is a Document Cover Sheet with your appeal rights outlined on the reverse side. If you choose to appeal this response, you must do so within 90 days from the date of this letter.

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Please note we are charging no fee for processing your request. If you have any questions regarding this letter, please contact Quinton Mason by phone, at (202) 882-9904, or by e-mail, at TTBFOIA@ttb.gov, and reference FOIA number **2017-05-305**.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy R. Greenberg".

Amy R. Greenberg
Director, Regulations and Rulings Division

Enclosure(s): As stated

Alcohol & Tobacco Tax & Trade Bureau (TTB) Headquarters
Digitizing American Viticultural Areas
Performance Work Statement (PWS)

1. BACKGROUND

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is a bureau within the Department of the Treasury. TTB's mission is to collect alcohol, tobacco, firearms and ammunition excise taxes, and to administer the laws and regulations in a manner that protects the revenue, consumer, and promotes voluntary compliance.

As an effort to protect consumers from misleading information on wine labels, TTB established the American Viticultural Area (AVA) program. AVAs are delimited grape-growing regions that have been recognized by TTB as having geographic and/or climatic features that are distinctive from the surrounding areas and that have an effect on viticulture within that region. Any interested party may petition TTB to establish a region as an AVA. Once an AVA is established, the AVA's name may be used on a wine label to give consumers more information about the origin of the grapes used to make the wine, if at least 85% of the grapes came from within the AVA.

Currently, petitions for an AVA must contain both a written description of the boundaries of the proposed AVA and paper United States Geological Survey (USGS) topographic maps with the boundary drawn on them. The paper maps of finalized AVAs are stored at TTB Headquarters, while the written description is codified in TTB's regulations in part 9 of Title 27 of the Code of Federal Regulations (CFR). TTB has no convenient way of sharing the actual maps with the public or with TTB staff located outside of Headquarters. Therefore, TTB is proposing to digitize the AVA maps so that they may be made available to both the public and TTB staff on TTB's website and intranet.

2. PROJECT VISION

The vision for this project is to develop digital maps of the boundaries of all established AVAs, based in a geographical information system (GIS). The boundaries for each AVA shall be digitally drawn on the appropriate USGS maps using the written boundary descriptions that are codified in the CFR. The maps for each AVA will become part of a series of new webpages on the TTB website, which will also include descriptive information about the AVA, such as the county it is located within, its size, and the year it was established. The individual AVA maps will be formatted so that they fit together to form one large US map that shows the correct spatial relationships between the AVAs, including nested, overlapping, and neighboring AVAs.

The project shall include street map layers that can be overlaid onto the USGS maps. The GIS shall have the capacity to highlight the AVA boundaries and shade the interior of the AVA polygons so as not to interfere with the ability to

see features on the underlying maps. Individual AVAs shall be distinguishable when they partially overlap or nest within another AVA (through use of different colors or shades of the same color). The GIS shall include an interactive on-screen labeling function and have the capability to zoom in and out, with features in each data layer and the size of any user-added items (such as labeling) adjusting appropriately with the zoom level. The project shall also include the capability to develop an address look-up feature to allow users to determine their location within an AVA.

3. IMMEDIATE WORK TO BE PERFORMED

Digitize American Viticultural Area (AVA) boundaries and provide technical support for initial use upon delivery. Boundary descriptions for the 236 AVAs are found in 27 CFR part 9. TTB is seeking a Contractor to digitize the AVA boundaries and purchase ArcGIS software. In addition, the Contractor shall include training and technical support to configure the software, test boundary files in the software application, and how to import attribute tables and create maps.

4. REQUIREMENTS SUMMARY

- a. Identify appropriate-scale USGS digital base maps to use in digitizing AVA boundaries and the coordinate system for geo-referencing. Base maps shall include, at a minimum: state, county, and township boundaries, highways and roads, elevation contours, natural geographic features such as rivers and streams, and human-made features such as buildings and bridges.
- b. Identify ArcGIS software to be used for development of maps and user applications. This software is available from Environmental Systems Research Institute, Inc (ESRI)
- c. Digitize AVA boundaries as described in 27 CFR part 9. TTB will identify 3-5 representative AVAs that shall be digitized and assigned its own identifier which will match the corresponding 27 CFR Part 9 section. After digitizing the boundaries TTB will review them in order to evaluate accuracy and compliance with the 27 CFR Part 9. If the initial maps are accurate, all 236 AVA boundaries will be digitized within the first year.
- d. Prior to testing the accuracy of the initial 3-5 boundary files the Contractor shall supply introductory training and support for the initial set up and customization of software.
- e. Upon delivery of all digitized AVA boundaries, the Contractor shall train selected TTB staff on: how to use the software, edit existing boundary files, digitize new boundaries, introduction to develop custom maps, and applications to include adding any metadata and attribute tables. Training shall be an ongoing service that shall be on an as needed basis per TTB's request and post upgrade.
- f. Geospatial metadata that follows the Federal Geographic Data Committee guidance shall be delivered with the AVA data.
- g. ArcGIS licenses shall include up to 5 named users and 2,500 service credits.

- h. Technical support testing of the application requires advanced coordination with TTB Office of Information Technology (IT). The Contractor shall contact the Contracting Officer's Representative (COR) at least 14 days before projected date to ensure proper coordination is completed.
- i. Out years shall include software maintenance and assistance in the development of any new proposed areas or modifications to existing areas, not to exceed five (5) per year.

5. PLACE OF PERFORMANCE

Digitizing shall take place at Contractor facilities. Support activities shall take place at TTB Headquarters at the address below.

Alcohol and Tobacco Tax and Trade Bureau
1310 G. Street, NW Suite 300E
Washington, DC 20005

6. QUALITY ASSURANCE SURVEILLANCE PLAN

Government will do a 100% review of all maps to ensure they meet the requirements outlined under paragraph 4. Maps that do not meet these requirements will be returned to the Contractor with an explanation of the defect. The Contractor shall be required to acknowledge the unacceptable condition or provide an explanation as to why they believe the map meets the requirements within a 24-hour time period. The Contractor shall then have a reasonable period not to exceed 72-hours to correct the problem and provide the map(s) for further review unless an extension to this requirement is provided by the Government. If the Contractor does not correct the unacceptable condition within 72-hours, the COR will notify the Contracting Officer who will take appropriate administrative action for unacceptable performance.

7. SECURITY CONSIDERATIONS

Contractor-provided work shall conform to the TTB Security Policy. If any of the resulting contract effort requires physical and/or logical access to TTB systems, the Contractor shall abide by Department of the Treasury Security Manual (TD P 15-71) and shall ensure that any use of cloud storage is provided by a site that meets the Federal Risk and Authorization Management Program (FedRAMP) certification. The applicable Contractor employees shall not begin working under the resulting contract without a Favorable Suitability/Fitness Determination from a Background Investigation that is equivalent or higher than the level required for the position. All Contractor employees shall be required to wear identification badges when working in government facilities. The applicable Contractor employees are subject to investigation by the Government. Applicable Contractor employees who undergo Contractor clearances that reveal, but are not limited to, the following, may be unacceptable under this contract: conviction of a felony, a crime of violence or a serious misdemeanor, a record of arrests for

continuing offenses, or failure to file or pay federal income tax. The Government reserves the right to determine if a Contractor employee assigned to a task shall continue with the task. The Contractor shall agree to remove the person assigned within one day of official notification by the Government and provide a replacement within five days. New hires or substitutions of personnel are subject to the Contractor clearance requirement.

8. Invoicing

Invoices shall be submitted electronically thru the Invoice Processing Platform.(IPP). Invoices shall clearly list work performed.

9. CONTRACT ADMINISTRATION

In no event shall any understanding or agreement, contract modification, change order, or other matter in deviation from the terms of this contract between the Contractor and a person other than the CO be effective or binding upon the Government. The CO is the only person authorized to make or approve any changes in any of the requirements of this contract. Notwithstanding any provisions contained elsewhere in this contract, the authority remains solely with the CO. In the event the Contractor makes any changes at the discretion of any person other than the CO, the change will be considered unauthorized and no adjustment will be made in the contract price to cover any increase in the costs incurred as a result thereof.

10. CONTRACT TERM

This contract has a base period of performance of date of award for 12 months, and four (4) 12-month option years.

11. GOVERNMENT-FURNISHED PROPERTY, MATERIAL, EQUIPMENT, OR INFORMATION (GFP, GFM, GFE, or GFI)

TTB will provide Contractor personnel with work areas, desks, chairs, data, phones, and communication connections.

12. TRAVEL

All travel is at the sole expense of the Contractor.

13. SPECIAL MATERIAL REQUIREMENTS

There are no special materials required.

14. OTHER UNIQUE REQUIREMENTS

This facility has no provision for Contractor parking, and the loading dock may only be used for loading and unloading. The Contractor shall make their own provisions for securing public parking.

15. CONTRACT TYPE

Labor-hour purchase order based on fixed price labor category and rates.

16. HOURS OF WORK

Contractor personnel are expected to conform to normal operating hours and in certain circumstances perform work before normal duty hours to limit the disruption to TTB personnel. Normal duty hours are 8:00 AM to 5:00 PM, Monday through Friday, with the exception of federally observed holidays. Contractors are not permitted to work at this site in the event the Government closes or an early dismissal.

17. GOVERNMENT FACILITY CLOSURES

Except as specified by the Contracting Officer (CO), services shall not be required on the following Federal holidays:

New Year's Day	January 1 st
Martin Luther King's Birthday	Third Monday in January
President's Day	Third Monday in February
Memorial Day	Last Monday in May
Independence Day	July 4 th
Labor Day	First Monday in September
Columbus Day	Second Monday in October
Veterans Day	November 11 th
Thanksgiving Day	Fourth Thursday in November
Christmas Day	December 25 th

Observance of such days by the Government personnel shall not be cause for an extension to the delivery schedule or period of performance or adjustment to the price, except as set forth in the task order.

In the event of an unforeseen partial day closure of a Government facility, the Government will notify the Contractor immediately after notification of the facility closure is received. The Contractor may offer the same late arrival, early departure, liberal leave, or administrative leave privileges as offered to Federal employees during those instances, to their Contractor's employee.