

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 10 TITLE: Liaison Activities Web Site Content
Development

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 8 weeks from date of award

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price for the evaluation of all 100 pages of text. Please clarify the methods to be employed and the estimated number of employee hours required. Describe the translation of documents involved in refining the website subject to the overall ceiling for the task order. Current available funding is limited to \$40,000. A firm that is able to complete this project for less than that amount is invited to propose a lower firm fixed price for the successful execution of this task. Price will be a significant factor in the determination of the firm that is selected for award. If a firm is of the opinion that the available funding is insufficient to complete this task, they are invited to propose how the available funds could best be spent, how much additional funds will be required to complete the task and if interim value is available for a partially completed project. Firms should address the benefits and drawbacks for alternate approaches.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP#4 – Proposal.” A signed task order form will later be requested from the successful offeror.

E. RESPONSE DUE DATE: Monday July 2, 2001 at 4:00 PM.

F. TASK DESCRIPTION:

The Liaison Activities Branch (LAB) of the National Cancer Institute’s Office of Communications desires to translate 100 pages of text documents to a format suitable for the web for users with a high school literacy level. A sample document is attached.

- To apply the technique of writing for the web to several text-heavy documents (100 pages) for the LAB web site. The goal of this effort is to illustrate how this technique can be used to make information not only easy to understand, but also compelling to the reader. The final product will be utilized as content for the development of the web site. The process will include the following phases:

Analysis and Design Phase where the source material is reviewed and document objectives are formalized, and a preliminary outline and plan are developed.

Content Verification Draft where a draft is developed of the required pages for review of the organization and presentation.

Final Deliverable: a final document of the web-ready pages

The contractor will work with LAB to establish an appropriate schedule of milestones and deliverables.

Clearances

All activities will be conducted in accordance with OMB regulations. No clearances are required.

G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- Developing and preparing content for web sites
- Preparing *brief, clear, and concise* reports and presentations from the text documents
- Making recommendations for modifications to Web page layouts

In addition, the contractor shall provide:

- Examples of previous applications of writing for the web
- A documented and well-defined methodology of writing for the web

The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and Web sites.

2. Evaluation Process:

The proposed evaluation procedures will be assessed by the NCI to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price:

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:

TO # _____ CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR: _____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED: _____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE
CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date