

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH – TASK ORDER**

RFTOP#: 124

Title: Policy Planning and Support (NIDA)

Part 1 – Request for Task Order (TO) Proposals

A. Point of Contact Name:

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Proposal Address:

Procurement Section, COB, DEA
 National Heart, Lung, and Blood Institute
 National Institutes of Health
 Rockledge Building 2, Suite 6042
 6701 Rockledge Drive
 Bethesda, Maryland 20892-7902

Billing Address:

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

B. PROPOSED PERIOD OF PERFORMANCE: One (1) year from date of award with two (2) additional twelve (12) month option periods

C. PRICING METHOD: Cost Plus Fixed Fee pricing method is desired. The estimated level of effort for each year is as follows:

Labor Category	Direct Labor Hours		
	Base Year	1st Option Period	2nd Option Period
Project Director	400	400	400
Senior Science Writer	200	200	200
Editor	150	150	150

Graphics/Deisgn Specialist	600	600	600
Administrative Support	200	200	200
GRAND TOTAL, Direct Labor Hours	1550	1550	1550

- D. **PROPOSAL INSTRUCTIONS:** Technical proposals should be no longer than thirty (30) pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and three (3) copies of the technical proposal and an original and three (3) copies of the cost proposal. Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. In order to meet the proposal response date and time, firms may submit proposals electronically via e-mail to ClarksoM@nhlbi.nih.gov referencing the RFTOP number and the name of firm in the subject line, or via facsimile. However hard copies must be received not later than the close of business on the next day.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Cost/Business Proposals. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit. The Contractor may use the direct labor hour estimates in their proposal. The Contractor's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

Request for Clarifications. All requests for RFTOP clarifications must be submitted accepted by Friday, April 18, 2003, at 4:00 p.m. Requests for clarifications are to be submitted electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. Responses will be provided electronically to all Offerors by 4:00 p.m. Friday, May 2, 2003.

Proposal Intent. Upon review of the RFTOP, your intent to submit or not to submit a proposal is requested. Your intent may be furnished electronically to the Contract Specialist / Contracting Officer cited in Part I, paragraph A. above. *YOUR EXPRESSION OF INTENT IS NOT BINDING BUT WILL GREATLY ASSIST US IN PLANNING FOR PROPOSAL*

EVALUATION.

- E. **RESPONSE DUE DATE:** Responses are due, Monday, May 19, 2003, at 3:30 p.m., local prevailing time.

F. **TASK DESCRIPTION**

I. **BACKGROUND INFORMATION AND OBJECTIVES**

A. **Background Information**

The National Institute on Drug Abuse (NIDA) , a component of the National Institutes of Health, is the lead Federal agency for research on drug abuse and addiction. NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.

There is currently a mechanism in place to allow the Office of Science Policy and Communications and the Office of the Director, NIDA to provide logistical and technical support for policy planning activities, the current task order will expire at the end of this year. This task order will focus solely on these activities within these offices. No other contracts of this type will allow the flexibility and the fast turn around time needed for this work.

The Office of Science Policy and Communications (OSPC) is responsible for: assessing the impact of key policy issues to the field of drug abuse; advising the Director, NIDA on drug abuse and drug abuse research and policy issues; working with national organizations and other government entities to assess drug abuse research needs and communicate research findings to the field and to the public; and to promote the application of NIDA research.

B. **Objectives**

The objective of this task order is to provide logistical and technical support to the Office of Science Policy and Communications (OSPC) and the Office of the Director, NIDA, to assist in the preparation of materials for presentations at scientific and professional meetings, hiring expert consultants, to assist in the preparation of written materials, and to assist in the retrieval of scientific information for the public, the Institute and in support of meetings.

II. **SERVICES TO BE PERFORMED**

A. **General Requirements**

1. Independently, and not as an agent of the Government, the contractor shall furnish all necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) and perform the work set forth below.
2. All work under this contract shall be monitored by the Government

Project Officer.

B. **Specific Requirements**

Task 1. **Work Plan**

Contractor shall develop a detailed separate Work Plan which shall be submitted fifteen (15) working days after start of task order; NIDA Project Officer review and approval shall be submitted within five (5) working days after receipt.

The Work Plan should include but need not be limited to a list of the functions and a point of contact for each function.

Task 2. **Editing/Writing Services**

A. The Contractor shall provide a senior science writer to prepare reports, articles, brochures, and other documents from outlines or draft materials provided by the NIDA Project Officer. The science writer will provide the NIDA Project Officer with a rough draft for review prior to completion of the final draft. A final draft shall be submitted to the NIDA Project Officer. The science writer or an editor shall be responsible for final copy editing and proofreading. The finished product shall be submitted to the NIDA Task Officer (in hardcopy and on a 3 _ inch or 100 MB Zip diskette in Word 97 format) for final approval. It is anticipated, that the development of up to twenty-four (24) documents each of no more than fifteen (15) pages in length shall be required during the year.

B. The Contractor shall provide an editor to edit documentation. In some cases, the NIDA Project Officer shall submit narratives as rough drafts and the editor shall be responsible for editing and condensing as necessary to provide a final draft for review by the Project Officer. In other instances, basic copy editing for correct grammar and clarity shall be required. In all cases, final copy editing and proofreading shall be required. It is estimated that up to three (3) documents of approximately twenty (20) pages in length shall require editing services. The edited document shall be submitted to the NIDA Project Officer (in hardcopy and on a 3 _ inch or 100 MB Zip diskette in Word 97 format) for final review and approval.

The subject matter for these documents shall include but not be limited to the following drug abuse research areas: health services, epidemiology, prevention, treatment, and medical consequences. Such writing/editing may also focus on emerging drug abuse policy issues or NIDA-specific policy issues. Although the specific nature of the documents cannot be predetermined, as the need for each item is identified, detailed requirements delineated by the Project Officer shall be forwarded to the Contractor in the form of a formal memo which shall include: 1) a description of the request; 2) topics to be included; 3) relevant resources and contacts; and 4) specific due dates. The turnaround time for each of the above mentioned tasks, which shall be

determined by the NIDA Project Officer, shall vary depending on the nature and the length of the document.

Task 3. **Presentation Materials**

The Contractor shall provide ongoing logistical support for the preparation and processing of prints, slides, overhead transparencies, brochures, posters and similar presentation items for use in printed documents, scientific publications, and/or presentations and publication of such documents. It is estimated that up to seven hundred fifty (750) presentation items requests shall be required per year, of which no more than one hundred fifty (150) shall be original creations. The Project Officer shall submit the material to be transferred to print, slide, transparency, or poster format (in some instances, the material shall be submitted in graphics chart file format, e.g., PowerPoint 97). The finished materials shall be hand-delivered within the timeframe specified by the Project Officer.

For printing projects, the contractor shall work closely with the Publication Manager of the Institute whenever a printing project is requested. For slide processing and printing jobs, the location must be in close proximity to NIDA. It will be the government's responsibility to provide specific information as to the type of materials, size, quantity, paper, color format, etc. in sufficient detail to allow the contractor to obtain current "competitive" price quotes for the specific project. Upon authorization to proceed, the Project Officer shall provide a copy of the quote from the successful offeror indicating the total price for the job and date authorized.

Task 4. **Expert Consultants**

The Contractor shall provide travel, per diem, and honorarium expenses (up to \$250 per day) for each expert consultant identified. For cost proposal purposes, the services of approximately 30 consultants, each requiring one day's work or longer, shall be needed each year. Prepaid airline tickets and prepaid hotel rooms shall be provided by the Contractor wherever possible to reduce out-of-pocket expenses for the consultants.

The Contractor shall provide logistical assistance to each identified consultant in making their travel and/or lodging accommodations.

OSPC shall require the services of a number of expert consultants, with knowledge and experience in a variety of drug abuse and related areas to provide input into the NIDA's policy planning process. The Government reserves the right to recommend the use of various consultants for specific tasks, and shall have final approval for all consultants proposed by the Contractor.

Task 5. **Scientific Information Retrieval**

- A. The Contractor shall provide literature reviews using on-line database resources such as the National Library of Medicine's (NLM) Medline system. The reviews shall include citation information, abstract if available through the search system, and subject (MESH) headings as coded by the search system. It is estimated that up to fifty (50) literature reviews shall be required during the year. The Contractor shall submit the literature review to the Project Officer for approval within three (3) working days after the request is made.

- B. The Contractor shall be required, as requested by the NIDA Project Officer, to produce hard copy of articles, notes, editorials, and chapters printed in medical, scientific, policy and research journals, books, periodicals housed in the NLM, Library of Congress or other specialized libraries and provide copyright information as requested. It is estimated that up to one hundred (100) articles shall be requested during the year. Hard copies of the articles shall be submitted to the Task Order Officer within three (3) working days after the request is made.

Task 6. **Monthly Reports**

The Contractor shall prepare and submit on a monthly basis, a report itemizing all services and/or products delivered, including specifics on consultant services used, dates, daily rates, etc.

Task 7. **Annual Reports**

The Contractor shall prepare and submit on an annual basis, a report itemizing all services and/or products delivered, including specifics on consultant services used, dates, daily rates, etc.

C. **Delivery Schedule**

Item No.	Description	Quantity	Delivery Date	Point of Delivery
1.	Work Plan	1	15 calendar days after contract award	PO

2.	Editing/Writing Services			
	a. Science Writing			
	1. First Draft	1	TBD	PO
	2. Final Draft	1	As Requested	PO
	3. Final Copy			
	Hard Copy	2	TBD	PO
	Word 97 format	1	TBD	PO
	b. Editing			
	1. First Draft	1	TBD	PO
	2. Final Draft	1	TBD	PO
3.	Presentation Materials	2	2 calendar days	PO
	a. Presentation Items		after request	
4.	Scientific Information Retrieval			
	a. Literature Review	1	3 calendar days	PO
	b. Hard copy of articles	1	after request	PO
			3 calendar days	
			after request	
5.	Monthly Reports	2	15 calendar days	CO/PO
			after end of each	
			month	
6.	Annual Report	5	30 calendar days	CO/PO
			after end of each	
			Contract year	
PO = Project Officer CO = Contracting Officer				

D. **EVALUATION FACTORS:**

Your proposal shall be evaluated on the likelihood of meeting the Government's objectives. The evaluation shall be based on the technical and administrative capabilities in relation to the needs of the project/task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that shall be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below:

1. Understanding the Project – 25 points

The offeror's understanding of the project will be assessed on how thoroughly the proposal demonstrates an understanding of the goals of the project, the relationship of these goals to the Institute mission and a knowledge of the structure under which the required tasks take place.

The proposal will be evaluated on how thoroughly the proposal addresses the tasks to be performed, the interrelationship and the separateness of the two parts and various tasks under these parts.

The proposal will be evaluated on the ability to demonstrate how various tasks can be carried out simultaneously, the likely sequence of events for any task and an understanding of the barriers that might arise. The offeror needs to identify back up systems that can be accessed, if needed.

2. **Approach – 25 points**

The offeror's technical approach will be evaluated on how clearly it addresses the issues of producing presentation materials, and efficiently arranging for logistical support and technical services. Awareness of promptness in the completion of tasks and adherence to a timeline is a critical element of the evaluation of the offeror's technical approach.

The proposal will further be evaluated on the technical basis for the development of materials for audio-visual presentations, written reports, on-line information retrieval and working relationships with consultants.

3. **Management Plan – 10 points**

The proposed plan will be evaluated on the basis of detailed outlines of staffing patterns and staff hours per deliverables, provision for quality control activities, appropriate sequencing of tasks by staff, and clear lines of responsibility within the contractor's office and between the contractor and the project officer.

4. **Key Personnel – 25 points**

The key personnel assigned to this project will be qualified on the basis of resumes which reflect competence for specific tasks such as project director, science writer/editor and sample resumes of expert consultants in drug abuse policy, research and training. The proposal will be evaluated on the degree to which the proposed personnel and consultants are equal to the tasks of the project.

5. **Facility – 15 points**

The proposed plan will be evaluated on the availability of adequate facilities to accomplish the tasks outlined in the scope of work. These include access to on-line computing capability, duplicating, word processing, scientific data retrieval, graphics capability and production of audio-visual materials for on time completion of the tasks outlined.

6. **Cost**

Price is not a weighed evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government. The cost proposal shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts shipping, indirect costs and rate, fee, and profit.

TO # NICS-124

TITLE: Policy Planning and Support (NIDA)

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method

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 ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____

Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator

Date