

**INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER**

RFTOP#195 TITLE: Traveling Exhibits – National Eye Institute (NEI)

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Jean Horrigan

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Proposal Address:
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Bethesda, MD 20892-2045

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B. PROPOSED PERIOD OF PERFORMANCE: One year (1) from award with possible non-competitive extension at the option of the NIH.

C. PRICING METHOD: Cost plus fixed fee - Firm should provide a single price for the traveling exhibits outlined below. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 20 pages. Please enter in the subject line the following text, "RFTOP #195 – Proposal submitted by August 13, 2004." A signed task order form (last page of the RFTOP) should also be faxed to 301-402-1065.

E. RESPONSE DUE DATE: August 13, 2004 at 12:00 p.m. (noon).

F. TASK DESCRIPTION:

The purpose of this task is to provide technical and logistical support to NEI for its traveling exhibits activities. This includes planning, organizing, and managing of all logistical aspects for the NEI's traveling exhibits including

1. VISION: A Traveling Exhibit
2. THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers

VISION: A Traveling Exhibit

<http://www.nei.nih.gov/education/visionexhibit/index.htm> V I S I O N highlights the past, present and future of publicly-funded vision research, through the use of text, photographs, artifacts, and interactive modules. The exhibit consists of 52 – 39-3/8" wide by 96" high by 1-1/1" deep double-sided laminated panels. The majority of the text and photographs are screenprinted or mounted on the panels. In addition, ten scientific interactive modules (from

the Exploratorium, San Francisco), are placed throughout the exhibit. Some are freestanding and others are attached to the panels. This exhibit may travel to two science museums per year or a permanent home will be selected.

THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers
<http://www.nei.nih.gov/nehep/eyesite/index.htm> . The exhibit consists of five colorful kiosks, ranging in height from 6 to 8 feet, and is designed to attract a cross section of the population, from young people to senior citizens. It contains an interactive multimedia touchscreen program; provides information on low vision services and resources; and displays aids and devices that help people with low vision. The exhibit and touchscreen program explain the causes of low vision, offer personal accounts of people living with low vision, and provides a self-assessment to help people determine whether they or someone they know may have low vision.

Two identical EYE SITE exhibits travel simultaneously throughout the country and are displayed at a total of 16 malls per year. Approximately 8-10 stops on the tour are sponsored by regional Host Committees. The Host Committees partner with the NEI to bring the exhibit to their community and/or state and generally consist of approximately 10 groups, organizations, and state and local agencies that offer services and resources to people with visual impairments. For the remaining tour stops the NEI generally partners directly with the mall management.

Overall tasks may include the following:

- Supervise and manage exhibits tour schedules.
- Manage all logistical arrangements for the booking, shipping, storage, installation, and dismantling of the exhibits.
- Supervise repairs, maintenance, and storage of exhibits as needed.
- Pay all travel costs and secure property and personal liability insurance for the exhibit.
- Supervise all subcontractors for the exhibits and exhibit tours.
- Serve as liaison to local Host Committees
- Provide data and information that will enable NEI to evaluate the effectiveness of the exhibit.
- Assist in promoting the exhibits.
- Design and produce educational and promotional materials in English and Spanish as needed.
- Provide monthly work reports plus a year end report.

Specific tasks for the NEI exhibits programs.

VISION: A Traveling Exhibit

1. Logistical Arrangements
 - Book and arrange shipping, storage, installation, and dismantling of the

- exhibits for two science museums per year.
 - Prepare and issue loan agreements and amendments to the institution that will house the exhibit on semi-permanent or permanent basis.
 - Perform other tasks related to the management of this exhibit.
2. Travel Cost and Insurance
 - Pay travel costs for personnel to install and dismantle exhibit.
 - Pay shipping costs as directed by NEI.
 - Maintain personal and property liability insurance for exhibit.
 3. Exhibit Repair
 - Review and monitor the exhibit condition and make necessary repairs.
 4. Permanent or Semi-Permanent Home
 - Assist NEI with negotiations and arrangements for a permanent or semi-permanent home for the exhibit.

THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers

1. Tour Supervision and Management
 - Research potential sites, schedule, and book the exhibit working with NEI, host committees, shopping centers, and outside groups.
 - Provide demographic information on malls.
 - Conduct preliminary on-site mall visits prior to bookings – approximately 20 -25 shopping centers in 5-6 states. Conduct follow-up on-site visits up to approximately 16-18 malls in 5-6 states.
 - Book the two exhibits for a total of 16 malls in approximately 5-6 states per year.
 - Distribute mall information packets to potential shopping centers and process all applications for the tour.
 - Serve as the primary contact with shopping center personnel.
 - Negotiate the exhibit dates and exhibition display area, and sign the lease agreement with shopping center management.
 - Make storage arrangements for the exhibit as necessary.
 - Hire a local exhibit assistant to check the exhibit twice daily to make certain the exhibit is in presentation order and that all electrical elements are operational.
 - Hire and train costume character and escort for all mall openings.
 - Maintain and clean all opening event items including ribbon for ribbon cutting ceremonies and costume character outfit.
 - Reboot the interactive multimedia program when necessary.
 - Assist with the development of special events plans for the exhibit tour.
 - Assist NEI and host committee in creating the opening event at each mall.

- Attend and supervise at least six opening events per year.
- Supervise and manage the shipping, installation, and dismantling of the exhibits as well as storage of crates during the exhibition.
- Secure property and person liability insurance for the exhibits.
- Pay travel costs for installation and dismantling of the exhibits.
- Monitor subcontractor performance and subcontract expenditures as needed.

2. Host Committee Liaison

- Serve as liaison between NEI and host committees.
- Schedule monthly conference calls with host committees – estimate two host committees per year with a total of 20 outside groups and organizations.
- Attend host committee meetings as necessary – approximately 4 per year.
- Prepare and distribute agenda for and minutes of all conference calls and meetings.
- Provide logistical and management support for host committee activities as required.
- Assist host committees with evaluation activities.

3. Exhibit Repair, Maintenance, and Storage

- Review and monitor the exhibit condition report.
- Supervise repair, refurbishment, or modification of each exhibit as necessary.
- Supervise updates/modifications to interactive touchscreen program.
- Arrange for exhibit storage as necessary.

4. Evaluation

- Create, update, and produce evaluation materials in English and Spanish as needed.
- Collect, evaluate and help analyze data collected.

5. Exhibit Promotion

- Work with host committees to develop promotion plans for each exhibit tour.
- Update all promotional materials and content to be posted on the website as required. Produce and distribute promotional materials including posters, flyers, print ads, and TV and radio public service announcements, in English and Spanish as needed, to the media, malls and host committees as appropriate.
- Assist the NEI and the host committees in all media related activities to promote the tour in each location.
- Implement exhibit promotions as required.

Reporting Requirements

The contractor will provide the following reports and will make themselves available for the following:

- a daily 15-minute conference call to review the project status and the plan of action
- submit a monthly status report summarizing key activities that were completed or in progress, plans for the next month, including an estimated risks to completion, and an action plan to mitigate consequences.
- a monthly financial report showing the funds expended and funds remaining, as well as number of labor hours used and remaining in the task order and the projected cost and number of hours to project completion.
- a monthly in-person meeting to review entire task order.

Location of Work

Services are expected to be performed at the contractor's facilities.

G. EVALUATION FACTORS

Technical Approach (40%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and management. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

Staffing and Management (30%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors must provide a staffing plan, including proposed labor hours, and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plans, the contractor shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order. Contractors must identify a specific senior level person to serve as the project officer and commit a minimum of 1,300 hours.

Management Experience (20%) Contractor must demonstrate experience related to the work outlined in this task order. No more than five relevant projects demonstrating the contractors experience should be provided.

Cost (10%) While price is not the most important evaluation factor, costs will be considered in determining the firm that represents the best value to the government.

RFTOP#195

TITLE: NEI's Traveling Exhibits

PART II - CONTRACTOR'S REPLY:

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

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method: Cost plus fixed fee

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 -Larry Manning, NIH-ICS Coordinator Date