

TASK DESCRIPTION

1. Background

The Health Resources and Services Administration is the U.S. Department of Health and Human Services agency that assures access to health care to uninsured and underserved people. HRSA's most direct communication with the public is through its Web site, www.hrsa.gov, which posts about a half-million visitor sessions each month.

HRSA has identified four primary audiences for its Web site: Grant Seekers, Advocates and other Constituents, Federal/State/Local Government Agencies and Media/Journalists.

HRSA's Web site usability research has clearly documented the need to

- better organize content in user-relevant categories,
- streamline navigation and
- consolidate Web site structure.

Through this contract, HRSA will apply this research across the Enterprise HRSA Web, which includes 11 distinct sub-domains and improve the site's ease of use for public users.

2 Description of the Work

HRSA seeks contractor support to implement an Web site re-engineered to be more useful to and useable for citizen-users and compliant with new Office of Management and Budget Web Content Standards (now in final draft) expected to be published before the end of the 2004 calendar year.

The contractor shall work with HRSA Office of Information Technology staff to

- inventory HRSA Enterprise Web site content and restructure as needed to fit HRSA Web site information architecture,
- identify gaps in content and opportunities to further refine the IA,
- conduct interviews with key HRSA users (grant applicants, grantees, media, Executive Branch/Congressional staff) and identify unmet Web content needs,
- develop content to fill unmet needs in two areas: Grants (applicants and grantees) and About HRSA (Executive Branch/Congressional staff) and
- recommend standard metadata and tools to apply metadata throughout site

The contractor shall accomplish this work through efficient and effective use of accepted Web site development and testing techniques and shall not be required to develop Web site graphics.

Results shall be summarized in a report and presented to HRSA OIT staff in a meeting or conference call. The report shall include final recommendations for the organization, navigation and graphic user interface of www.hrsa.gov. Interviews shall be documented in digital notes, audiotape or transcription and provided to HRSA.

3 Tasks

Specifically the contractor shall:

Area 1: Inventory HRSA Enterprise Web site content and restructure as needed to fit HRSA Web site Information Architecture

1. Inventory content on www.hrsa.gov, bphc.hrsa.gov, bhpr.hrsa.gov, hab.hrsa.gov, mchb.hrsa.gov, ruralhealth.hrsa.gov, telehealth.hrsa.gov, regions.hrsa.gov, newsroom.hrsa.gov, datawarehouse.hrsa.gov, cogme.hrsa.gov, organdonor.gov, insurekidsnow.gov and <https://performance.hrsa.gov/mchb/mchreports/Search/search.asp>.
2. Review aggregate Web Trends “top pages” across the sites listed above and ensure all are appropriately placed in the IA.
3. Create a prototype site map that places major content categories in the HRSA Information architecture.

Area 2: Conduct interviews with key HRSA users (grant applicants, grantees, Executive Branch staff, media) and identify unmet Web content needs

1. Develop a structured interview protocol to elicit business needs among key users that cannot currently be met on the HRSA Web site, eg. procedures for new grantees, information commonly sought by Executive Branch staff new to the Federal government).
 2. Recruit at least seven representatives of each audience from lists of individuals provided by HRSA.
 3. Interview subjects, documenting each interview with digital notes, audiotape or transcript.
 4. Aggregate results and develop report that documents most severe content deficiencies by audience.
5. Develop blueprint for content development, establishing priorities for each audience.

Area 3: Develop content to fill unmet needs in two areas: Grants (applicants and grantees) and About HRSA (Executive Branch/Congressional staff)

1. Develop high priority content in both areas, working through HRSA OIT to identify HRSA program staff to provide raw information.

2. Revise content as needed after OIT and HRSA Program review.

Area 4: Recommend standard metadata and tools to apply metadata throughout site

1. The HRSA Enterprise Web site does not routinely apply metadata, although this will be required under OMB Web Content Standards now in final draft. After review of content in Area 1, recommended additional metadata, referencing Dublin Core Metadata Standards, <http://www.dublincore.org/documents/dcmi-terms/#H2>.
2. Identify standard taxonomies or controlled vocabularies to be used across the HRSA Enterprise for subject and keyword metadata.
3. Evaluate COTS metatagging products and recommend at least three tools that fit HRSA needs.

4. DELIVERIES OR PERFORMANCE

The items specified for delivery below are subject to the review and approval of the Project Officer before final acceptance. The contractor shall be required to make revisions deemed necessary by the project officer.

The contractor shall produce the following scheduled deliverables in the amount, and within the time frame indicated. Deliverables shall be submitted to: (TO BE COMPLETED AT TIME OF AWARD)

Area	Tasks	Deliverable	Timeframe
	Kick-Off Meeting with Project Officer	Meeting	1 week from effective date of award (EDOA)
1	1. Inventory content on www.hrsa.gov , bphc.hrsa.gov , bhpr.hrsa.gov , hab.hrsa.gov , mchb.hrsa.gov , ruralhealth.hrsa.gov , telehealth.hrsa.gov , regions.hrsa.gov , newsroom.hrsa.gov , datawarehouse.hrsa.gov , cogme.hrsa.gov , organdonor.gov , insurekidsnow.gov and https://performance.hrsa.gov/mchb/m	Content Inventory	5 weeks from EDOA

	chreports/Search/search.asp		
1	<p>2. Review aggregate Web Trends “top pages” across the sites listed above and ensure all are appropriately placed in the IA.</p> <p>3. Create a prototype site map that places major content categories in the HRSA Information architecture</p>	Prototype Site Map	6 weeks EDOA
2	1. Develop a structured interview protocol to elicit business needs among key users that cannot currently be met on the HRSA Web site, eg. procedures for new grantees, information commonly sought by Executive Branch staff new to the Federal government).	Interview protocol	4 weeks from EDOA
2	2. Recruit at least seven representatives of each audience from lists of individuals provided by HRSA	Schedule of Interviews	5 weeks from EDOA
2.	3. Interview subjects, documenting each interview with digital notes, audiotape or transcript	Interview documentation	7 weeks from EDOA
2	4. Aggregate results and develop report that documents most severe content deficiencies by audience	Report	8 weeks from EDOA
2	5. Develop blueprint for content development, establishing priorities for each audience	Blueprint document	8 weeks from EDOA

3	1. Develop high priority content in both areas, working through HRSA OIT to identify HRSA program staff to provide raw information	508-compliant html documents	12 weeks from EDOA
3	2. Revise content as needed after OIT and HRSA Program review	508-compliant html documents	15 weeks from EDOA
4	1. The HRSA Enterprise Web site does not routinely apply metadata, although this will be required under OMB Web Content Standards now in final draft. After review of content in Area 1, recommended additional metadata, referencing Dublin Core Metadata Standards, http://www.dublincore.org/documents/dcmi-terms/#H2 .	Recommendations	16 weeks from EDOA
4	2. Identify standard taxonomies or controlled vocabularies to be used across the HRSA Enterprise for subject and keyword metadata.	Recommendations	18 weeks from EDOA
4	3. Evaluate COTS metatagging products and recommend at least three (3) tools that fit HRSA needs.	Evaluation Report	20 weeks from EDOA
	Close-Out Meeting with Project Officer	Meeting	22 weeks from EDOA

5. Period of Performance

The period of performance shall be for one (1) year from the effective date of award.

6. Type of Contract

It is anticipated that a Firm Fixed-Price task order award will be made from this RFTOP.

7. General Instructions

1. Your attention is directed to the requirement for the submission of technical, and cost contained in #8, #9, and #10. of this RFTOP. Your proposal must be submitted in accordance with these instructions.
2. The proposal must be signed by an official authorized to bind your organization. An original and three (3) copies of your technical and business proposals and past performance information must be submitted with the RFTOP number.
3. The RFTOP must be prepared in two parts: a "Technical Proposal," and "Cost Proposal. Each of these parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of evaluation of the other. The technical proposal must not contain reference to cost; however, resource information such as data concerning labor hours and categories, materials, subcontracts, etc., must be contained in the technical proposal so that your understanding of the scope of work may be evaluated. It must disclose your technical approach in sufficient detail to provide a clear and concise presentation that includes, but is not limited, to the requirements of the technical proposal instructions.

You may, at your discretion, submit alternate proposals or proposals which deviate from the requirements; provided, that you also submit a proposal for performance of work as specified in the statement of work. These proposals may be considered if overall performance would be improved or not compromised, and if they are in the best interest of the Government. Alternate proposals, or deviations from any requirement of this RFTOP, must be clearly identified.

This RFTOP does not commit the Government to pay any cost for the preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition.

8. Technical Proposal Instructions

To facilitate the evaluation of the proposal, the offeror shall submit its materials in two separate physical entities: 1) the business proposal, and 2) the technical proposal. The technical proposal should provide unpriced detail of labor hours and other direct costs but shall not contain prices.

Proposals which merely offer to conduct a program in accordance with the requirements of the Government's Scope of Work will be considered non-responsive to this request and will not be eligible for award.

The technical proposal content shall include the following:

A. Understanding and Approach

1. The proposal shall provide a clear, concise statement of the scope and purpose of the contract that demonstrates complete understanding of intent and requirements.
2. The proposal shall provide a work plan that specifies how each of the requirements in each of the tasks is to be accomplished, including scheduling of time and personnel.

B. Technical competence of staff/contractor

1. The Offeror must have expertise in Web site Usability. The proposal shall describe contractor experience in Web site usability. The proposal shall detail staff knowledge of the U.S. Department of Health and Human Services and of major issues relative to assuring access to health care.
2. The proposal shall specify how the professional personnel employed under the contract will organizationally operate and the name, title and experience of the project manager.

C. Organization Experience

1. The proposal shall list all contractor experience in Web site usability testing and analysis with the Health Resources and Services Administration and other U.S. Department of Health and Human Services agencies.
2. The proposal shall demonstrate sufficient contractor experience and knowledge to assure rapid and thorough execution of the tasks, particularly experience with larger scale testing using automated server tools/services.

9. Cost Proposal Evaluation

The cost proposal must be prepared and submitted separately in the following format:

1. Cover Page

The Offeror shall provide the name of the organization, business address, title of the project, date proposal submitted, and RFTOP Task Order number on the cover page.

2. Table of Contents

Include in the table of contents sufficient detail so that all important elements of the proposal can be located readily.

3. Cost Proposal

The Offeror, at a minimum, must submit a cost proposal fully supported by documentation adequate to establish the reasonableness of the proposed amount of this RFTOP. The information must be in sufficient detail in order to allow for a complete cost analysis. The cost proposal shall provide information that is adequate to validate that the proposed costs are consistent with the technical proposal; provide information to support an analysis of material cost; and provide supporting information such as explanations or supporting rationale as needed to permit the Contracting Officer to evaluate proposed costs.

3.1. Direct Labor

Direct labor cost estimates shall be supported with breakdowns by the major functional areas, including the number of person-hours and applicable actual or average hourly rates. The Offeror must submit his/her proposed wages, salary rate schedules and plan for any additional compensation resulting from employee relations, profit sharing, pension or health and welfare benefits. Indicate whether current rates or escalated rates are used. If escalation is included, state the percent and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a midpoint rate for the period of performance. Salary increases that are anticipated during the performance of the resultant contract must be proposed.

State whether any additional direct labor (new hires) will be required during the period of performance. If so, indicate the number of positions to be filled, and the anticipated date of hire. Also, specify the month and day on which your fiscal year commences. The Offeror shall also state the hourly overtime premium rate to be paid for all direct labor proposed.

3.2. Other Direct Costs

Include in this category estimated costs for all other direct costs associated with providing the type of services to be acquired (e.g., consultants, transportation/travel, supplies and equipment, communications, etc.). A complete explanation of each element of cost detailing the rationale used in developing the estimate must be included. In order to evaluate all Offerors equally, the Government requests that Offerors prepare cost proposals without consideration of any Government furnishings and supplies (including consumables) currently in their possession. Upon contract award, the Government will determine the disposition/usage of any Government furnishings and property.

3.3. Level of Effort

Estimates of the level of effort to carry out the work described herein are given below for key personnel and are exclusive of consultants. The Government presents this description for the base period of performance of the level of effort as an example of how to carry out the scope of work.

Key Personnel

Person Hours

Offerors are expected to make their own independent assessments of the resources needed to perform the stated tasks.

3.4. Administrative and Management Data

1. Commitments - The Offeror shall list commitments relating to the specified work or services and indicate whether these commitments will or will not interfere with the completion of work and services contemplated under this proposal.

2. Financial Capacity - The Offeror shall indicate if he has the necessary financial capacity, working capital and other resources to perform the contract without assistance from any outside source. (If not, indicate the amount required and the anticipated source.) The following information must be submitted:

a. The name, address, and telephone number of the Offeror's cognizant Government audit agency and a copy of its current agreement on indirect cost rates; and

b. A copy of the Offeror's most recent financial statements and all information deemed relevant to convincingly demonstrate its ability to perform the requirement from a financial point of view. Similar information is requested for any proposed subcontractors.

10. Evaluation Factors

OFFERORS ARE ADVISED THAT IN THE EVALUATION OF THESE PROPOSALS PARAMOUNT CONSIDERATION WILL BE GIVEN TO TECHNICAL ISSUES RATHER THAN COST OR PRICE.

<u>Evaluation Criteria</u>	<u>Weight</u>
Understanding and Approach	50
Technical Competence of Staff/Contractor	25
Organization Experience	25

11. Award Criteria

The technical proposal will receive paramount consideration in the selection of the Contractor for this acquisition. The Government reserves the right to make an award based on the best value for the Government, cost and other factors considered. The Government reserves the right to make an award without further discussion of the

proposals received. Therefore, it is important that your proposal be submitted initially
on
the most favorable terms.

The Government reserves the right to make a single award, multiple awards, or no award as a result of this RFTOP. In addition, the RFTOP may be amended if determined to be in the best interest of the Government.

