

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

**RFTOP# 217**

**TITLE:** Feasibility Evaluation Study -- VISION Public Information Network  
National Eye Institute, National Institutes of Health

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

**A. Point of Contact Name:**

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Proposal Address:

National Eye Institute

National Institutes of Health

Building 31, Room 6A 32

Bethesda, MD 20892-2045

**Billing Address: Accounts Payable, OFM,NIH**

National Institutes of Health

Bldg. 31, Rm. B1B 39

Bethesda, MD. 20892-2045

**B. PROPOSED PERIOD OF PERFORMANCE:** Four to Five months from date of the award.

**C. PRICING METHOD:** Cost plus fixed fee - 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 10 pages. Please enter in the subject line the following text, **RFTOP #217** Proposals submitted by September 17, 2004. A signed task order form (last page of the RFTOP) should also be faxed to 301-402-1065.

**E. RESPONSE DUE DATE:** September 17, 2004 at 12:00 pm (noon).

**F. TASK DESCRIPTION:**

The purpose of this task is to conduct a Feasibility Study to evaluate the National Eye Institute's VISION Public Information Network. The NEI has supported the program for a 10 year-period and it appears to be an appropriate time to confirm its value to the NEI and its grantee institutions.

## **The VISION Public Information Network (Network)**

[www.visionnetwork.nei.nih.gov](http://www.visionnetwork.nei.nih.gov) for eye institutes and departments of ophthalmology and schools and colleges of optometry is coordinated by the [National Eye Institute \(NEI\)](#), part of the [National Institutes of Health \(NIH\)](#), [U.S. Department of Health and Human Services](#). Member institutions appoint a Public Information Officer to work with NEI and the Network to develop an ongoing program to inform and educate the public about the benefits of vision research. Member organizations [meet annually](#), share information, pool resources, and collaborate on programs. The Network also works to inform the public of NIH's mission to improve the health of America through medical research.

### Program Goals / Objectives

- develop strategies to maximize media coverage of vision research achievements
- develop strategies to highlight the role of grantee institutions in conducting federally funded research
- update Network members on NEI, NIH, DHHS activities
- provide networking opportunities for public information officers
- develop projects to inform the public about advances in vision research
- inform the public about NIH's mission to improve the health of America through medical research

All of the above goals are relevant to the evaluation.

### Study Design

In order to accomplish this task, a review of the Network's various reports and activities should be undertaken to include but not be limited to the following: the Network's participation in the dissemination of clinical trial study results to the media, the amount of media coverage generated, the annual business meeting, survey reports from the Network membership, and website activity. Also, input from representatives of the numerous stakeholders must be obtained. These stakeholders include but are not limited to Network members, Deans and Presidents of Schools and Colleges of Optometry, and Chairs of the Departments of Ophthalmology, Director's of Public Affairs Offices at NEI grantee institutions, NEI senior administrative staff, and Principal Investigator's at NEI grantee institutions. In addition, a search for comparable programs within Federal and state governments as well as in the private sector should be undertaken.

**Dissemination/Use of Results** – Evaluation results will be reviewed to determine whether an outcome and/or process evaluation is needed. This study

will help in the design of a process and/or outcome evaluation to assess the programs operation and/or to assess the programs effects.

## **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

**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# \_\_\_\_\_ TITLE: \_\_\_\_\_  
**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_ TO # NICS-**

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 -Larry Manning, NIH-PICS Coordinator \_\_\_\_\_ Date \_\_\_\_\_