PUBLIC INFORMATION AND COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP# 50 TITLE: **Adolescent Literacy Workshops**

(Please Note: This is 100% Small Business Set-Aside)
Proposals are also being solicited under the NIH Travel and Conference Support Contracts.

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Lynn Salo, Contract Specialist
Phone-301-435-6962
Fax-301-402-3676

Proposal Address:

NICHD, CMB
Executive Building/Rm. 7A07
6100 Executive Blvd., MSC 7510
Bethesda, Maryland 20892-7510*

*Overnight/Handcarry
Rockville, Maryland 20852

Billing Address:

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

B. PROPOSED PERIOD OF PERFORMANCE:

February 22, 2002 through September 30, 2002

C. PRICING METHOD:

The National Institute of Child Health and Human Development (NICHD) anticipates awarding a fiscal year (FY) 2002 Task Order entitled "Adolescent Literacy Workshops". NICHD anticipates that the resultant award of this Request for Task Order (RFTO) will feature Time and Material Pricing. . Firms should provide a fixed hourly price for proposed job categories/personnel and for other pass through costs, offerors shall provide a percentage to be applied to costs as a "handling charge". A different percentage may be proposed for subcontracts, consultants and other costs. Price will be a factor in the determination of the firm that is selected for award. Travel and Conference Support contractors must utilize the hourly rates contained in their contract but in the interest of fair competition, may offer an alternative handling charge rate.

The level of effort set forth below is to serve not as a measure of the Contractor's obligation but as a further description of the required service

	Minimum	Estimated Plan # of hours	Maximum
Project Manager	70	90	120
Asst. Project Manager	200	240	270
Clerical	250	300	350
Science Writer (wksh 1)	50	70	80
Note Taker(s) (wksh 1)	20	24	30
Science Writer (wksh 2)	50	54	65
Note Taker(s) (wksh 2)	20	24	30

D. PROPOSAL INSTRUCTIONS:

The proposal shall be prepared and submitted in two volumes: Volume I – Technical Proposal and Volume II – Business Proposal. Each of these volumes shall be separate and complete in itself so that evaluation of one may be accomplished independently of the evaluation of the other. The Government will evaluate proposals in accordance with the evaluation criteria set forth in Part G. below. It is essential that Offerors address all evaluation criteria. **A limit of 20 pages (excluding resumes) has been placed upon the Technical Proposal.**

The RFTO does not commit the Government to pay any costs for 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.

The proposal shall be signed by an official authorized to bind the Offeror's organization to perform, if a task order is awarded in response to this RFTO. The same authorized official shall also sign Part II of the Task Order document (sample attached). An original and four (4) copies of the complete proposal shall be packaged and delivered/shipped for arrival at the following address prior to the closing date as specified in Part E. below. Shipping address:

Lynn Salo, Contract Specialist
NICHD, CMB
Executive Building/Rm. 7A07
6100 Executive Blvd., MSC
Bethesda, Maryland 20892-7510*

*Overnight/Hand Carry
Rockville, Maryland 20852

Please submit an electronic version of your proposal to Ms. Lynn Salo (ls59u@nih.gov) by 3:30 P.M., February 15, 2002.

1. Technical Proposal, Volume I

Information contained in the Technical Proposal shall address the following:

Management and Staffing Plan

Describe the overall plan for organizing, staffing, and managing the Task Order. Please include how roles and responsibilities will be divided, decisions made, work monitored and quality and timeliness assured. Along with the narrative, include a timeline showing staff levels for the anticipated workshops, who is responsible for which task, amount of time needed to perform, etc. In addition, please describe how the Project Director will work with the Government's Project Officer.

Personnel

Describe and specify types of personnel proposed to complete this project. This should include proposed duties, amount of effort, resumes, and other information pertinent to this project.

Organizational Experience and Past Performance

Demonstrate your organization's ability to provide:

Logistical support in the planning and carrying out of conferences/workshops including:

Site selection and reservation, notification of participants, travel arrangement for participants, and on-site support.

Qualified science writers and note takers to support the workshops

Specifically include information which demonstrates science writing and editing.

The Government will consider the Offeror's prior experience/past performance in managing projects similar to the requirements contained in this RFTO. Please provide Past Performance information on three projects, similar to the work required in this project, that have been completed within the past two years. Include name of organization, reference number, contract type, total value, Contracting Officer's name, address, phone and fax numbers, e-mail address (when possible) and comments regarding problems encountered and corrective actions taken.

2. Business Proposal, Volume 2

The Business Proposal shall provide a detailed explanation of the labor categories proposed, effort hours, and Other Direct Costs and justification for each item. Please include your must current negotiated Rate Agreement, if applicable. The Government will perform a cost analysis utilizing appropriate techniques and procedures.

The Government will award this task to the responsive Offeror whose proposal, in response to the RFTO, will be most advantageous to the government. In weighting the factors, which will go into our final source selection, the overall technical evaluation including Past Performance will account for 80% and the evaluated cost will account for 20%.

E. RESPONSE DUE DATE:

An original and four (4) copies of the complete proposal shall be packaged and delivered/shipped for arrival on or before February 15, 2002, by 3:30 P.M. Please provide an electronic version of your proposal to Ms. Lynn Salo (ls59u@nih.gov).

F. TASK DESCRIPTION:

I. BACKGROUND

The National Institute of Child Health and Human Development (NICHD), together with the Office of Vocational and Adult Education, Department of Education, and other organizations and agencies, have identified the area of Adolescent Literacy as an under-researched area. The NICHD has the lead responsibility in a major collaborative research initiative on this topic. Research in this area requires the collaboration of scientists in fields which have not traditionally partnered in research efforts, will benefit from practitioner (teacher, educational administrator, and educational interventionist) input, and requires the delineation of the current state of the science and a research agenda.

Despite the significant recent advances in our understanding of the abilities children must acquire to develop beginning reading skills and the conditions under which they are most effectively taught, very little converging evidence bears on whether and how these abilities are best acquired and taught during adolescence. While it has been frequently stated that learning to read may be more difficult after nine years of age, the factors that might explain this decreased learning ability are not well understood. We

need to understand whether this is in fact the case and if so, what biological, instructional, and contextual factors may be causally related to this decreased learning ability. In addition, it is not well understood which specific reading abilities are most predictive of difficulties learning to read in adolescence and whether the relationships between phonemic awareness, phonics, fluency, vocabulary and reading comprehension that predict age-appropriate reading development from kindergarten through the third grade apply to older students manifesting difficulties acquiring reading skills. Finally, not enough is know about how to motivate adolescents to learn to read, particularly when they have endured many years of failure in doing so. The proposed workshops described in this Task Order will address these gaps in information on which to base reading instruction for adolescents.

II. PURPOSE

A. Overall Objectives

The overall objective of this project is to provide support for two workshops on adolescent literacy. Such support shall include (1) provision of partial logistical support and a science writer and note takers to produce a summary document containing a research agenda to be developed at the first workshop, and (2) provision of total logistical support for the second workshop plus a science writer and note takers to produce a summary document and revised research agenda based on workshop discussions.

B. Specific Objectives

1. For workshop 1, provide partial logistical and complete science writing support. A site for the workshop has already been provided, and an agenda drafted. Finalization of the agenda and on-site support including on-site check-in/registration confirmation will be required, as well as science writing support, which will include provision of note-takers to take notes on all workshop presentations (except the opening speaker, who will provide a manuscript) and all workshop discussions, on each breakout group, and on the final report-back session, and production of a draft report covering the overall workshop, discussion and conclusions, with a draft research agenda.

2. For workshop II, provide overall workshop planning and logistics support, plus identical science writing support to that provided in workshop 1, incorporating the workshop 1 research agenda and the workshop II discussions and revision of that agenda.

Please Note: Participants of both workshops will include 10-12 Federal Employees. They will not receive a per diem from the contractor.

The PO will review draft Final Reports and provide comment to the contractor within 15 working days of receipt of each draft Final Report. Upon receipt of the comments, the contractor shall prepare Final Reports incorporating the comments of the PO. These final reports shall be submitted in hard copy and in electronic format.

III. Specific Requirements

During performance of this contract, the contractor shall perform the following tasks:

Task 1

The contractor shall meet with the PO at the office of the PO to discuss and clarify issues related to the work to be carried out, and review the work schedules, personnel assignments, contractor coordination with PO, early project activities and establish project priorities. The meeting is to be attended by the Project Director of the Contractor and other individuals as necessary. The contractor shall prepare an agenda for the meeting and submit it to the PO by email one week in advance of the meeting.

Task 2

Workshop 1 (March 6-8 workshop) partial logistics and document production (anticipate 100-120 participants).

- The Contractor shall finalize previously developed workshop materials, including but not limited to agenda, participant information packets, signs, name badges, etc. (desktop printing only, no Government printing clearance required).

Workshop 1 science writing support.

- The Contractor shall provide a science writer plus note takers to take notes at meeting main sessions and four (4) breakout groups; prepare overall workshop summary, summaries of four breakout groups, and summary of final session. Based on these summaries, the Contractor shall develop an overall workshop document which will include draft research agenda (which is to be developed by the workshop participants). All summaries and the draft workshop proceedings summary document shall be provided to project officer within two weeks of the end of the workshop. Documents are to be delivered via email in MS Word by email.
- The Contractor shall finalize the workshop summary document within two weeks of receiving comments by the project officer. The final document is to be delivered in hard copy (2 copies) and in MS Word electronically by email.

Task 3

Manage Workshop II (May 20-21, 2002) Logistics.

- With the approval of the PO, the Contractor shall select a site for the workshop . Meeting space must accommodate 50-100 participants and must be near an airport or metro station in the Washington, DC, or Baltimore, MD, metropolitan areas or in areas easily accessible from regional airports in these areas. (Meeting space rental will be an expense of the contractor).

- The Contractor shall negotiate and implement a contract to obtain high quality meeting space. All lodging and per diem shall be contracted at rates in accordance with Federal Travel Regulations. Required services may include any necessary audio-visual, telecommunications, computer and recording equipment, along with any requested supplies such as easels, pointers, note pads, etc. for the workshop /meeting speakers and participants. Coordination of food/beverage services may be required as part of the workshop /meeting agenda, however the NICHD and OVAE shall not provide any direct contract funds for food and beverages. The Contractor shall maintain contact with representatives at the workshop site to ensure smooth operations. The Contractor shall prepare and distribute pre-registration materials to participants, and develop in an electronic database a final list of all speakers and participants, with contact information which shall include institutional affiliation and address, email address, phone, and fax. The Contractor shall produce and distribute all necessary workshop announcements and materials. This information shall include instructions for participants on how to reserve rooms, directions to hotel from local airports and via automobile, and a list of local restaurants near the hotel. (Travel, lodging, and other expenses will not be paid for workshop participants.)

- With the approval of the PO, the Contractor shall invite and confirm workshop speakers (15-20); arrange their travel; and draft any necessary briefing materials.

- The Contractor shall provide post-workshop services, including, for example, fiscal management, public relations, preparation of workshop proceedings/summaries, and the mailing of thank you letters to the workshop speakers. (Speakers' travel, per diem and honoraria of $200/day per speaker will be an expense of the contractor.)

- The Contractor shall coordinate workshop registration. Registration booths shall be staffed at the workshop site to assist the participants.

- The contractor shall develop all workshop materials including, but not limited to, announcements, agenda, participant information packets, signs, name badges, etc.

Workshop II science writing support.

- The Contractor shall provide a science writer plus note takers to take notes at meeting main sessions and four (4) breakout groups; prepare overall workshop summary, summaries of four breakout groups, and summary of final session. Based on these summaries, the Contractor shall develop an overall workshop document which will include draft research agenda (which is to be developed by the workshop participants). All summaries and a the draft workshop proceedings summary document shall be provided to project officer within two weeks of the end of the workshop. Documents are to be delivered via email in MS Word by email.

- The Contractor shall finalize the workshop summary document within two weeks of receiving comments by the project officer. The final document is to be delivered in hard copy (2) and in MS Word electronically by email.

G. EVALUATION FACTORS

	Weight
1. **Personnel**	35

Discuss the experience of personnel in performing the tasks outlined in the Task Order description. This discussion should include issues related to the strengths and weaknesses of the personnel proposed. Resumes should be included for all personnel including any consultants/science writers.

2. **Organizational Experience and Past Performance**	35

Demonstrate that the organizational capabilities are available to carry out this Task Order. These duties include, but are not limited to logistical support, science writing support, site reservations, note takers, and development of agendas.

3. **Management and Staffing**	15

Demonstrate with use of staffing and management plan the Offeror's ability to perform the required Tasks within the timeline provided. Discuss the roles and responsibilities of all personnel related to the project.

4. **Past Performance**	15

(See Item D. Above—Proposal Instructions)

The Government will award this task to the responsive Offeror whose proposal, in response to the RFTO, will be most advantageous to the government. In weighting the factors which will go into our final source selection, the overall technical evaluation including Past Performance will account for 80% and the evaluated cost will account for 20%.

RFTOP# 50 TITLE: **Adolescent Literacy Workshops**

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 & ICS COORDINATOR

APPROVED:_____

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