

**NATIONAL LIBRARY OF MEDICINE  
REQUEST FOR QUOTATIONS (RFQ) NO. NLM-09-078/SES**

**“AIDS Community Information Outreach Project 2009”**

**(Dated: 3/30/09)**

**INSTRUCTIONS, CONDITIONS, AND NOTICES TO QUOTERS**

**A. GENERAL INFORMATION**

**1. PURPOSE**

This RFQ solicits quotations to procure professional services to design and conduct outreach projects that will improve access to HIV/AIDS related health information by patients, the affected community, their caregivers and the general public.

**2. BACKGROUND**

See attached Statement of Work.

**3. NAICS CODE AND SIZE STANDARD**

**NOTICE TO QUOTERS: THE FOLLOWING INFORMATION IS TO BE USED IN COMPLETING THE ATTACHED REPRESENTATIONS AND CERTIFICATIONS:**

- a. The North American Industry Classification System (NAICS) code for this Acquisition is 624190.
- b. The small business size standard for this acquisition is \$6.5 million.

**THIS REQUIREMENT IS NOT SET-ASIDE FOR SMALL BUSINESS.** However, The Federal Acquisition Regulation (FAR) requires in EVERY solicitation, (Except for foreign acquisitions) the inclusion of the North American Industry Classification (NAICS) Code and corresponding size standard which best describes the nature of the requirement in the solicitation.

**4. METHOD OF ACQUISITION**

The Government intends to procure the necessary services in accordance with the simplified acquisition procedures stated in FAR Part 13.

**5. TYPE OF AWARDS**

It is anticipated that the award(s) from this solicitation will be firm fixed-priced type purchase orders.

The AIDS Information Outreach Project 2009 will include two award category types:

- Standard Award - maximum value of \$60,000.00.
- Express Award – maximum value of \$10,000.00.

6. NUMBER OF AWARDS

It is anticipated that multiple awards will be made from this solicitation:

Standard Award: 2-10 awards

Express Award: 5-10 awards

NOTE: Award of any purchase order is contingent on the availability of funds.

7. DATE OF AWARD

It is anticipated that awards will be made on or about September 16, 2009.

8. PERIOD OF PERFORMANCE

It is anticipated that any award(s) made from this solicitation will be for a period of performance of twenty-four (24) months from the date of award.

9. COMMITMENT OF PUBLIC FUNDS

The Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with the proposed acquisition. Any other commitment, either explicit or implied, is invalid.

10. COMMUNICATIONS PRIOR TO AWARD

Vendors shall direct all communications to the attention of:

Shari E. Shor, Contract Specialist  
Office of Acquisitions (AO)  
National Library of Medicine (NLM)  
6707 Democracy Blvd., Suite 105  
Bethesda, Maryland 20892-5488  
301-435-4388  
Fax: 301-402-0642  
shores@mail.nlm.nih.gov

Communications with other officials may compromise the competitiveness of this acquisition and result in cancellation of the requirement.

11. PREPARATION COSTS

This RFQ does not commit the Government to pay for the preparation and submission of a quotation.

## B. GENERAL INSTRUCTIONS TO OFFERORS

### 1. INSTRUCTIONS TO VENDORS

- (a) *Definitions.* As used in this provision--

*Discussions* are negotiations that occur that may, at the Contracting Officer's discretion; result in the quoter being allowed to revise its quotation.

*In writing or written* means any worded or numbered expression which can be read, reproduced, and later communicated, and includes electronically transmitted and stored information.

*Quotation modification* is a change made to a quotation before the solicitation's closing date and time, or made in response to an amendment, or made to correct a mistake at any time before award.

*Quotation revision* is a change to a quotation made after the solicitation closing date, at the request of or as allowed by a Contracting Officer as the result of negotiations.

*Time*, if stated as a number of days, is calculated using calendar days, unless otherwise specified, and will include Saturdays, Sundays, and legal holidays. However, if the last day falls on a Saturday, Sunday, or legal holiday, then the period shall include the next working day.

- (b) *Amendments to solicitations.* If this solicitation is amended, all terms and conditions that are not amended remain unchanged. Quoters shall acknowledge receipt of any amendment to this solicitation by the date and time specified in the amendment(s).

- (c) *Submission, modification, revision, and withdrawal of quotations.*  
(1) Unless other methods (e.g., electronic commerce or facsimile) are permitted in the solicitation, quotations and modifications to quotations shall be submitted in paper media in sealed envelopes or packages (i) addressed to the office specified in the solicitation, and (ii) showing the time and date specified for receipt, the solicitation number, and the name and address of the quoter. Quoters using commercial carriers should ensure that the quotation is marked on the outermost wrapper with the information in paragraphs (c) (1) (i) and (c) (1) (ii) of this provision.

- (2) The first page of the quotation must show--

- (i) The solicitation number;
- (ii) The name, address, and telephone and facsimile numbers of the quoter (and electronic address if available);
- (iii) A statement specifying the extent of agreement with all terms, conditions, and provisions included in the solicitation

- and agreement to furnish any or all items upon which prices are offered at the price set opposite each item;
- (iv) Names, titles, and telephone and facsimile numbers (and electronic addresses if available) of persons authorized to negotiate on the quoter's behalf with the Government in connection with this solicitation; and
  - (v) Name, title, and signature of person authorized to sign the quotation. Quotations signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.
- (3) Late quotations and revisions. (i) Any quotation received at the office designated in the solicitation after the exact time specified for receipt of quotes will not be considered unless it is received before award is made and—
- (A) It was sent by registered or certified mail not later than the fifth calendar day before the date specified for receipt of quotations (e.g., a quotation submitted in response to a solicitation requiring receipt of offers by the 20th of the month must have been mailed by the 15th);
  - (B) It was sent by mail (or telegram or facsimile, if authorized) or hand-carried (including delivery by a commercial carrier) if it is determined by the Government that the late receipt was due primarily to Government mishandling after receipt at the Government installation;
  - (C) It was sent by U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee, not later than 5:00 p.m. at the place of mailing two working days prior to the date specified for receipt of quotations. The term "working days" excludes weekends and U.S. Federal holidays;
  - (D) It was transmitted through an electronic commerce method authorized by the solicitation and was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of quotations; or
  - (E) There is acceptable evidence to establish that it was received at the activity designated for receipt of quotations and was under the Government's control prior to the time set for receipt of quotations, and the Contracting Officer determines that accepting the

late quotation would not unduly delay the procurement; or

- (F) It is the only quotation received.
- (ii) Any modification or revision of a quotation or response to request for information, including any final quotation revision, is subject to the same conditions as in subparagraphs (c)(3)(i)(A) through (c)(3)(i)(E) of this provision.
- (iii) The only acceptable evidence to establish the date of mailing of a late quotation or modification or revision sent either by registered or certified mail is the U.S. or Canadian Postal Service postmark both on the envelope or wrapper and on the original receipt from the U.S. or Canadian Postal Service. Both postmarks must show a legible date or the quotation, response to a request for information, or modification or revision shall be processed as if mailed late. "Postmark" means a printed, stamped, or otherwise placed impression (exclusive of a postage meter machine impression) that is readily identifiable without further action as having been supplied and affixed by employees of the U.S. or Canadian Postal Service on the date of mailing. Therefore, quoters or respondents should request the postal clerk to place a legible hand cancellation bull's eye postmark on both the receipt and the envelope or wrapper.
- (iv) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the quotation wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.
- (v) The only acceptable evidence to establish the date of mailing of a late quotation, modification or revision, or withdrawal sent by Express Mail Next Day Service-Post Office to Addressee is the date entered by the post office receiving clerk on the "Express Mail Next Day Service-Post Office to Addressee" label and the postmark on both the envelope or wrapper and on the original receipt from the U.S. Postal Service. "Postmark" has the same meaning as defined in paragraph (c) (3) (iii) of this provision, excluding postmarks of the Canadian Postal Service. Therefore, quoters or respondents should request the postal clerk to place a legible hand cancellation bull's eye postmark on both the receipt and the envelope or wrapper.
- (vi) Notwithstanding paragraph (c)(3)(i) of this provision, a late modification or revision of an otherwise successful quotation that makes its terms more favorable to the Government will

be considered at any time it is received and may be accepted.

- (vii) Quotations may be withdrawn by written notice or telegram (including mailgram) received at any time before award. If the solicitation authorizes facsimile quotations, quotations may be withdrawn via facsimile received at any time before award, subject to the conditions specified in the provision entitled "Facsimile Proposals." Quotations may be withdrawn in person by a quoter or an authorized representative, if the representative's identity is made known and the representative signs a receipt for the quotation before award.
- (viii) If an emergency or unanticipated event interrupts normal Government processes so that quotations cannot be received at the office designated for receipt of quotations by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation or other notice of an extension of the closing date, the time specified for receipt of quotations will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume. If no time is specified in the solicitation, the time for receipt is 4:30 p.m., local time, for the designated Government office.
- (4) Quotations submitted must be on an all-or-none basis, e.g., quotations that propose to provide any item or combination of items shall be determined to be nonresponsive.
- (5) Quotations submitted in response to this solicitation shall be in English and in U.S. dollars.
- (6) Quoters may submit modifications to their quotations at any time before the solicitation closing date and time, and may submit modifications in response to an amendment, or to correct a mistake at any time before award.
- (7) Quoters may submit revised quotations only if requested or allowed by the Contracting Officer.
- (8) Quotations may be withdrawn at any time before award. Withdrawals are effective upon receipt of notice by the Contracting Officer.
- (d) Quotation expiration date. Quotations in response to this solicitation will be valid for a period of 60 calendar days.
- (e) Restriction on disclosure and use of data. Quoters that include in their quotations data that they do not want disclosed to the public for any

purpose, or used by the Government except for evaluation purposes, shall--

- (1) Mark the title page with the following legend: This quotation includes data that shall not be disclosed outside the Government and shall not be duplicated, used or disclosed--in whole or in part--for any purpose other than to evaluate this quotation. If, however, a purchase order is awarded to this quoter as a result of--or in connection with-- the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting purchase order. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets [insert numbers or other identification of sheets]; and
- (2) Mark each sheet of data it wishes to restrict with the following legend: Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this quotation.

(f) Purchase Order Award.

- (1) The Government intends to award purchase order(s), to the responsible quoter(s) whose quotation represents the best value, after an evaluation is conducted in accordance with the factors and sub factors, in the solicitation.
- (2) The Government may reject any or all quotations if such action is in the Government's interest.
- (3) The Government may waive informalities and minor irregularities in quotations received.
- (4) The Government shall evaluate quotations and may award a purchase order without discussions with quoters (except clarifications as described in FAR 15.306(a)). Therefore, the quoter's initial quotation should contain the quoter's best terms from a cost or price and technical standpoint. The Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary.
- (5) The Government reserves the right to make an award on any item for a quantity less than the quantity quoted, at the unit cost or prices quoted, unless the quoter specifies otherwise in the quotation.
- (6) Exchanges with quoters after receipt of a quotation do not constitute a rejection or counteroffer by the Government.
- (7) The Government may determine that a quotation is unacceptable if the prices proposed are materially unbalanced between line items

or subline items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A quotation may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.

- (8) The Government reserves the right to make multiple awards if after considering the additional administrative costs it is in the Government's best interest to do so.
- (9) If a cost realism analysis is performed, cost realism may be considered by the source selection authority in evaluating performance or schedule risk.

## 2. POTENTIAL AWARD WITHOUT DISCUSSIONS

The Government reserves the right to award a purchase order without discussions if the Contracting Officer determines that the initial quote(s) is/are fair and reasonable, provide the Best Value and discussions are not necessary.

## 3. ORDERING TERMS AND CONDITIONS

- a. The quoter must specify the unit price quoted for each Item Number.
- b. Prices quoted for this RFQ are Open Market .
- c. The quoter must indicate the Quantity, Item, and Trade Discounts being quoted for each line item listed. If none, state none.
- d. The quoter must indicate a period of delivery, citing the number of days after receipt of a purchase order document in which delivery will be performed.
- e. The quoter must indicate the F.O.B. Point (cite 'O' for Origin and 'D' for Destination). Transportation & Shipping Terms, of the attached Addendum to Terms and Conditions of Purchase Order.]

## 4. PURCHASE ORDER TERMS AND CONDITIONS

- a. The attached Purchase Order Terms and Conditions shall be made a part of any purchase order awarded as a result of this RFQ.
- b. The attached Addendum to Terms and Conditions of Purchase Order shall be made a part of any purchase order awarded as a result of this RFQ.

5. REPRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFERORS OR QUOTERS (SIMPLIFIED ACQUISITIONS)

**IF YOU INTEND TO SUBMIT A PROPOSAL, YOU MUST HAVE SUBMITTED YOUR REPRESENTATION AND CERTIFICATIONS VIA THE ONLINE REPRESENTATIONS AND CERTIFICATIONS APPLICATION (ORCA) AT: <http://orca.bpn.gov>.**

6. PUBLICATION AND PUBLICITY

In addition to the requirements set for in HHSAR Clause 352.270-6, Publications and Publicity, the contractor shall acknowledge the support of the National Institutes of Health (NIH) whenever publicizing the work under this contract in any media by including an acknowledgment substantially as follows:

“This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, and U.S. Department of Health and Human Services under Purchase Order No. HHSN2762009XXXXXP.”

7. ELECTRONIC AND INFORMATION TECHNOLOGY STANDARDS

Pursuant to Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d) as amended by P.L. 105-220 under Title IV (Rehabilitation Act Amendments of 1998) all Electronic and Information Technology (EIT) developed, procured, maintained and/or used under this contract shall be in compliance with the “Electronic and Information Technology Accessibility Standards” set forth by the Architectural and Transportation Barriers Compliance Board (also referred to as the “Access Board”) in 36 Chapter Part 1194. The complete text of Section 508 Final Standards can be assessed at <http://www.access-board.gov/>

8. ANTI – LOBBYING

Pursuant to Section 503(a) of Public Law 105-78, contract funds shall not be used, other than for normal and recognized executive-legislative relationships, for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, radio, television, or video presentation designed to support or defeat legislation pending before Congress or any State legislature, except in presentation to the Congress or any other State legislature itself.

9. PRESS RELEASES

Pursuant to the current HHS annual appropriations acts, the Contractor shall clearly state, when issuing statements, press releases, requests for proposals, bid solicitations and other documents describing projects or programs funded in whole or in part with Federal money: (1) the percentage of the total costs of the program or project which will be financed with Federal money; (2) the dollar amount of Federal funds for the project or program; and (3) the percentage and dollar amount of the total costs of the project or program that will be financed by non-

governmental sources.

10. OMB CLEARANCE

In accordance with HHSAR 352.270-7, Paperwork Reduction Act, and the Contractor shall not proceed with surveys or interviews until such time as Office of Management and Budget (OMB) Clearance for conducting interviews has been obtained by the Project Officer and the Contracting Officer has issued written approval to proceed.

11. HOTEL AND MOTEL FIRE SAFETY ACT OF 1990 (PL. 101-391)

Pursuant to Public Law 101-391, no Federal funds may be used to sponsor or fund in whole or in part a meeting, convention, conference or training seminar that is conducted in, or that otherwise uses the rooms, facilities, or services of a place of public accommodation that do not meet the requirements of the fire prevention and control guidelines as described in the Public Law. This restriction applies to public accommodations both foreign and domestic. Public accommodations that meet the requirement can be accessed at:  
<http://www.usfa.fema.gov/hotel/index.htm>.

12. NEEDLE EXCHANGE

Pursuant to the current HHS annual appropriations act, the Contractor shall not use contract funds to carry out any program of distributing sterile needles or syringes for the hypodermic injection of any illegal drug.

13. CONSTITUTION DAY

Each educational institution that receives Federal funds for a fiscal year shall hold an educational program on the United States Constitution on September 17<sup>th</sup> of such year for the students serviced by the educational institution in accordance with Public Law 108-447.

14. RESTRICTION ON EMPLOYMENT OF UNAUTHORIZED ALIEN WORKERS

Pursuant to the current HHS annual appropriations act, the Contractor shall not use contract funds to employ workers described in section 274A(h)(3) of the Immigration and Nationality Act, which reads as follows:

"(3) Definition of unauthorized alien: As used in this section, the term 'unauthorized alien' means, with respect to the employment of an alien at a particular time, that the alien is not at that time either (A) an alien lawfully admitted for permanent residence, or (B) authorized to be so employed by this Act or by the Attorney General."

15. REPORTING MATTERS INVOLVING FRAUD, WASTE AND ABUSE

Anyone who becomes aware of the existence or apparent existence of fraud, waste and abuse in NIH funded programs is encouraged to report such matters to the HHS Inspector General's Office in writing or on the Inspector General's Hotline. The toll free number is 1-800-HHS-TIPS (1-800-447-8477). All telephone calls will be handled confidentially. The e-mail address is [Htips@os.dhhs.gov](mailto:Htips@os.dhhs.gov) and the mailing address is:

Office of Inspector General  
Department of Health and Human Services  
TIPS HOTLINE  
P.O. Box 23489  
Washington, D.C. 20026

16. YEAR 2000 COMPLIANCE—SERVICE INVOLVING THE USE OF INFORMATION TECHNOLOGY

The Contractor agrees that each item of hardware, software, and firmware used under this contract shall be able to accurately process date data (including, but not limited to, calculating, comparing and sequencing) from, into and between the twentieth and twenty-first centuries and the Year 1999 and the Year 2000 and leap year calculations.

17. DISSEMINATION OF FALSE OR DELIBERATELY MISLEADING SCIENTIFIC INFORMATION

Pursuant to the current HHS annual appropriations act, the Contractor shall not use contract funds to disseminate scientific information that is deliberately false or misleading.

18. GUIDELINES FOR INCLUSION OF WOMEN, MINORITIES, AND PERSONS WITH DISABILITIES IN NIH-SUPPORTED CONFERENCES

Pursuant to the NIH Revitalization Act (P.L. 103-43, Section 206), which adds Section 402 (b) to the Public Health Service Act, it is required that NIH, "in conducting and supporting programs for research, research training, recruitment, and other activities, provide for an increase in the number of women and individuals from disadvantaged backgrounds (including racial and ethnic minorities) in the fields of biomedical and behavioral research." In addition, Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 require reasonable accommodations to be provided to individuals with disabilities.

It is NIH policy that organizers of scientific meetings should make a concerted effort to achieve appropriate representation of women, racial/ethnic minorities, and persons with disabilities, and other individuals who have been traditionally underrepresented in science, in all NIH sponsored and/or supported scientific meetings.

Therefore, it is the contractor's responsibility to ensure the inclusion of women, minorities and persons with disabilities in all events when recruiting speakers and/or participants for meetings or conferences funded by this contract.

See the policy announcement for additional details and definitions at:  
<http://grants.nih.gov/grants/guide/notice-files/NOT-OD-03-066.html>

19. SELECTION OF VENDOR(S)

- a. The acceptability of the technical portion of each quotation will be evaluated by a technical review committee or a member of the Government's technical staff. Each quotation will be evaluated in strict conformity with the evaluation criteria in the RFQ utilizing point scores and written critiques. The quoter may be requested to submit clarifying information.
- b. The business portion of each quotation will be subjected to a cost/price analysis (as appropriate), management analysis, etc.
- c. If award will be made without conducting discussions, quoters may be given the opportunity to clarify certain aspects of their quotations (e.g. The relevance of a quoter's past performance information and adverse past performance information to which the quoter has not previously had an opportunity to respond) or to resolve minor or clerical errors.
- d. Best-Value Analysis. A final best-value analysis will be performed taking into consideration the results of the technical evaluation, cost analysis, and ability to complete the work within the Government's required schedule. The Government reserves the right to make an award to the best advantage of the Government, technical merit, cost, and other factors considered.
- e. The NLM reserves the right to make a single award, multiple awards, or no award at all as a result of this RFQ. In addition, the RFQ may be amended or canceled as necessary to meet NLM's requirements.

20. SOLICITATION PROVISIONS INCORPORATED BY REFERENCE [FAR 52.252-1 (FEBRUARY 1998)].

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. The quoter is cautioned that the listed provisions may include blocks that must be completed by the quoter and submitted with its quotation. In lieu of submitting the full text provisions, the quoter may identify the provision by paragraph identifier and provide the appropriate information with its quotation. Also, the full text of a solicitation provision may be accessed electronically at this address:  
<http://www.arnet.gov/far/>.

FEDERAL ACQUISITION REGULATION (48CFR CHAPTER 1):

- a. Data Universal Numbering System (DUNS) Number, FAR Clause 52.204-6 (October 2003)
- b. Central Contractor Registration, FAR Clause 52.204-7 (October 2003)
- c. Submission of Offers in the English Language, FAR 52.214-34 (April 1991).
- b. Submission of Offers in U.S. Currency, FAR 52.214-35 (April 1991).

21. NUMBER OF COPIES OF QUOTATION

Your quotation shall be organized as specified in Section B., GENERAL INSTRUCTIONS TO QUOTERS; Section C., INSTRUCTIONS FOR PREPARING THE TECHNICAL PORTION OF THE QUOTATION; and Section D., INSTRUCTIONS FOR PREPARING THE BUSINESS PORTION OF THE QUOTATION; and **submitted no later than 3:00 p.m., local prevailing time on Monday, June 1, 2009.**

**Please submit one (1) original and five (5) hard copies of your quotation to the following address below:**

Shari Shor, Contract Specialist  
Office of Acquisitions (OA)  
National Library of Medicine (NLM)  
6707 Democracy Blvd., Suite 105  
Bethesda, Maryland 20894

**ELECTRONIC OR FAXED COPIES WILL NOT BE ACCEPTED**

**C. INSTRUCTIONS FOR PREPARING THE TECHNICAL PORTION OF THE QUOTATION**

1. INTRODUCTION

Proposals will be accepted from small businesses, individual community-based organizations, consortia of community-based organizations, faith-based organizations, public libraries, health sciences libraries, departments of public health, tribes, or multi-type consortia, which include CBOs, patient advocacy groups, or public libraries (e.g., CBO and hospital library).

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. The technical approach should include as much detail as you consider necessary to fully explain the proposed approach or method. The technical proposal should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project is to be organized, staffed, and managed. In addition to the narrative, the MATRIX (Attachment No. 6) must be completed with the goals, target audience, etc., for the project.

The technical proposal shall clearly describe what work will be performed as part of the overall project, how it will be performed, who will be doing the work, and

how the work related to the overall goals of the proposed project. In addition, the proposal should address why the project is significant and should be funded. **Quotations shall not exceed a total of 50 single-spaced pages**, including all enclosures and attachments. Pages should be of standard size (8 ½" x 11") and the font should be no smaller than 10 point. Excluded from the page limitation are cover letters and letters from collaborators and consultants.

**PROJECT DESCRIPTIONS ARE EXPECTED TO BE BRIEF AND SHALL NOT EXCEED 10 PAGES.**

**A Checklist for Submission is included as Attachment No. 8. This checklist is intended to help you; it is not a requirement and does not need to be included in your proposal.**

## 2. TECHNICAL DISCUSSIONS

The suggested outline for the technical discussion is as follows:

- a. Cover sheet: Include project title, date of submission, name, address, telephone number(s), fax number(s), web address(s), e-mail and DUNS number of the submitting and partnering organization(s) along with specific contact personnel for both administrative and technical aspects of the project (may be the same person). In addition, a one-paragraph summary of the project (approximately 250-400 words) should be included.
- b. Statement of work: Describe the project and include at least the following information:
  - o Objectives. State the goals, objectives, and the specific accomplishments to be achieved. Address how this project will increase the awareness and utilization of the National Library of Medicine online health and medical resources in the HIV/AIDS community. Indicate the need for the project and its relationship to any similar projects currently underway, if any.
  - o Background Information. Provide a narrative description of the project including what will be done, who (organizations or agencies) will be doing it, and why it is important.
  - o Description of target group(s). Describe the population(s) you are focusing on for your project. Describe specifically who will be most likely to benefit from the project. If available include estimates of numbers of individuals in the target populations and the geographic area included.
  - o Approach and Methodology. Clearly outline the general plan of work. Describe in detail the methodologies that will be use for the project and include any problems anticipated.

Notice: Provide clear and detailed justification for your approach. For example, do not propose developing a web page for your organization without including details about how this will improve information access for the target population and why another HIV/AIDS web page is necessary with all that are

currently available.

- Evaluation. Describe plans for evaluating the success of the project. Recommend ways that NLM might evaluate this project and similar projects.
  - Matrix. Complete the Matrix (Attachment B) appropriately to reflect the goals, objectives, timelines, and benchmarks for the project.
  - Project schedule. Provide a realistic schedule for completion of the work and delivery of items specified in the statement of work.
  - Charts. Complete the charts in Attachment F addressing: (1) Types of activities planned, (2) Names and types of organizations involved in the project, and (3) Target populations.
- c. Personnel: Describe the experience and qualifications of personnel who will work on the project. Provide information that will show the qualifications of personnel and their recent experience with similar projects. Resumes and/or CVs of key staff should be included. If personnel will be hired, job descriptions with specific qualifications should be included.

**NOTE:** Offerors shall include a resume for each key person proposed for the project. Resumes of management, technical, and support staff necessary to provide the services and support requested shall also be included. Individual resumes shall be no more than two pages in length.

Resumes shall include the following:

- Name of person;
  - Education (including, in reverse chronological order, colleges and/or technical schools attended (with dates), degree(s)/certification(s) received, major field(s) of study, and approximate number of total class hours);
  - Experience (including, in reverse chronological order, area(s) of work in which a person is qualified, company and title of position, approximate starting and ending dates (month/year), concise descriptions of experience for each position held, and
- d. Consultants. Involvement of consultant is permitted. However, such use must be described in detail and supported by appropriate letters from each individual/organization confirming his/her role in the project. The letters of commitment should specify the roles of each participating consultants/organization and what services they are providing for the proposed project.
- e. Facilities. Describe the facilities and resources to be used to support this project. Include description of computer equipment and office facilities of the

Offeror and those of any other site to be used in the project. List the most important equipment items already available for this project, noting location and pertinent capabilities of each. **\*Funds are not provided for rental expenses.**

**3. INSTRUCTIONS FOR EXPRESS AWARDS**

- a. The format provided must be used when submitting the proposal. Additional information may be provided, if necessary, but is not required
- b. The narrative description of the project should include a description of the work to be undertaken and how it will be done. It should briefly touch upon how the project will be organized, staffed and managed. The work to be conducted must relate to the goals and objectives stated for the project.
- c. Resumes and/or CVs of the key staff should be included. If personnel will be hired, job descriptions with specific qualifications should be included. The descriptions of the personnel involved in the project must include statements about their prior experience, education and training.
- d. Attachment No. 5 – Cover Sheet for Express Awards must be included.

**4. EVALUATION OF THE TECHNICAL PORTION OF QUOTATIONS**

The technical portion of quotations will be evaluated in accordance with the factors, weights, and order of relative importance as described in E. EVALUATION FACTORS FOR AWARD below:

**5. ADDITIONAL INSTRUCTIONS FOR PREPARING THE TECHNICAL PORTION OF THE QUOTATION**

- a. Quotations which merely offer to conduct the work in accordance with the requirements of the Government's scope of work will be considered nonresponsive. The quoter must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.
- b. Evaluation of the technical portion of quotations will be conducted by a technical review committee in accordance with the evaluation criteria stated in E. EVALUATION FACTORS FOR AWARD below.

**D. INSTRUCTIONS FOR PREPARING THE BUSINESS PORTION OF THE QUOTATION**

**1. BASIC COST/PRICE INFORMATION**

Quoters shall submit a detailed budget providing a breakdown and justification for the costs included in each expenditure category. The categories listed are not exhaustive and should be modified for the specific items you are requesting.

Use the Cost Breakdown Form supplied (Attachment No. 9) to submit your budget.

Funds may be requested for the following (these are examples only and are not meant to be all-inclusive):

- Purchase of equipment or materials for the project
- Salaries of additional staff to support the project or release current staff to carry out the project.
- Document delivery
- Communications access costs
- Travel necessary for the project
- Developing, producing, and distributing materials for the project
- Evaluating the project
- Costs to obtain or provide training in accessing HIV/AIDS information resources

## 2. INFORMATION OTHER THAN PRICING DATA

The information submitted shall consist of data to permit the Contracting Officer and authorized representatives (NLM staff) to determine price reasonableness or cost realism, e.g., information to support an analysis of material costs or information on prices and quantities at which the quoter has previously sold the same or similar items or carried out the same or similar work.

Any information submitted must support the price proposed. Include sufficient detail or cross reference to clearly establish the relationship of the information provided to the price proposed. Support any information provided by explanations or supporting rational as needed to permit the Contracting Officer and authorized representatives to evaluate the documentation.

The information may be submitted in the quoter's original format.

## E. EVALUATION FACTORS FOR AWARD

### 1. GENERAL

In the selection of the contractor(s) for this acquisition, paramount consideration shall be given to the evaluation of the technical proposals rather than cost or price. The evaluation will be based on the demonstrated capabilities of the prospective vendor in relation to the needs of the project as set forth in the RFQ. The merits of each proposal will be evaluated carefully, based on responsiveness to the RFQ and the thoroughness and feasibility of the technical approach taken. Vendors must submit information sufficient to evaluate their proposals based on the detailed criteria listed below. NLM may award a purchase order only if the corresponding quotation has been recommended as technically acceptable by the technical review committee. NLM is not under any obligation to fund any proposal or make any specific number of awards. Funding for any/all technically acceptable proposals is not guaranteed.

PROPOSALS WILL BE SCORED AGAINST THESE CRITERIA, SO PLEASE BE CERTAIN THAT ALL CRITERIA HAVE BEEN ADDRESSED IN YOUR SUBMISSION.

2. EVALUATION OF TECHNICAL PORTION OF QUOTATION

The technical portion of quotations will be evaluated in accordance with the factors, weights, and order of relative importance as described below entitled "EVALUATION FACTORS FOR AWARD".

**Quotations which merely offer to conduct the work in accordance with the requirements of the Government's scope of work will not be eligible for award. The quoter must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.**

Evaluation of the technical portion of quotations will be conducted by a technical review committee or a member of the Government's technical staff in accordance with the weighted technical criteria stated in EVALUATION FACTORS FOR AWARD. This evaluation produces a numerical score (points) which is based upon the information contained in the quoter's quotation only.

a. QUALIFICATIONS OF THE QUOTER

You are requested to submit a summary of your General Experience, Organizational Experience Related to this RFQ, Performance History, and Pertinent Acquisitions.

- i. General Experience: Defined as general background, experience, and qualifications of the quoter. A discussion of the quoter's facilities which can be devoted to the project may be appropriate.
- ii. Organizational Experience Related to this RFQ: Defined as the accomplishment of work, either past or on-going, which is comparable, or related, to the effort required by this RFQ. This includes the quoter's overall experience, but not the experience and/or past performance of individuals who are included in the quotation as personnel involved with the Statement of Work in this RFQ.
- iii. Performance History: defined as meeting acquisition objectives within delivery and cost schedules on efforts, either past or on-going, which is comparable or related to the effort required by this RFQ.
- iv. Pertinent Acquisitions: defined as a listing of each related acquisition completed within the last three years or currently in process. The listing should include: (1) the acquisition number; (2) acquiring agency; (3) acquisition dollar value; (4) dates acquisition began and ended (or ends); (5) description of acquisition work; (6)

explanation of relevance of work to this RFQ; and (7) actual delivery and cost performance versus delivery and cost agree to in the acquisition(s).

You are cautioned that omission or an inadequate or inaccurate response to this very important RFQ requirement could have a negative effect on the overall selection process. Previous work experience which is relevant to the ability of the quoter to perform will be considered in the source selection process.

### 3. PRICING

Prices to the Government shall be as low or lower than those charged to the quoter's most favored customer for comparable quantities under similar terms and conditions in addition to any trade or prompt payment discounts offered. Accordingly, discounts notwithstanding, the quoter must ensure that the items sold to the Government in the particular commodity category meet the requirement for "most favorable pricing" to the Government.

### 4. MANDATORY CRITERIA

Listed below are mandatory qualification criteria that establish conditions that must be met in order for the proposal to be considered:

- a. The project must specifically target AIDS-related health information needs of the affected community, their care givers, or the general public including, but not limited to, allied health professionals, social workers, or case managers. At least one of the organizations managing the project must be a community-based organization, library or department of public health.
- b. The proposal must address how the project will increase the awareness and utilization of the National Library of Medicine online health and medical resources in the HIV/AIDS community.
- c. The project must be conducted within the United States and its territories.
- d. For proposals in the Standard Award category, project budgets shall not exceed \$60,000, including indirect costs. For the Express Award category, the project budgets shall not exceed \$10,000.
- e. Every proposal must include Submission Category and Contact Information (Attachment No. 4 for Standard Award or Attachment No. 5 for Express Award) as the cover of the entire proposal. Attachment No. 4 and Attachment No. 5 indicates the category for which the proposal is being submitted.

### 5. TECHNICAL EVALUATION CRITERIA

**In determining which offer represents the best value (i.e., labor hours,**

**special features, administrative costs) to meet the Government's needs, the Government shall evaluate responses using the following evaluation criteria that are listed in descending order of priority:**

The technical proposal will receive paramount consideration in the selection of the offerors for this acquisition. In the event that the technical evaluation reveals that two or more offerors are approximately equal in the technical ability, then cost may become a significant factor in determining award. In any event, the government reserves the right to make an award based on a best value determination, cost and other factors considered.

Offerors merely proposing to provide a service in accordance with the statement of work will not be eligible for award. The proposal must include a comprehensive plan for meeting the needs of the Government, addressing each of the requirements of the statement of work and explaining the proposed technical approach to be used. Failure to provide the information required to evaluate the proposal may result in the rejection of the proposal without further consideration.

**6. TECHNICAL EVALUATION FACTORS**

**STANDARD AWARDS**

<u>Criteria</u>	<u>Points</u>
A. Technical Approach	45
B. Organization(s) Involved, Facilities, Personnel and Resources	35
C. Target Communities	<u>20</u>
	100

Criterion A (45 points)  
Technical Approach

The logic and feasibility of the technical approach to providing HIV/AIDS-related information services to the community in a way meaningful to the target community. The proposal should include sufficient detail to show an understanding of the project and describe how the project will be conducted, and what need(s) the project will help to meet. The proposal should address how this project will increase the awareness and utilization of the NLM online health and medical resources in the HIV/AIDS community. The rationale and need for the project must be clearly defined. Include also the approach to assess the value of the project. If the proposal is for an extension or expansion of a previously funded NLM project, the proposal should explain the need for the extension or expansion. It should address what has been learned from the earlier project and what changes, if any, will be made as a result of what has been learned. The impact of prior project(s) should also be discussed. Plans for continuing the project after the period of performance for this funding concludes should also be discussed.

Criterion B (35 points)  
Organization(s) Involved, Facilities, Personnel, and Resources

A description of the organization(s) making the proposal, its' (their) primary clientele, services currently provided, experience, facilities, equipment and supporting documentation. The experience of the organization and its personnel in developing or conducting similar projects to provide information or information services about HIV/AIDS

to members of the community. Demonstrated evidence of facilities and resources adequate to support the proposed project and letters of commitment from all the organizations involved in the project. Include descriptions of the proposed personnel (include CVs or resumes) who will actually carry out the project with their experience and qualifications.

Criterion C (20 points)  
Target Communities

Description of the target group(s) for this project and a description of their need for this project. The target groups should be clearly described along with any existing relationships between the proposer and the target populations. If available, include descriptions of any studies, needs assessments, evaluations, etc. that you or others have done to determine the need for this project. Provide an indication of the potential impact on the target group(s).

**EXPRESS AWARDS**

<u>Criteria</u>	<u>Points</u>
A. Technical Approach	60
B. Organization(s) Involved, Facilities, Personnel and Resources	25
C. Target Communities	15
Total Points:	100

Criterion A (60 points)  
Technical Approach

The logic and feasibility of the technical approach to providing HIV/AIDS-related information services to the community in a way meaningful to the target community. The goals and objectives should be clearly stated, logical and feasible. The brief narrative description of the work to be carried out should be aligned with the stated objectives. The narration should briefly address the need for the project and potential impact. The proposal should address how this project will increase the awareness and utilization of the NLM online health and medical resources in the HIV/AIDS community.

Criterion B (25 points)  
Organization(s) Involved, Facilities, Personnel, and Resources

Complete listing of names and types of organizations involved should be included. Mention of their roles and responsibilities should be included in the general narrative. Descriptions of personnel who will be carrying out the work of the project should be included with indication of their qualifications, education, training and experience. CVs or resumes should be included. Description of facilities, equipment and resources available to carry out the work of the project.

Criterion C (15 points)  
Target Communities

Target audiences should be characterized by use of the chart included in the Express application. There should be a clear or obvious relationship between the organizations involved and the target audience. If there is not, some narrative justification should be included. In the description of the assessment to be used there should be some

indication of the potential impact on the target audience.

#### **F. ATTACHMENTS TO THE RFQ**

1. Statement of Work (SOW)
2. Purchase Order Terms and Conditions
3. Addendum to Terms and Conditions of Purchase Order (Express Award)
- 3A. Addendum to Terms and Conditions of Purchase Order (Standard Award)
4. Standard Award Proposal Cover Page (**Must be submitted with a quotation**).
5. Express Award Proposal Cover Page (**Must be submitted with a quotation**).
6. Services Matrix (**Must be submitted with quotation for a Standard Award**).
7. Information Access Categories (**Must be submitted with quotation for a Standard Award**).
8. Checklist for Submission
9. Cost Breakdown Form (**Must be submitted with quotation for a Standard Award**).
10. Application for NLM AIDS Information Express Award (**Must be submitted with a quotation for Express Award**).
11. Final Report Format (Sample Copy -- Do not submit with quotation).
12. Frequently Asked Questions (Q&As)