

NATIONAL INSTITUTE OF ENVIRONMENTAL HEALTH SCIENCES

RFQ # **DL1754318**

Date Posted: September 10, 2010

Date Due: FRIDAY, SEPTEMBER 17, 2010 by 2:00 pm edt

Issued by: Deitra C. Lunney, Contracting Officer
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Overnight Delivery: NIEHS /Attn: Deitra Lunney
Keystone Office Bldg.
530 Davis Drive, Room 1045
Morrisville, NC 27560

Mail: NIEHS/ OA
Attn: Deitra Lunney
P.O. Box 12874
Research Triangle Park, NC 27709

Goods/Services to be purchased: **Kids Website Redesign Project**

The following information must be included with response:

Company Name:_____ Authorized Representative:_____

Address:_____ Title:_____

Telephone Number:_____ Email Address:_____

Fax Number: _____

DUNS#_____ TAX ID/Employer ID#:_____

Price valid until (date):_____

Discount Terms (Net-30 if unspecified):_____

Signature _____

Date _____

Name (Type or Print)_____

Remittance Address, if different from mailing address

I. Combined Synopsis Solicitation.

This is a combined synopsis/solicitation for commercial service prepared in accordance with the format in Subpart 12.6, as supplemented with additional information included in this notice, and this announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued. This solicitation is issued as a Request for Quotations (RFQ) under RFQ #**DL1754318**. This solicitation document incorporates all mandatory commercial item provisions and clauses that are in effect through Federal Acquisition Circular (FAC) 2005-42 dated July 16, 2010. **ISSUED AS TOTAL SMALL BUSINESS SET-ASIDE.**
NAICS Code/Size: 541512/\$25.0 Million.

II. Instructions:

Only written requests for additional information will be accepted. Notification of any changes shall be made only on the internet. Quotations submitted in response to this notice shall include the solicitation number, DUNS and Tax ID/Employer Identification Numbers, payment terms, and be signed, dated and submitted via email or fax to Deitra Lunney @ lunney@niehs.nih.gov or 919-541-5117 (Fax). Vendors not registered in the Central Contractor Registration (CCR) database at the time the requirement is to be awarded will not be considered. Vendors may register with CCR by calling 1-888-227-2423 or (269) 961-5757, or by accessing www.ccr.gov. For any questions regarding this announcement, please contact Deitra Lunney - lunney@niehs.nih.gov.

FAR 52.212-3, Offeror Representations and Certifications-Commercial Items (AUG 2009) is included by reference (full text is available electronically at <http://www.acquisition.gov/far>). **A completed copy of this provision must be included with response.** Offeror shall complete only paragraph (j) of this provision if the offeror has completed the annual representations and certifications electronically at <http://orca.bpn.gov>. If an offeror has not completed the annual representations and certifications electronically at the ORCA website, the offeror shall complete only paragraphs (b) through (i) of this provision.

III. Basis for Award:

The Government intends to award an order resulting from this solicitation to the responsible offeror whose quote represents the best value after evaluation in accordance with the factors in the solicitation. See evaluation factors listed on Page 7.

IV. Supplies and Prices / Delivery

Furnish and deliver, as required by the National Institute of Environmental Health Sciences, at the following fixed price(s):

<u>Descriptive Name</u>	<u>Quantity</u>	<u>Unit</u>	<u>Unit Price</u>	<u>Extended Price</u>
1. Kids Website Redesign Project	1	fee	_____	_____
See Statement of Work – Page 4-6				
TOTAL:			\$ _____	

STATEMENT OF WORK

Kids Website Redesign Project

The National Institute of Environmental Health Sciences, part of the National Institutes of Health, requires assistance in researching, planning and implementing a comprehensive redesign of the Center's Kids web site: kids.niehs.nih.gov. Anticipated completion is approximately nine to twelve months from commencement of project.

Goals

NIEHS's overall goals for this project include:

- Evaluate differing needs of various target audiences (parents and caregivers, educators, children, etc.)
- Bring a unified, up to date design to the site that can be implemented using Cascading Style Sheets (CSS)
 - o Restructure site as needed to better serve users' needs
 - o Update content and design, complying with Section 508 and other NIEHS or Federal requirements
 - o Incorporate and create new color palette
 - o Create and/or incorporate new images as needed
- Comprehensively review content and organization
 - o Recommend content for removal, retention or expansion
- Incorporate environmental science and human health information within the current content
 - o Extensively linking to NIEHS and EHP content created for children, families and teachers
 - o Edit the current site content
 - o Write new content, using scientific materials provided by NIEHS, appropriate for the audience of the Kid's site
- Move or rebuild the site within the NIEHS Percussion Content Management System (Web CMS)
 - o Utilize CMS tools for management of menus, headers, footers, etc.
 - o Use CMS to streamline publishing and archiving

Reporting

NIEHS seeks a contractor with the capability to complete the redesign process and launch a new Kids Web site in approximately a nine-month time period. In order to keep the project on track, the contractor will provide weekly phone status meetings with NIEHS's project team and twice monthly budget updates. Problematic issues that may threaten the timeline and/or budget will be communicated immediately to NIEHS's project manager. The contractor will present significant milestone reports and strategy documents in person to key NIEHS staff in up to four sessions to ensure NIEHS leadership understands and concurs with the suggested approaches.

Research and Planning

NIEHS will provide the contractor with a copy of the existing Web site—comprised of approximately 1,275 pages—in .zip format.

The contractor will gather information by reviewing web logs for the previous two years, provided by NIEHS. The contractor will conduct a market analysis of no less than five similar Federal Government websites designed for children, preferably those geared towards Environmental Health Education. The contractor will then lead a series of about two meetings with various NIEHS divisions to seek input and discuss the needs of various NIEHS constituencies. The contractor will synthesize all of the above the information and provide it in a summary findings report and a recommendations report that includes functional specifications for the new site.

Structure Development

Using information distilled from previous research and planning activities, as well as cost- and policy-appropriate industry best practices, contractor will develop site map and content inventory. After incorporating input from NIEHS staff, contractor will revise those documents and develop about eight wireframe schematics that will accommodate the content formatting needs throughout the site.

Visual Design

Contractor will lead creative meeting with (a) small group(s) of NIEHS staff to brainstorm visual design concepts that would suit the Center's mission and coordinate with its other communication products. Following the meeting, the contractor will produce a written creative brief and three initial designs for the NIEHS Kids site. NIEHS will provide feedback for four rounds of revisions. Any additional revisions required will incur an additional cost at the designer's hourly rate. NIEHS will provide images and suggested additional photo sources. The contractor will review these, conduct searches of additional photo sources and provide a group of suggested images. NIEHS will make the final selection and purchase of any necessary stock art.

Content

Contractor will identify and recommend to NIEHS pages on the site for removal. NIEHS decisions based on this recommendation will be carried by the contractor into the site structure and design.

Contractor will edit retained content to meet standards of Plain Language, web writing, and clarity and usability for the intended audience(s).

Contractor will also create up to 200 new short content pieces (between 60 and 90 words each) to enhance science content in the site. NIEHS will provide scientific resources and materials and contractor will prepare content pieces appropriate to the intended audience(s).

Production and Testing

Once a final design is approved by NIEHS, the contractor will create sample html files to demonstrate each of the page types in the site and required CSS files as well as any necessary supporting files that can be used by NIEHS to create the CMS templates. These files should follow requirements to meet Section 508 compliance and accessibility standards for government Web sites.

The contractor will use the NIEHS installation of Percussion CMS, working with NIEHS staff to gain access to the Percussion system. NIEHS will create up to ten CMS templates within the CMS for the contractor, build up to two workflows within the CMS, and create up to two user groups within the CMS for the contractor. The contractor will make any necessary adjustments to existing NIEHS Web content needed to migrate up to 1000 existing pages (to be selected by NIEHS) to the new site, add internal links between pages and perform quality assurance edits. The contractor will also add any new content created by the contractor to the site within the CMS.

Contractor will then submit site to an experienced quality assurance analyst for thorough testing to include checking for misspellings, broken links, content display issues and other problems. Analyst will cross check site in commonly used Web browsers and verify custom functionality configuration. Contractor will remedy any sub-optimal issues discovered. Once the main page and key content pages have been implemented, the contractor will conduct usability tests on the proto-site with at least seven users, testing at least three site scenarios. Contractor will provide NIEHS with a report detailing findings and making recommendations for improvements to the draft site. Contractor will implement NIEHS's desired structural changes resulting from usability testing.

Training and Launch

Contractor will provide custom training aids to ensure NIEHS staff understand the site's structure and can easily make updates and will provide up to three, two-hour training sessions, including instruction on the Percussion CMS system. Once NIEHS approves final site for launch, contractor will work with existing NIEHS staff and contractors to launch the site. The contractor will provide NIEHS with all source files, documentation and other information necessary to launch and maintain the web site.

Contractor will maintain records of relevant copyright permissions granted to NIEHS for content throughout the redesign; contractor will provide an electronic means (database, spreadsheet, or CMS fields) of matching content pieces to permissions records.

Note: This SOW does not include redesigning <http://ninos.niehs.nih.gov> .

EVALUATION FACTORS

Award will be made in the aggregate to the responsive and responsible offeror fully meeting the mandatory evaluation factors listed below.

Offerors must submit information to evaluate their offers based on the criteria listed. Failure to provide the information required to evaluate the offer may result in rejection of that offer without future consideration.

The evaluation factors establish conditions that must be met in order for your offer to be considered. The criteria below are listed in order of relative importance.

Evaluation Criteria

- 1) Proposed Project Plan demonstrating understanding of Statement of Work and including time frames for completion of tasks
- 2) Key Personnel Resumes
- 3) Past Performance
 - Portfolios and at least 3 references for similar work
 - Links to websites designed by offeror
- 4) Experience with Section 508
- 5) Experience with Percussion CMS

ESTIMATED COMPLETION DATE:

Project is expected to be completed approximately nine (9) to twelve (12) months from commence of project.

V. Provisions and Contract Clauses

(1) FAR 52.252-2 Clauses Incorporated by Reference (FEB 1998)

This contract incorporates one or more clauses 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. Also, the full text of a clause may be accessed electronically at this address:

<http://www.acquisition.gov/far>.

(2) The following clauses are included by reference:

FAR 52.212-1 Instructions to Offerors-Commercial Items (JUNE 2008)

FAR 52.212-3 Offeror Representations & Certifications-Commercial Items (AUG 2009)

FAR 52.212-4 Contract Terms & Conditions-Commercial Items (JUNE 2010)

(3) FAR 52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders—Commercial Items. (JUL 2010)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

(1) 52.222-50, Combating Trafficking in Persons (Feb 2009) ([22 U.S.C. 7104\(g\)](#)).

Alternate I (Aug 2007) of 52.222-50 ([22 U.S.C. 7104\(g\)](#)).

(2) 52.233-3, Protest After Award (AUG 1996) ([31 U.S.C. 3553](#)).

(3) 52.233-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Pub. L. 108-77, 108-78).

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

___ (1) 52.203-6, Restrictions on Subcontractor Sales to the Government (Sept 2006), with Alternate I (Oct 1995) ([41 U.S.C. 253g](#) and [10 U.S.C. 2402](#)).

___ (i) 52.219-6, Notice of Total Small Business Set-Aside (June 2003) ([15 U.S.C. 644](#)).

___ (20) 52.222-3, Convict Labor (June 2003) (E.O. 11755).

___ (21) 52.222-19, Child Labor—Cooperation with Authorities and Remedies (Jul 2010) (E.O. 13126).

___ (22) 52.222-21, Prohibition of Segregated Facilities (Feb 1999).

___ (23) 52.222-26, Equal Opportunity (Mar 2007) (E.O. 11246).

___ (24) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Sept 2006) ([38 U.S.C. 4212](#)).

___ (25) 52.222-36, Affirmative Action for Workers with Disabilities (Jun 1998) ([29 U.S.C. 793](#)).

___ (26) 52.222-37, Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Sept 2006) ([38 U.S.C. 4212](#)).

___ (27) 52.222-54, Employment Eligibility Verification (JAN 2009). (Executive Order 12989). (Not applicable to the acquisition of commercially available off-the-shelf items or certain other types of commercial items as prescribed in 22.1803.)

___ (31) 52.225-1, Buy American Act—Supplies (Feb 2009) ([41 U.S.C. 10a-10d](#)).

___ (39) 52.232-33, Payment by Electronic Funds Transfer—Central Contractor Registration (Oct 2003) ([31 U.S.C. 3332](#)).

(4) 52.212-2 Evaluation—Commercial Items (JAN 1999)

(a) The Government will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, price and other factors considered. The following factors shall be used to evaluate offers:

See factors listed on Page 7.

Technical factors and Prior Experience, when combined, are of more importance than price.

(b) *Options*. The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. The Government may determine that an offer is unacceptable if the option prices are significantly unbalanced. Evaluation of options shall not obligate the Government to exercise the option(s).

(c) A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful offeror within the time for acceptance specified in the offer, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

(End of provision)

VI. Supplemental Purchase Order Terms and Conditions For Supplies and Services

1. NEW EQUIPMENT

New equipment and/or supplies shall be furnished by the Contractor. No used, surplus, gray market or reconditioned equipment or supplies shall be furnished.

2. 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.

3. PRESS RELEASES

Pursuant to the current HHS annual appropriations act, 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 nongovernmental sources.

4. 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 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

5. 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.”

6. ELECTRONIC AND INFORMATION TECHNOLOGY STANDARDS.

Applicable to all solicitations and contracts which will develop, purchase, maintain, or use electronic and Information Technology (EIT) unless these EIT products and/or services are incidental to the project.

Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794D), as amended by the Workforce Investment Act of 1998, and the Architectural and Transportation Barriers Compliance Board Electronic and Information (EIT) Accessibility Provisions (36 CFR part 1194), require that, unless an exception applies, all EIT products and services developed, acquired, maintained, or used by any Federal department or agency permit:

1. Federal employees with disabilities to have access to and use information and data that is comparable to the access and use of information and data by Federal employees who are not individuals with disabilities; and

2. Members of the public with disabilities seeking information or services from a Federal agency to have access to and use of information and data that is comparable to the access and use of information and data by members of the public who are not individuals with disabilities.

Accordingly, any vendor submitting a proposal/quotations/bid in response to this solicitation must demonstrate compliance with the established EIT accessibility provisions. Information about Section 508 provisions is available at <http://www.section508.gov/> .

The complete text of Section 508 Final Provisions can be accessed at <http://www.access-board.gov/sec508/provisions.htm> .

The Section 508 standards applicable to this solicitation are identified in the Statement of Work/Specification/Performance Work Statement. In order to facilitate the Government's evaluation to determine whether EIT products and services proposed meet applicable Section 508 accessibility standards, offerors must prepare an HHS Section 508 Product Assessment Template, in accordance with its completion instructions, and provide a binding statement of conformance. The purpose of the template is to assist HHS acquisition and program officials in determining that EIT products and services proposed support applicable Section 508 accessibility standards. The template allows vendors or developers to self-evaluate their products or services and document in detail how they do or do not conform to a specific Section 508 standard. Instructions for preparing the HHS Section 508 Product Assessment Template may be found at <http://508.hhs.gov> .

Respondents to this solicitation must also provide any additional detailed information necessary for determining applicable Section 508 standards conformance, as well as for documenting EIT products and/or services that are incidental to the project, which would constitute an exception to Section 508 requirements. If a vendor claims its products and/or services, including EIT deliverables such as electronic documents and reports, meet applicable Section 508 standards in its completed HHS Section 508 Product Assessment Template, and it is later determined by the Government - i.e., after award of a contract/order, that products and/or services delivered do not conform to the described accessibility in the Product Assessment Template, remediation of the products and/or services to the level of conformance specified in the vendor's Product Assessment Template will be the responsibility of the Contractor at its expenses.