

**PART I - THE SCHEDULE
SECTION A - SOLICITATION FORM**

Request for Proposal
No. AHRQ-04-0001

Date Issued: **July 17, 2003**
Date Questions Due: **July 31, 2003**
Date Notice of Intent Due: **August 8, 2003**
Date Proposals Due: **Sept. 16, 2003 2:00 pm**

You are invited to submit a proposal to the Agency for Healthcare Research and Quality (AHRQ) for Request for Proposal (RFP) No. AHRQ-04-0001, entitled "Knowledge Transfer and Applications Support." Your proposal must be developed and submitted in accordance with the requirements and instructions of this RFP. Multiple awards (approximately four [4]) are anticipated.

AT LEAST ONE AWARD WILL BE SET ASIDE FOR SMALL BUSINESSES, CONTINGENT UPON SUBMISSION OF AN ACCEPTABLE TECHNICAL AND COST PROPOSAL AND THE GOVERNMENT DETERMINES IT TO BE IN THEIR BEST INTERESTS TO MAKE SUCH AN AWARD. THE AWARDS FROM THIS SOLICITATION WILL BE A PERFORMANCE-BASED, COST PLUS AWARD FEE TYPE CONTRACT, WHICH WILL INCLUDE MONETARY INCENTIVES.

The North American Industry Classification System (NAICS) code that best describes this requirement is 541611. The small business size standard is \$6 million.

If you intend to submit a proposal in response to this solicitation, please inform the Contracting Officer of your intent by completing the Proposal Intent Response Sheet (attached to this solicitation) and send it to the Contracting Officer no later than August 8, 2003. You may send it to the address below or fax it to 301-427-1740.

It is your responsibility to monitor the web site where the RFP will be posted to learn about any amendments to the solicitation. The RFP and any amendments will be posted on two web sites. One is the Federal Business Opportunities web site: www.fedbizopps.gov and the other is AHRQ's web site: www.ahrq.gov/fund/contraix.htm.

Offerors shall submit the following:

- A. Technical Proposal (See Section L.8) **Original and 13 copies**
- B. Past Performance Information (See Section L.9) **Original and 3 copies**
- C. Small Disadvantaged Business Participation Plan (See Section L.10) **Original and 1 copy**
- D. Business Proposal (See Section L.11) **Original and 4 copies**
- E. Small Business Subcontracting Plan (See Section L.11.B) **Original and 2 copies** (This does not apply to small business concerns) The Small Business Subcontracting Plan should be submitted as a separate section of the Business Proposal.

Your technical proposal must be concisely written and should be limited to **125 typewritten pages** (double-spaced), exclusive of personnel qualifications (i.e., resume, etc., see Section L.8 for additional details). This limitation is for administrative purposes only and exceeding the limitation

shall not, of itself, be considered a basis for rejection of your proposal. However, lengthy proposals and voluminous appendices are neither needed nor desired as they are difficult to read and evaluate.

Your proposal must provide the full name of your company, the address, including county, Tax Identification Number (TIN), Dun and Bradstreet No., and if different, the address to which payment should be mailed. Proposals should include fax numbers and e-mail addresses for points of contact.

YOUR ATTENTION IS CALLED TO THE LATE PROPOSAL PROVISIONS PROVIDED IN SECTION L.3 OF THIS RFP. YOUR ATTENTION IS ALSO DIRECTED TO THE TECHNICAL PROPOSAL INSTRUCTIONS PROVIDED IN SECTION L.8 OF THE SOLICITATION.

Questions regarding this solicitation shall be received in this office no later than **July 31, 2003** (see Section L.6). Your questions should be submitted to the attention of Mary Haines, Contracting Officer, Agency for Healthcare Research and Quality, Contracts Management, 540 Gaither Road, Rockville, MD 20850.

The proposal shall be signed by an authorized official to bind your organization and must be received in our Contracts Office no later than **2:00 p.m.**, local time, on **September 16, 2003**. Please mail your proposal to the following address:

Agency for Healthcare Research and Quality
Contracts Management
540 Gaither Road
Rockville, Maryland 20850

Hand carried proposals may be dropped off at the above location. However, please allow ample time as proposals cannot be accepted until they have gone through security. We will not be held responsible for any delays that may be incurred getting your proposal through security.

NOTE: The US Postal Service's "Express Mail" does not deliver to our Rockville, Maryland address. Packages delivered via this service will be held at a local post office for pick-up. The Government will not be responsible for picking up any mail at a local post office. If a proposal is not received at the place, date and time specified herein, it will be considered a "late proposal."

The RFP does not commit the Government to pay any cost for the preparation and submission of a proposal. It is also brought to your attention that 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.

Requests for any information concerning this RFP should be referred to Mrs. Mary Haines, (301) 427-1786, or e-mail at mhaines@ahrq.gov.

TABLE OF CONTENTS

<u>PART I</u>		<u>Pages</u>
Section A	Solicitation	1-2
	Table of Contents	3
Section B	Supplies or Services & Prices/Costs	4-7
Section C	Description/Specification/Work Statement	7-31
Section D	Packaging and Marking	29
Section E	Inspection and Acceptance	29-30
Section F	Deliveries or Performance	30-33
Section G	Contract Administration Data	34-36
Section H	Special Contract Requirements	37-43
 <u>PART II</u>		
Section I	Contract Clauses	44-48
 <u>PART III</u>		
Section J	List of Attachments	49
 <u>PART IV</u>		
Section K	Representations and Instructions	50-66
Section L	Instructions, Conditions & Notices to Offerors	67-90
Section M	Evaluation Factors for Award	91-96
 <u>Attachments</u>		
Attachment 1	Performance Requirements Summary	97-112
Attachment 2	Past Performance Questionnaire	113-117
Attachment 3	Proposal Intent Response Sheet	118
Attachment 4	Sample Cost Estimate	119-120

SECTION B-SUPPLIES OR SERVICES AND PRICES/COSTS

B.1 BRIEF DESCRIPTION OF SUPPLIES OR SERVICES

“Knowledge Transfer and Applications Support.” See Section C for a complete description.

B.2. ESTIMATED COST AND FEE

NOTE: The Government estimates that the total amount per year (including estimated costs and fees) will be \$1,000,000. This estimate is for one contract

- a. The estimated cost (exclusive of fees) for performance of the work under this three - year contract, including direct and indirect costs is \$ (TO BE NEGOTIATED)
- b. The fixed fee for this contract is \$(TO BE NEGOTIATED). The fixed fee shall be paid in installments based on the percentage of completion of work, as determined by the Contracting Officer. Payment shall be subject to the withholding provisions of the Clauses ALLOWABLE COST AND PAYMENT and FIXED FEE incorporated herein.
- c. The maximum amount of award fee that may be earned for this contract is \$(TO BE NEGOTIATED). Award fee earned shall be based upon an evaluation and determination by the Government as to the Contractor’s level of performance in accordance with the following procedures:
 - (1) The Contractor’s performance shall be evaluated on a semi-annual basis, during the period of the contract. The award periods and maximum amounts for each are listed in Section H, Special Contract Requirements, H.1 Performance Evaluation and Award Fee.
 - (2) The criteria set forth in the Performance Requirements Summary, Attachment 1, shall be used to evaluate the Contractor’s performance.
 - (3) The Contractor further agrees that the final determination as to the amount of Award Fee earned will be made by the Contracting Officer, taking into consideration an analysis and evaluation of the Contractor’s performance made by the Evaluation Group described in Section H.1., and shall not be subject to the terms of the “Disputes” clause of this contract. The Contractor shall be advised in writing of the decision setting forth reasons why the Award Fee was earned or why it was not earned, in order that the Contractor may improve its performance during the next six (6) month period, if the latter is applicable.
 - (4) Notwithstanding any other provisions of this contract, the fee for performing this contract shall not exceed the statutory limitations prescribed in the first sentence of Section 304(b) of the Federal Property and Administrative Services Act (41 USC 254(b)) for services other than research, development or experimental work.

(5) Authorization to claim and be reimbursed for award fee under this contract will be accomplished by a signed Contracting Officer's Authorization (COA) letter, issued when the award fee is determined to be due. The COA letter shall set forth the amount of award fee to be paid and shall indicate the performance period evaluated. Upon receipt of the COA letter, the Contractor may submit a public voucher for payment of the total award fee earned for the period evaluated. Payment of the award fee shall be subject to the withholding provision of the clause entitled "Fixed Fee."

d. The Government's maximum obligation, represented by the sum of the estimated cost plus the fixed fee and the total award fee obtainable for the contract period is as follows:

(TO BE NEGOTIATED)

Period of Performance	Estimated Cost	Fixed Fee	Maximum Award Fee	Total Estimated Cost Plus all Fees
Year 1 (12/15/03-12/14/04)				
Year 2 (12/15/04-12/14/05)				
Year 3 (12/15/05-12/14/06)				
TOTAL				

f. Total funds currently available for payment and allotted to this contract are \$(TO BE NEGOTIATED) of which \$(TO BE NEGOTIATED) represents the estimated cost, and of which \$(TO BE NEGOTIATED) represents the fixed fee and \$(TO BE NEGOTIATED) represents the award fee pool.

g. It is estimated that the amount currently allotted will cover performance of the contract through (TO BE NEGOTIATED).

h. The Contracting Officer may allot additional funds to the contract without the concurrence of the Contractor. For further provisions on funding, see the LIMITATION OF COST/LIMITATION OF FUNDS and the ALLOWABLE

i. COST AND PAYMENT (AND FIXED FEE) clauses incorporated into this contract.

B.3 OPTION PERIODS

In the event that the option period is exercised, the total estimated cost, fixed fee and award fee will be increased by the following amounts:

Period of Performance	Estimated Cost	Fixed Fee	Maximum Award Fee	Total Estimated Cost Plus All Fees
Option One (12/15/06 - 12/14/07)				
Option Two (12/15/07 - 12/14/08)				
TOTAL				

B.3 PROVISIONS APPLICABLE TO DIRECT COSTS

a. Items Unallowable Unless Otherwise Provided

Notwithstanding the clauses, ALLOWABLE COST AND PAYMENT, and FIXED FEE, incorporated into this contract, unless authorized in writing by the Contracting Officer, the costs of the following items or activities shall be unallowable as direct costs:

- (1) Acquisition, by purchase or lease, of any interest in real property;
- (2) Rearrangement or alteration of facilities;
- (3) Purchase or lease of any item of general purpose-office furniture or office equipment regardless of dollar value. (General purpose equipment is defined as any items of personal property which are usable for purposes other than research, such as office equipment and furnishings, pocket calculators, etc.);
- (4) Accountable Government property (defined as both real and personal property with an acquisition cost of \$1,000 or more, with a life expectancy of more than two years) and "sensitive items" (defined and listed in the Contractor's Guide for Control of Government Property, 1990, regardless of acquisition value;
- (5) Travel to attend general scientific meetings;
- (6) Foreign Travel;
- (7) Any costs incurred prior to the contract's effective date;

- (8) Rental of meeting rooms not otherwise expressly paid for by the contract;
 - (9) Any formal subcontract arrangements not otherwise expressly provided for in the contract;
 - (10) Consultant fees in excess of \$500/day; and
 - (11) Information Technology hardware or software.
- b. This contract is subject to the provisions of Public Law (P.L.) 99-234 which amends the Office of Federal Procurement Policy Act to provide that contractor costs for travel, including lodging, other subsistence, and incidental expenses, shall be allowable only to the extent that they do not exceed the amount allowed for Federal employees.

The Contractor, therefore, shall invoice and be reimbursed for all travel costs in accordance with Federal Acquisition Regulations (FAR) 31.205-46.

SECTION C
DESCRIPTION/SPECIFICATION/WORK STATEMENT
KNOWLEDGE TRANSFER AND APPLICATION SUPPORT

1. Purpose

- 1.1 The purpose of this procurement is to develop and implement integrated knowledge transfer and application strategies using a wide range of innovative methods that will increase the rates of application and use of research findings in health care policy and practice by AHRQ stakeholders. These stakeholders include health and hospital system decision makers, State and local policymakers, health care purchasers, and providers.
- 1.2 It is expected that knowledge transfer and application strategies developed under this procurement will more closely link researchers, policy makers, decision makers, and other users of research information throughout the research and diffusion processes, such that the information generated will be more useful to stakeholders, and that the application of that information in policy and practice will be greatly increased.
- 1.3 Strategies developed under this procurement shall be drawn from the fields of diffusion of innovations and knowledge transfer. The methods used may include, but are not limited to computer, Web-based, and conventional face-to-face approaches such as Web conferencing, computer simulations, email list servers, technical assistance, and workshops and other meetings.

2. Background

- 2.1 The Agency for Health Care Policy and Research (AHCPR) was established in December, 1989, by Public Law 101-239 as the successor to the National Center for Health Services Research and Health Care Technology Assessment. The Healthcare Research and Quality Act of 1999 reauthorized the Agency, changing its name to the Agency for Healthcare Research and Quality (AHRQ).
- 2.2 AHRQ's mission is to support research to improve the outcomes and quality of health care,

reduce its costs, address patient safety and medical errors, and broaden access to effective services; and to facilitate the translation of research into practice. The research sponsored, conducted and disseminated by AHRQ helps health care decision makers-clinicians, health system and hospital leaders, purchasers, policymakers, and consumers - make more informed decisions and improve the quality of health care services. AHRQ has two principal responsibilities:

- (a) To sponsor and conduct research which develops information that can be used by decision makers in the public and private sectors; and
- (b) To ensure that information resulting from its research, demonstration, and evaluation activities is disseminated rapidly, widely, and in a readily usable form.

2.3 In the late 1970's, AHRQ (then the National Center for Health Services Research) established the User Liaison Program (ULP) to meet the information needs of State and local health policymakers by bridging the gap between researchers and these policymakers in all branches of government. The Program was based on the IBM concept of creating products with end user input during the design, implementation, and knowledge transfer phases of product development. ULP was designed to ensure that:

- (2) State and local officials and policymakers are fully aware of AHRQ as a source of substantive assistance, as a science partner, and for research they can use to address critical health policy issues and operational problems;
- (3) Research findings are synthesized, and appropriate mechanisms for the dissemination of the findings to State and local officials and policymakers are developed and implemented;
- (4) AHRQ keeps abreast of the current needs for health services research as perceived by ULP's target audience; and
- (5) AHRQ incorporates the input of State and local officials and policymakers in setting priorities for health services research.

2.4 Over the past several years, AHRQ has focused more on producing impact from its research findings - encouraging stakeholders to put research findings into practice and in policy making rather than the more passive task of simply disseminating or transferring information. For example, in 1999, in support of increasing the impact of its findings, AHRQ initiated the Translating Research Into Practice (TRIP) program, which was designed to evaluate strategies for moving research findings into clinical practice. Many other programs have been funded, such as the recent Partnerships for Quality initiative, that strive to speed up the process of diffusing effective, evidence-based innovations.

2.5 For much of its history, ULP has relied heavily on traditional workshops and seminars to disseminate information. These meetings have included national workshops on health policy issues, as well as seminars tailored specifically for individual States at their request. These workshops and seminars were designed and delivered with the continuous input of State and local policymakers. Their designs employed conventional meeting agendas, including presentations by content experts and representatives of organizations that had implemented evidence-based programs and promising practices. Agendas were developed to ensure that meetings allowed for development of a learning community culture by allowing as much time

for discussions and question and answer sessions as for presentations, in order to foster maximum interaction between presenters and participants. The results, based on participant feedback, were that this format worked very well.

- 2.6 ULP's audiences in the past have been limited to State and local policymakers. However, for AHRQ to achieve higher levels of application and impact, it is necessary to reach out to more of its stakeholders. As a result, ULP's traditional State and local policymaker target audience will be expanded to include health and hospital system decision makers, health care purchasers, and providers. In this regard, Contractors under this procurement will be tasked to assist in the design and implementation of knowledge transfer initiatives across all AHRQ Centers and their stakeholders, in addition to tasks assigned for ULP's traditional policymaker audience.

The United States Congress has identified a number of priority populations which have been historically under-served by the health care system. AHRQ has, during the past several years, placed substantial emphasis on serving these populations as a part of all of its programs. These groups include low income individuals; racial and ethnic minority individuals; women; children; the elderly; individuals with special health care needs, including individuals with disabilities and individuals who need chronic care or end-of-life health care; and people living in rural, frontier, and inner-city areas.

- 2.7 AHRQ now expects to produce programs whose goals, objectives, and designs are geared to encouraging the application of information at the policy and program operation levels. AHRQ is shifting its focus from information dissemination alone, to the broader process of diffusion of innovations, and the related fields of knowledge transfer or knowledge exchange (a two-way transfer). These processes focus on the stakeholders using information on the job.

Over the past 15 years, substantial literature has developed on the subject of knowledge transfer and application, and a number of organizations are now researching and writing on how knowledge transfer can be used effectively to help diffuse health services innovations from research into practice. This literature stresses that simply presenting information in any format is insufficient to generate substantial rates of application of the information back home. It also indicates that a key to successful transfer is to more closely link researchers, policy and decision makers, and other users of research information to ensure both the usefulness of information generated and the application of that information into practice.

The literature also suggests that application of knowledge increases when:

- Research and the dissemination of its results meet the practical needs of the target audience;
- Long term information-sharing relationships and networks are created among and between researchers and decision makers; and
- An integrated set of strategies, methods and tools, specifically designed to support practical application of knowledge, is used over a longer period of time.

- 2.8 The goal of ULP programs, therefore, is shifting from production of one-time, isolated products and events focusing on "pushing" information to stakeholders, such as traditional workshops, to developing broad knowledge transfer and application strategies utilizing a

wider range of methods that, collectively, will maximize the impact of AHRQ research findings over the long term. A key feature of this new approach is an increase in the use of methods designed to achieve 2-way transfer of knowledge and technologies between AHRQ and its stakeholders. These strategies and methods might include, but are not limited, to:

- Interactive computer and Web-based, as well as conventional, tools;
- Performance supports;
- Virtual and face-to-face networking;
- Electronic and on-site meetings; and
- Technical Assistance.

2.9 This procurement is based on several working principles of knowledge transfer, many developed from recommendations made at two expert meetings held by ULP and AHRQ on October 28, 2002 and February 20, 2003, respectively. A copy of the summary of the October meeting as well as the list of participants are presented in Appendix A. Appendix B provides a short bibliography on knowledge transfer and diffusion of innovations.

2.10 Consistent with the above change in the direction of AHRQ and ULP knowledge transfer programs, the contract resulting from this procurement will differ from the previous contract in the following ways:

AHRQ will require Contractors to plan and implement knowledge transfer and application strategies. AHRQ will specify content areas, and will rely heavily on Contractors to recommend the particular types and numbers of activities (e.g., on-site meetings, audio conferences, briefing documents, and technical assistance) that will effectively transfer knowledge and, as appropriate, effect changes in processes and outcomes of health care or health policy. These strategies will also assist AHRQ in becoming known as a resource for reliable information and as a facilitator of evidence-based process improvements.

- Program evaluations will be designed to assist ULP and the Contractors to improve programs developed under this contract so they are better able to achieve program goals and impacts. The issues of effectiveness or impact will include factors such as the extent to which the target audiences use the information disseminated through the knowledge transfer programs implemented by the Contractors.
- Contracts awarded under this procurement will be for 3 years with two 1-year options (rather than 5 years), cost-plus-award fee, and performance-based. Performance measures and standards will be established to evaluate several aspects of the Contractor's performance. The measures and standards will include both process measures, such as the timeliness and quality of various knowledge transfer programs; as well as outcome measures, such as the extent of use of the information by the target audiences resulting from the Contractor's knowledge transfer activities.
- AHRQ expects to award up to four contracts, each serving a primary AHRQ stakeholder audience category, as indicated below. Awards will take into account the offeror's unique expertise and experience with their identified primary audience. In addition to identifying a primary audience, offerors should demonstrate their capacity to provide similar services for a broad range of stakeholder audiences. AHRQ anticipates that the resulting contract awards will have the combined capacity to serve all its audiences through individual or multiple-audience strategies. For

purposes of this procurement, AHRQ stakeholder audiences are:

- S Health systems, including hospitals, clinics, group practices, and managed care organizations, and professional associations such as, but not limited to, the American Academy of Family Physicians, the American Academy of Pediatrics, the American College of Nurse Practitioners, or the American Nurses Association;
- S Public and private purchasers, including State Medicaid and employee benefit programs, and business and industry benefit programs; and
- S State and local government policymakers, including leaders in the executive and legislative branches.

2.11 To aid offerors in better understanding this requirement, Attachment D provides a glossary.

A reading room is available to offerors by appointment at AHRQ's offices, where past workshop participant binders may be reviewed. These binders include workshop agendas, presenter slides, handouts, bibliographies, and resource materials. AHRQ's Website <http://www.ahrq.gov>, is also useful as a guide to AHRQ's current knowledge transfer research, tools, and strategies.

3. Statement of Work

3.1 Independently, and not as an agent of the Government, the Contractor shall furnish all the necessary services, qualified personnel, material, equipment, supplies, facilities, and other resources not otherwise provided by the Government to provide for the planning, development and implementation of effective knowledge transfer programs for the AHRQ and the User Liaison Program.

3.2 The major tasks required for this contract are outlined as follows:

- Task 1- Project Orientation.
- Task 2- Knowledge Transfer and Application Strategy for Program Areas.
- Task 3- Design and Conduct Programs Included in Knowledge Transfer and Application Strategies and Other Task Assignments.
- Task 4- Perform Design, Development and Logistics Functions for Knowledge Transfer and Application Programs.
- Task 5- Design and Implement Evaluation Plan.
- Task 6- Revise/Update Knowledge Transfer and Application Strategy Based Upon Results of Evaluations and Program Experience.
- Task 7- Task Assignment Budgets and Schedules.
- Task 8- Reports and Briefings.

Note: For purposes of this statement of work, the terms below are defined as follows:

- Initiative: A general project concept in a broad topic area such as patient safety or bioterrorism.
- Strategy: A long term, comprehensive plan developed by the contractor to achieve the goals of an AHRQ initiative.
- Program: A specific component or activity such as a Web conference or workshop that may be part of a larger initiative.

Also, note that Tasks 3 and 4 are interrelated. Task 3 describes the types of knowledge transfer and application programs the Contractor will be expected to provide. Task 4 describes the services the Contractor will be expected to provide in developing and implementing these programs.)

3.3 The above tasks and accompanying subtasks are described below.

TASK 1- PROJECT ORIENTATION

Subtask 1.1- Participate in Project Initiation Meeting

Within 1 week from the start of the contract, the Contractor shall meet at AHRQ headquarters with the Project Officer and other AHRQ staff to refine the understanding of the purpose and scope of the contract; major deliverables; and current AHRQ research priorities, policy issues, and knowledge transfer goals. Key Government and Contractor staff would be introduced, and communication channels discussed. The Contractor shall hold follow up discussions by phone or email, as necessary, to clarify key points.

Subtask 1.2- Obtain and Review Relevant Background Materials

The Contractor shall obtain from the Project Officer, the AHRQ Web site, and other AHRQ sources relevant background materials. These may include, for example, information on current AHRQ research programs and priorities, recent knowledge transfer initiatives, prior evaluation efforts, etc. The Contractor shall review these materials to prepare for the development of the detailed knowledge transfer and application strategy and other task assignments issued by the Project Officer.

(Note: As indicated below, “task assignment” refers to a program assigned to and conducted by a Contractor that is either: (1) part of a linked set of programs in the Contractor’s approved knowledge transfer strategy; or (2) a stand-alone program separate from the approved strategy.)

TASK 2- KNOWLEDGE TRANSFER AND APPLICATION STRATEGY FOR PROGRAM AREAS

Over the contract period, AHRQ will require a wide variety of initiatives targeted to its user audiences, including hospital and health system decision makers, State and local health policymakers, health care service providers, and purchasers. AHRQ anticipates that the majority of these initiatives will consist of a sequence of integrated programs and activities

that are part of a strategic, systematic, and relatively long-term knowledge transfer strategy utilizing 2-way communication between AHRQ and its stakeholders. Activities that may be part of these knowledge transfer strategies could include linked teleconferences, workshops, technical assistance, and electronic networking designed to assist participants in applying research findings. However, a smaller number of initiatives may be stand-alone programs, such as individual workshops or Web conferences.

The Project Officer will issue task assignments to the Contractor to develop and carry out each initiative based on priorities established by AHRQ, as well as the Contractor's particular areas of expertise. An AHRQ staff member will be assigned to be a Task Lead, responsible for specialized technical guidance on designated initiatives. The Contractor shall work very closely with the Project Officer, the Task Lead, and other designated AHRQ staff to identify and develop the goals, target audiences, programs, and methods to be employed in reaching the Agency's knowledge transfer and application goals.

For each assigned program topic area, the Contractor shall develop and submit to the Project Officer, a knowledge transfer and application strategy, which, when approved by the Project Officer, will provide the blueprint for the initiative. The strategy shall include the following elements:

- Knowledge transfer and application goals.
- Intended audiences reflecting needs assessment, readiness and receptivity, and audience segmentation analyses.
- Proposed mix of particular programs, including the rationale for selection.
- Sequence of programs and associated activities.
- General technical approaches for each program and associated activities.
- Supporting references to knowledge transfer literature and practice.
- Organizational responsibilities (e.g., Contractor, AHRQ, intermediary organizations, experts, etc.)
- Schedule for major activities.
- Budget.
- Staffing plan, including roles and responsibilities for Contractor staff and use of selected experts, including AHRQ staff as appropriate.
- Approach for promoting AHRQ as a science partner and resource; and
- Explanation of how the strategy will achieve the knowledge transfer goals.
- Description of how the strategy will be as effective for AHRQ's priority populations as it is for "average" U.S. health care recipients.

In preparing their proposals, offerors shall present a sample knowledge transfer and application strategy for a primary stakeholder audience (see Section 2.10, above) and a program area of their choice, selected from among the following AHRQ program areas:

- Patient safety.
- Bioterrorism.
- Improving quality.
- Health care cost and financing.
- Long term care.
- Safety net and access.
- Organizational efficiency.
- Value-based purchasing.

For the program area chosen, the proposal must address how the strategy will be tailored so that it will effectively address the needs of AHRQ's priority populations. It is expected that the sample strategy included in the proposal would address most of the elements listed above, but in less detail than the strategy developed after contract award. The sample strategy shall cover a 3-year period; however, it is expected that the programs, activities and other elements would be described in detail only for the first year. The scope of the sample strategy should not exceed \$350,000 per year for development and implementation of its associated programs. A cost proposal is not to be submitted with the sample strategy. The sample strategy shall be presented in a maximum of 10 single-spaced pages. Please note that the sample strategy may not actually be assigned for implementation following contract award.

In performing this task, the Contractor shall perform the following subtasks:

Subtask 2.1- Refine Understanding of Priority Program Areas

AHRQ will assign the program area for which the Contractor is to develop the detailed knowledge transfer and application strategy. The Contractor shall hold discussions with the Project Officer or Task Lead as necessary to clarify the understanding of the designated area. The Contractor shall shape the knowledge transfer and application strategies to be effective for designated AHRQ priority populations. Designation of priority populations may vary with specific assignments, depending on AHRQ's determination of need.

Subtask 2.2- Conduct an Environmental Scan and Consult with Relevant Stakeholders and Experts

The Contractor shall perform a scan of the research and practice environment relevant to each assigned task to identify related research, tools, and existing strategies for implementation of findings. The environmental scan shall include searches and reports on:

- Literature regarding in-process and completed AHRQ research and other AHRQ programs, including, but not limited to, the Evidence-based Practices Centers (EPCs), Centers for Education & Research in Therapeutics (CERTs), U.S. Preventive Services Task Force, and the Translation of Research Into Practice Program (TRIP), Primary Care Practice-Based Research Networks (PBRN), Integrated Delivery System Research Network (IDSRN), Excellence Centers to Eliminate Ethnic/Racial Disparities (EXCEED), as well as non-AHRQ research and reports;
- Evidence-based “promising practices” based on the above research and consultations with the relevant stakeholders;
- Broad needs of the relevant stakeholders with regard to research findings and evidence that might address their problems and opportunities;
- Findings and early indications from the above searches that could realistically be implemented as part of the strategy under consideration; and
- Findings in the field of knowledge and technology transfer that might assist in the transfer and application of knowledge in the program topic area.

The Contractor shall discuss the findings of the environmental scan with the Project Officer or Task Lead prior to developing the knowledge transfer and application strategy.

Subtask 2.3- Develop Knowledge Transfer and Application Strategy

The Contractor shall provide a draft of the detailed knowledge transfer strategy to the Project Officer. The Contractor shall incorporate the Project Officer's or Task Lead's comments and revise the detailed knowledge transfer and application strategy. The finalized strategy shall be submitted to the Project Officer within 2 weeks of receipt of AHRQ comments.

TASK 3 - DESIGN AND CONDUCT PROGRAMS INCLUDED IN KNOWLEDGE TRANSFER AND APPLICATION STRATEGIES AND OTHER TASK ASSIGNMENTS

The Contractor shall design and conduct programs and activities which are planned components of an approved knowledge transfer and application strategy, or which have been assigned as stand-alone programs. Types of programs other than those listed below may also be required as information about knowledge transfer and application strategies evolves, or as new technology permits.

For programs developed under this procurement which are appropriate for award of Continuing Medical Education credits and other continuing education credits, the contractor shall arrange for award of these credits either through their own organizations or through partnering organizations whenever possible.

(Note: As indicated earlier, this task describes the types of knowledge transfer programs the Contractor will be expected to conduct. Task 4 describes the services the Contractor will be required to perform in developing and implementing these programs.)

Subtask 3.1- Establish, Facilitate, and Support Knowledge Transfer and Application Networks Among and Between Stakeholder Groups

The Contractor shall establish, facilitate, and support knowledge transfer networks and communities of practice for selected AHRQ stakeholder groups, as well as coalitions and collaborations among these groups. These networks are intended to create on-going relationships and communication within and between stakeholder groups, and between these stakeholders and the research community. Communities of practice provide an environment where people, information, relationships, knowledge and data sharing create a supportive team that facilitates implementation efforts. The broad goals of these networks and communities are:

- An increase in the effective application of the findings of health services research in policy and practice, and;
- An improvement in the focus, applicability and usefulness of research findings for stakeholders in the field.

The specific objectives for these knowledge transfer networks are to:

- Develop a culture and practice of application of research findings among stakeholders.

- Support an on-going flow of user information needs to the research community.
- Generate feedback to the research community on the usefulness and effectiveness of applied research information at policy and practice levels.
- Facilitate development of coalitions among and between researchers and users, as well as communities of practice within stakeholder groups.

Network-Building Functions

The Contractor shall develop and facilitate stand-alone meetings as well as structured collaboration sessions within designated workshops, conferences, and seminars to create opportunities for participants to establish knowledge transfer networks or support pre-existing networks. The Contractor shall also provide meeting strategies, methods, aides and materials to enhance such activity during these sessions, and to sustain the networks following meetings for a limited time, as described in a knowledge transfer and application strategy or determined by AHRQ. The Contractor shall describe specific approaches for building and sustaining such networks in their proposals, and show how their approaches will produce the desired results. They shall also include plans for bench marking approaches and results for performance improvement.

Electronic Media

The Contractor shall plan, develop, and conduct programs utilizing electronic media that establish new stakeholder networks or support pre-existing networks, including networks created through other AHRQ programs. These programs and media may include the use of collaboration and community of practice software, electronic newsletters, teleconferences, Web sites, Web conferences, email list servers, and other interactive electronic media as described in Subtask 3.4.

Subtask 3.2- Technical Assistance to Stakeholder Organizations

The goal of technical assistance under this contract is to assist in the diffusion of innovations emanating from health services research (HSR). The specific objectives of technical assistance include: customization or re-engineering of innovations, assessment and problem-solving, decision support, evaluation of application efforts, understanding of change processes, and development of unique programs based on HSR innovations.

In supporting these objectives, the Contractor shall use a variety of methods customized to meet the specific needs of the selected stakeholder groups, including meetings, conference calls, Web conferences, training, and publications. Technical assistance shall be provided at locations and through venues that are most convenient for stakeholder groups. This assistance shall be provided through the use of national and local researchers and other experts, leaders in areas of promising practice, and expert facilitators.

Subtask 3.3- Workshops, Seminars, Conferences, and Other Meetings

The types of meetings required under this procurement include, but are not limited to:

- Workshops - 2 ½ day on-site meetings designed for in-depth learning about a specific topic or for developing specific skills. As a result, they are relatively small

meetings- generally limited to 60 participants, and are designed to encourage optimal interaction among participants and presenters.

- Seminars - on-site meetings of 1 to 1 ½ days. The number of participants and the meeting design are more variable than for workshops, depending on the objectives of the meeting.
- Conferences - large meetings for over 60 people of varying lengths, designed primarily to disseminate information or increase stakeholder awareness about broad or newly emerging issues, rather than for in-depth learning and skill development.

Subtask 3.4- Electronic Dissemination Programs

The Contractor shall plan, develop and conduct electronic dissemination programs on various topics. If the offeror does not have the in-house capability to produce these electronic programs, their proposal shall demonstrate that they have agreements and/or subcontracts with appropriate technology vendors to produce such high quality programs. The Contractor shall provide a professional moderator acceptable to the Project Officer for each electronic program.

All electronic programs shall conform to Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d).

Electronic Conferencing

Electronic conferencing under this task means the use of the Internet and telephone communication to conduct meetings, conferences, World Wide Web broadcasts, seminars and other programs.

Electronic conferencing programs under this contract may include:

- Web conferencing, including: (1) Webcasts- primarily a one-way presentation to a large audience, live, or on demand; and (2) Web conferences- smaller interactive conferences that include chat functions, whiteboards, polling, and application sharing and other interactive functions, using audio, and/or video technologies depending on the extent to which they benefit the goals and content, and the ability of stakeholders to use the technology.

Web conferences and Webcasts shall normally offer streaming audio with captioning and audio via phone. In the past most AHRQ Web conference visual content has been limited to presentation slides; however as the technology improves and larger segments of AHRQ's stakeholders' Internet access capabilities improve, video streaming may also be used when it substantially enhances content quality, effectiveness of learning, and audience interaction.

As directed by the Project Officer, the Contractor shall provide a full streaming archive with open or closed captioning of the program within 2 weeks following the live program for posting on the AHRQ Website.

- Audio conferences. These are "low tech" conferences generally held via telephone. Audio conferences may be used to reach stakeholders that do not have sufficient

Internet access for Web conferencing, when the content does not require visual presentation, or when time does not allow for the logistics necessary to produce a full Web-based conference.

Electronic programs may be held at AHRQ facilities or at off-site facilities depending on availability and suitability for each program. Some facilities may require that the Contractor provide computer and audio equipment. The Contractor shall provide a range of hardware and software options to accommodate the full range of hardware, software, and Internet access capabilities of all potential stakeholders.

Distance Learning, Simulation, and Decision Support Programs

The Contractor shall plan, develop, and conduct a variety of online and stand-alone distance learning programs, simulations, decision support systems, and other performance support tools.

- Distance learning programs are those where electronic and other media are used to connect learners with presenters and other learning resources. AHRQ distance learning programs shall meet the standards normally applied to adult learning programs, including use of learning objectives, program completion requirements, a high degree of participant interaction and verification of the learner's understanding. Distance learning programs may be Web or CD-based or both. They may also be "blended learning" approaches using a range of traditional and e-learning modes, which may include self-study, expert-led, and collaborative learning.
- Computer-based and online simulations are interactive computer or Web-based teaching tools used to demonstrate complex issues or processes, test assumptions, or to provide experience in problem solving and decision making. The Contractor shall develop simulations where complex dynamics and processes can be better understood and applied through dynamic, interactive graphical programs rather than through lecture, discussion, or reading. It is most likely AHRQ will need relatively simple simulations and computer applets that support learning and application as part of broader programs.
- Decision support tools are systems designed to assist stakeholders in analyzing information and to make decisions regarding complex problems and issues. Decision support systems can be very complex and expensive programs, however AHRQ anticipates development of relatively simple programs and applets that will support targeted aspects of the topics addressed in the programs developed by the Contractor.
- Other performance support tools may include processes, applets or documents that support the application of knowledge gained in AHRQ programs, as stakeholders actually attempt to perform the work on-the-job. These include electronic and hard copy checklists, references, automated forms, written guidance, examples, and summaries which stakeholders can quickly access as needed while they work.

Email List Servers and Newsletters

The Contractor shall establish and monitor email list servers and publish electronic newsletters and other electronic communication products.

Email list servers may be located on either AHRQ Web servers or those of the Contractor, as directed by the Project Officer. In consultation with AHRQ staff, the Contractor shall establish policies to govern the posting and content of email messages on a list as appropriate for the program goals and audience.

The Contractor shall edit and publish electronic newsletters that support the goals of a knowledge transfer and application strategy or stand-alone program. Electronic newsletters shall conform to the Government Printing Office (GPO) Style Manual, and the content shall be governed by editorial policies established by AHRQ.

Subtask 3.5- Research Synopses, Policy Briefs, and Other Written Documents

Research synopses are papers that bring together in a concise fashion, the significant findings in the literature on a given topic, written so that senior stakeholders and their staff can readily understand the principal dynamics and analyses and how they might apply to their work.

Policy briefs are normally shorter papers focusing on the policy implications of the literature on a given topic.

The Contractor shall perform literature searches on the topics assigned. Most searches need not be exhaustive; however they shall include all major findings and analyses, particularly those of AHRQ-funded principal investigators, on each topic. Occasionally there may be a need for a more extensive search on issues of particular importance.

The Contractor shall produce a draft of each document written according to the guidelines in the GPO Style Manual.

Following Project Officer approval, the Contractor may be required to publish the final version in one or more formats, including printed hard copy, electronic files, or on the World Wide Web. If the documents are to be made available in electronic format or on the World Wide Web, they shall be edited and formatted specifically for those media, so that they can be easily scanned, read, understood, and downloaded by stakeholders.

All electronic programs shall conform to Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d).

TASK 4 - PERFORM DESIGN, DEVELOPMENT AND LOGISTICS FUNCTIONS FOR KNOWLEDGE TRANSFER PROGRAMS

The planning, design, development and conduct of the various programs described above in Task 3 will require similar activities. This task describes these activities, including logistical efforts. It should be recognized that not all of these activities will be required for every program, or in the same depth.

As a reference for offerors, Appendix C presents a draft manual developed by ULP, which provides a structured approach to the planning, design and development of workshops. Although developed for workshops, many of the approaches apply to other types of knowledge transfer programs as well. Certain of the steps described below draw on principles contained in this manual. As indicated, the manual is in draft stage, and is

presented here for reference only. The completed manual will be made available to the successful Contractor(s) for use of selected principles, in collaboration with AHRQ.

Subtask 4.1- Discuss Contractor Approach for Each Program to be Developed

The Contractor shall meet with the Project Officer and other appropriate AHRQ staff to discuss the requirements, preferences and approaches for development of each knowledge transfer program.

Subtask 4.2- Needs and Resource Assessments

The Contractor shall conduct needs and resource assessments for the development of each knowledge transfer and application strategy, each program that is part of a strategy, and for stand-alone programs.

The needs assessment shall provide a full understanding of the environment, problems, opportunities, and needs faced by the target stakeholders, as well as their readiness for change and likely receptivity regarding the content of the program. It shall ensure that the program meets the real-world needs of the stakeholders, and optimizes participants' ability to learn, retain, and apply the information and skills presented.

The resource assessment shall be designed to assess the range and depth of expert resources and content available to support development and implementation of a high quality program that will meet the needs identified above. These resources include, but are not limited to, researchers and research findings, other experts, practice leaders in the field, tools, materials, methods, and learning aides. Although programs under this contract are intended to diffuse and transfer AHRQ research findings, non-AHRQ findings should also be used to provide a complete picture of the resources available. The resources identified shall provide the Contractor with nationally recognized experts to include in its program design team, as well as presenters and facilitators for the conduct of the program.

Together, the needs and resource assessments shall guide the development of long-term knowledge transfer strategies, the types of programs offered, and the methods and aides employed to carry them out. It is anticipated that the assessments will result in a wide range of program types.

The needs and resource assessment processes may be conducted separately or jointly, depending on the likely effectiveness of discussions between experts and stakeholders for specific programs. These processes may be carried out through a variety of means including face-to-face meetings, conference calls, interviews, and other data collection methodologies.

Both stakeholder and expert meetings are often best suited to a Washington, DC metropolitan area location due to limited Federal funds to travel Federal participants. Both the needs and resource assessments should be concluded sufficiently in advance of the anticipated dates of each program to effectively support the entire program development process. These meetings shall be hosted by AHRQ; however, the Contractor shall facilitate the meetings. The Contractor shall arrange for travel, lodging and per diem for approximately 15 non-Federal participants. Speaker fees will not be provided to participants for these meetings, except in rare instances and only with the prior approval of the Project Officer.

Subtask 4.3- Determine Program Objectives, Stakeholders and Intended Outcomes

Based on its approved knowledge transfer strategy, and in consultation with the Project Officer or Task Lead, relevant stakeholders, and experts in the field, the Contractor shall define the program objectives, specific stakeholder audiences, and intended outcomes.

Subtask 4.4- Program Design

Using a design team of Contractor staff, expert consultants, and stakeholders, and in collaboration with Project Officer and Task Lead, the Contractor shall develop the structure, methods, content, and resources required for each program.

Note that AHRQ consistently works with nationally known presenters, researchers, stakeholders, and other experts who are preeminent in their fields. The Contractor shall continue this practice by using such experts both in the design and the conduct of all of its programs.

The Contractor shall prepare a design document for use in the design process as well as for discussions with the Project Officer and other AHRQ staff . The design document shall detail all elements of each program design including:

- Statement of AHRQ's strategy/program intent;
- Analysis of key needs and resource assessment findings;
- Statement of the problem the strategy/program will address;
- Strategy/program goals and outcomes;
- Participant learning objectives;
- Outline of sessions, modules, and other activities;
- Description of methods and aides to be employed;
- Working agenda(s);
- Evaluation design (see Task 5);
- Marketing plan (see Subtask 4.6).

Some of the above elements may vary for certain programs.

The Contractor shall incorporate the Project Officer's comments and revise the program design within 2 weeks of receipt of the comments.

Subtask 4.5- Develop and Implement Marketing Plan

The Contractor shall develop a marketing plan for each program. The marketing plan shall be designed to attract the specific stakeholders in numbers commensurate with the approved program design document. Marketing plans may include traditional hard copy media such as bulk mailings of personalized invitations, brochures, overviews and agendas, "hold the date" notifications, and blast faxes, as well as electronic media such as email, list serves, Web pages, and telephone messaging.

ULP has contracted with a mailing contractor to provide all bulk mailings for selected programs. The Contractor shall print sufficient copies of any materials to be mailed for the mailing contractor to send to all recipients on selected mailing keys. These printed materials may include invitation letters, brochures, and program overviews and agendas.

Ordinarily, printed copies should be delivered to the mailing contractor to complete the mailing process approximately 90 days prior to the program date for workshops, seminars, and other large meetings. However, some programs such as teleconferences, Webcasts, and other events may require different printing and mailing schedules, which will be determined on a case-by-case basis with the Project Officer.

Subtask 4.6- Conduct Program Pilot Tests, "Talk-throughs" or Rehearsals

For selected programs, the Contractor shall conduct pilot tests, talk-throughs, and/or full or partial rehearsals, in collaboration with appropriate AHRQ staff, at least 2 weeks prior to program launch. The purpose of these activities is to test the proposed program design, allow for re-design or adjustments in the design, and provide practice and time for refinement for staff and presenters. These activities shall be held with a small planning group that represents staff, presenters and the stakeholder audience. As appropriate, adjustments in the draft agenda and program overview recommended by the planning group shall be adopted.

The Contractor shall arrange for travel, lodging and per diem for each non-Federal person representing the stakeholder audience and presenters. Speaker (non-Federal) fees shall be paid as part of the presenter's agreement negotiated between the Contractor and the presenter. The representative(s) of the target stakeholder audience may be offered a 1-day honorarium for each day of the meeting. These meetings shall be held in the Washington, DC, metropolitan area.

Subtask 4.7- Coordinate Speaker Preparation of Presentations and Materials

For the purposes of this subtask, the term "slides" is used to mean PowerPoint shows, overheads, 35 mm and other film-based slides, or other graphics shown during a program. The term "presentation" is used to mean the complete set of methods and aides a presenter uses during a program session, including verbal presentation, demonstrations, discussions, audio-visual aides, handouts, etc.

The Contractor shall work with each presenter to ensure that his or her slides and other presentation materials are consistent with current communication and presentation standards for readability and understandability as well as the program design document's learning objectives and outcomes, substantive accuracy, and editorial soundness and tone. In addition, the Contractor shall obtain permission to reprint copies of any copyrighted materials, as appropriate.

For most programs, presenters shall provide presentation slides in PowerPoint format, suggested readings, and other background documents. The Contractor shall coordinate with each presenter to ensure that the materials are provided on a timely basis in the format required by the design document. In some cases, the Contractor will be required to reformat the presentation slides to ensure consistency with the other sessions.

Subtask 4.8- Select Program Sites in Coordination with AHRQ

In coordination with AHRQ staff, the Contractor shall arrange for program sites that will accommodate the Federal GSA travel per diem rates. The Contractor shall discuss the event room requirements with the Project Officer and other appropriate AHRQ staff.

Subtask 4.9- Arrange for Travel, Lodging and Meals of Participants and Presenters

The Contractor shall arrange for the lodging and meals of all workshop participants and presenters in accordance with Federal travel regulations. Non-Federal participants usually will pay for their own travel, lodging and meals, although AHRQ may occasionally request the Contractor to pay participants with contract funds. Presenter and Contractor staff costs will be paid with contract funds.

Travel, lodging, and meal expenses for presenters and Contractor staff shall be arranged and reimbursed by the Contractor in accordance with Federal travel regulations. However, Federal participants and presenters shall not be reimbursed for their travel, lodging or meal expenses under this contract. Reimbursement of expenses of Federal presenters and participants will be provided by their respective agencies or ULP.

Subtask 4.10- Negotiate Speaker Fees for Presenters

In consultation with AHRQ, the Contractor shall negotiate and provide speaker fees to selected presenters up to \$1,000 per day. This shall be negotiated on an individual basis, based on experience, national reputation, and level of effort.

Subtask 4.11- Develop and Maintain a Registration Database and Determine and Collect Registration Fees

For selected programs, the Contractor shall develop and maintain a registration database in which participant names, addresses, phone numbers, email addresses, and program-related registration information are recorded. The registration database shall either be compatible with the ULP mailing contract relational database management system (RDBMS), which is a Microsoft Access database; or the Contractor shall be capable of exporting registration information from its registration database into the mailing contract RDBMS. Detailed information on the RDBMS will be provided to the Contractor by the Project Officer following contract award.

Registration for programs offered on the World Wide Web, as well as selected meetings identified by AHRQ, shall be conducted using online registration forms. Data from all online registrations shall also be included in the registration database described above.

(Note: AHRQ is considering moving to online registration for all of its programs at some point during this contract period, including both online and face-to-face programs. The offeror shall demonstrate in its proposal, the capability of managing registration via online processes for all AHRQ programs assigned.)

For selected programs, the Contractor shall collect program registration fees from all participants to cover the cost of lodging, meals and materials. The collected fees will be used to pay the appropriate portion of the hotel/conference center bill to help defray the costs

for printing notebooks and other reading materials. These fees shall include the costs of lodging, meals provided as part of the program, and registration fees.

The Contractor shall accept and process Visa, MasterCard, and American Express credit card charges as payments, as requested by program participants, for all program fees under this contract. The Contractor shall establish and submit to the Project Officer written procedures for (1) ensuring the security, protection, and handling of all individuals' credit card records and information; and (2) handling credit card refunds due to program cancellations and for imposing cancellation fees or surcharges to cover processing costs. The Contractor shall submit to the Project Officer a list of staff member(s) responsible for monitoring and enforcing these procedures.

Subtask 4.12- Prepare and Distribute Program Materials for Participants and Presenters

The Contractor shall prepare, assemble and distribute materials for all program participants, presenters and resource staff, as necessary, including agendas, overviews, logistical information, presentation slides, suggested readings, and other background documents.

The Contractor shall also prepare and distribute program logistical materials, including name badges and tent cards as necessary for all participants and presenters.

The Contractor shall discuss with the appropriate AHRQ staff the specific method of packaging the materials when required, e.g., a 3-ring binder notebook, as well as the order of presentation of the materials.

The Contractor shall distribute all materials to participants and presenters. Also, if requests for materials are received by AHRQ from non-participants prior to submission to the printer for final assembly, the Contractor will be notified so that adequate copies may be made. Non-participants shall pay for these materials by check or purchase order made payable to the Contractor, unless otherwise directed by the Project Officer. In addition, within 5 working days of the end of a program, up to 20 extra copies of the program materials as required, including notebooks, shall be delivered to the Project Officer for further distribution. The Contractor shall also provide one copy of the materials to the other Contractors awarded contracts under this procurement.

Subtask 4.13- Coordinate with Audio-Visual Communications Specialist

The Contractor shall make audio or video recordings of the proceedings, or streaming archives of online programs for selected programs such as national workshops and Webcasts. For example, in the past, most workshops have used audio recordings, which were then copied free of charge for participants and offered for sale to the general public. These activities involve the Contractor monitoring the sound recording made of the workshop by the hotel technician and doing the "voice over." The resulting recording product would then be provided to another AHRQ Contractor to produce the audiotape, CD or other record of the workshop.

Subtask 4.14- Conduct the Program

In conducting the actual program, the Contractor shall perform the following activities:

- Facilitate the entire program.

- Give selected presentations, as appropriate. Typically, external speakers would be selected, but the Contractor may also give presentations, depending upon their expertise in the topic area.
- Provide or coordinate all technical services required, including audiovisual equipment, teleconferencing and Webcasting services and equipment, computers, and services for World Wide Web and email-based programs.
- Provide all logistical support.

Subtask 4.15- Draft Program Report

Following each program conducted, the Contractor shall submit a draft program report. The report shall briefly describe the stakeholder audience, program process and contents, and list any significant problems or issues encountered, as well as suggestions for improvement. The report shall be no longer than three pages. The report shall include a copy of any marketing materials, agendas, participant lists, and evaluations associated with the meeting as attachments.

The Project Officer shall identify certain programs such as national workshops, for which the Contractor shall prepare a more extensive summary based on the key issues (key take-home messages) covered during the program. These summaries shall be written and formatted for publication on the AHRQ Web site, and shall utilize current best practices and standards for optimizing materials for readability and scanability on the Web. The Project Officer shall provide guidance for formatting these documents per the AHRQ Webmaster's requirements.

Subtask 4.16- Final Program Report

The Contractor shall submit the final program report or summary within 2 weeks of receipt of the Project Officers comments.

Subtask 4.17- Audiotape or Other Electronic Recording of Programs

The Contractor shall develop and submit audiotapes, CD's or other electronic recordings as requested by the Project Officer.

Subtask 4.18- Participate in Meetings on AHRQ-wide Issues

In addition to the meetings described above, the Contractor shall participate in up to 4 meetings/year to discuss, with various stakeholder groups, broad needs and issues that are AHRQ-wide, and pertain to more than the Contractor's knowledge transfer strategy. Such meetings will normally cover multiple program areas. It is likely that each Contractor awarded a contract under this procurement would be expected to participate in all of these meetings.

Subtask 4.19- Provide Delivery Services

Upon direction by the Project Officer, the Contractor shall provide courier delivery service from the Contractor's facility to designated AHRQ offices. The Contractor shall also provide

delivery service between itself and other AHRQ contractors. In addition, the Contractor shall provide delivery services to designated drop-off points in the Washington, D.C. metropolitan area. It is estimated that an average of one delivery will be required each week.

Note that this task could apply to all of the substantive tasks described in this Statement of Work.

TASK 5 - DESIGN AND IMPLEMENT EVALUATION PLAN

The Contractor shall design and implement a formative evaluation plan for assessing the effectiveness of program design and execution and the extent to which the anticipated impacts and other goals of the Contractor's knowledge transfer strategies are achieved.

It is expected that the evaluation plan would include the following elements:

- Identification of program area(s) to be evaluated.
- Questions to be addressed by the evaluation including both process and impact questions.
- Proposed evaluation measures.
- Information to be gathered to address evaluation questions.
- Sources of information, including secondary sources.
- Approach for obtaining information.
- Types of analyses to be performed
- General outline of report(s) to be produced.
- Potential evaluation problems and methods to resolve them.
- Timeline for major evaluation tasks.

It is expected that the evaluation plan would provide approaches for assessing the following:

- Extent to which the participants acquired the knowledge and skills the knowledge transfer initiative was intended to produce.
- Extent to which the knowledge transfer strategy or program was appropriately targeted to the needs and interests and met the expectations of the participants.
- Effectiveness of the presenters, materials and logistics of the workshop or other knowledge transfer initiative.
- Extent to which the participants/target audience actually used the information disseminated (impact) through the knowledge transfer strategy or program. This includes the impact of the use of the information in programs, policies, or practices

As guidance to offerors, AHRQ expects that the evaluation program would be more thorough than the paper and pencil post-event evaluations conducted in the past; however the evaluation component is not expected to exceed 7 % of the total contract budget.

Offerors shall present in their proposals a sample evaluation plan that is aligned with their sample knowledge transfer strategy. The sample evaluation plan should address most of the elements listed above, but in less detail than the plan developed after contract award. The

sample evaluation plan should include examples of how different types of knowledge transfer programs would be evaluated. The sample evaluation plan should be presented in a maximum of five single-spaced pages.

In conducting this task, the Contractor shall perform the following subtasks:

Subtask 5.1- Develop Evaluation Plan

The Contractor shall develop a draft evaluation plan that is aligned with their approved knowledge transfer and application strategy. Note that AHRQ may also request the Contractor to develop evaluation plans for stand-alone programs. The plan should address the types of elements and knowledge transfer components and stages described above.

A clearance from The Office of Management and Budget (OMB) may be required to conduct this evaluation depending on the specifics of the Contractor's final design. If AHRQ determines that such a clearance is required to carry out the design, the Contractor shall prepare the OMB evaluation request for submission by AHRQ.

The Contractor shall incorporate the Project Officer's comments in a revised evaluation plan which shall be submitted to the Project Officer within 2 weeks after receipt of AHRQ comments.

Subtask 5.2- Implement Approved Evaluation Plan

The Contractor shall implement the approved evaluation plan in accordance with a schedule established jointly by the Contractor and AHRQ.

Subtask 5.3- Evaluation Report(s)

The Contractor shall prepare draft reports of evaluations conducted. It is expected that the Contractor would meet with the Project Officer before the report is drafted to discuss preliminary findings and the report outline and general contents. The Contractor shall incorporate AHRQ's comments in a final evaluation report(s) and submit them within 2 weeks of receipt of AHRQ comments.

TASK 6- REVISE/UPDATE KNOWLEDGE TRANSFER AND APPLICATION STRATEGY BASED UPON RESULTS OF EVALUATIONS AND PROGRAM EXPERIENCE

The knowledge transfer and application strategy development will be a fluid and evolving process- and one involving continuous improvement. The Contractor shall modify the strategy based upon experience in the implementation of the strategy and any evaluations conducted. The Contractor shall update their strategies and submit the revisions on an annual basis.

AHRQ expects the Contractor to be sufficiently flexible to adopt changes in the strategy whenever new events or changes in technologies warrant.

In addition, the Contractor may be requested to develop new knowledge transfer and application strategies for additional program areas or sub-areas.

The Contractor shall perform the following subtasks:

Subtask 6.1- Review And Discuss with AHRQ Results of Program Implementation and Evaluations

The Contractor shall review and discuss with AHRQ the results of evaluations conducted and the experience in implementation of their strategy. The Contractor shall identify and recommend changes in the strategy as appropriate.

Subtask 6.2- Develop Draft Revised Knowledge Transfer and Application Strategy

Based upon the above review, the Contractor shall update and submit a revised knowledge transfer strategy to AHRQ. As indicated above, the Contractor shall also develop a new knowledge transfer strategy for additional program areas or sub-areas that AHRQ may specify.

Subtask 6.3- Revise Draft and Submit Final Revised Knowledge Transfer and Application Strategy

Following review by AHRQ, the Contractor shall incorporate AHRQ's comments and submit the final revised or new knowledge transfer and application strategy. The Contractor shall discuss the Government's comments with AHRQ, as necessary. The final revised or new knowledge transfer and application strategy shall be submitted within 2 weeks after receipt of AHRQ comments on the draft.

TASK 7 - TASK ASSIGNMENT BUDGETS AND SCHEDULES

The Contractor shall prepare a schedule and budget for each program task assignment as specified in the task assignment. As indicated earlier, "task assignment" refers to an assignment by AHRQ to develop and conduct a knowledge transfer program that is either part of the Contractor's approved knowledge transfer strategy or a stand-alone program.

It is expected that the schedule and budget for each program task assignment would include the following:

- List, schedule and sequence of activities.
- Labor hours by staff category.
- Labor costs.
- Indirect costs.
- Breakdown of other direct costs (ODCs), e.g., travel, materials, and consultants.
- Fee.

Note that AHRQ will specify the program task assignments for which schedules and budgets are to be developed. This is expected to cover the majority of programs; however, this will typically not be required of programs of very short duration.

TASK 8- REPORTS AND BRIEFINGS

Subtask 8.1- Progress Reports

The Contractor shall prepare monthly progress reports. These reports shall contain the following:

- a. Activities performed during the previous month by task, including deliverables submitted.
- b. Activities and deliverables planned for the next month.
- c. Issues or problems for resolution.

Subtask 8.2- Briefings

The Contractor shall conduct approximately four briefings per year for the Project Officer upon request. These may pertain to: (1) technical approaches for various tasks, or (2) summaries of selected deliverables, such as the knowledge transfer and application strategy or evaluation reports.

The Contractor shall participate in periodic telephone calls and meetings with the Project Officer and other AHRQ staff, as appropriate, to discuss progress and issues in conducting the contract.

SECTION D - PACKAGING AND MARKING

The Contractor shall mark each delivery with the organization’s name, contract number and quantity.

SECTION E - INSPECTION AND ACCEPTANCE

E.1 INSPECTION AND ACCEPTANCE

- a. The Contracting Officer or the duly authorized representative will perform inspection and acceptance of materials and services to be provided.
- b. For the purpose of this SECTION the Government Project Officer is the authorized technical representative of the contracting officer.
- c. Inspection and acceptance will be performed at:

Agency for Healthcare Research and Quality
 Executive Office Center
 540 Gaither Road
 Rockville MD 20850

E.2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

This contract incorporates the following clause by reference, with the same force and effect as if it were given in full text. Upon request, the Contracting Officer will make its full text available. Also, the full text of a clause may be assessed electronically at this address: <http://www.gov.far>.

FAR Clause No.

Title and Date

SECTION F - PERIOD OF PERFORMANCE AND DELIVERY SCHEDULE**F.1 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)**

This contract incorporates the following clause 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 assessed electronically at this address: www.arnet.gov/far

FAR Clause No.	Title and Date
52.242-15	Stop Work Order (AUG 1989) Alternate I (APRIL 1984)

F.2 PERIOD OF PERFORMANCE

The period of performance for the contract shall be from the effective date of the contract through 36 months thereafter. The period of performance for each of the two Option Periods, if exercised shall be for 12 months each, following the completion of the Base Period. The total duration of the contract if all options are exercised will be five years (60 months).

F.3 DELIVERY SCHEDULE

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

The Contractor shall submit the following items to the Project Officer at the following address in the amount and within the time frames indicated:

Agency for Healthcare Research and Quality
ATTN: Steve Seitz, OCKT
540 Gaither Road
Rockville, MD 20850

One copy of those items identified with an asterisk (*) shall also be delivered to the Contracting Officer:

Agency for Healthcare Research and Quality
ATTN: Mary Haines, CM/OPART
540 Gaither Road
Rockville, MD 20850

Written deliverables shall be submitted in hard copy and electronically (WordPerfect or Microsoft Word). Delivery dates reflect calendar time unless otherwise specified. (ECOC is Effective Date of Contract)

DELIVERABLE	TASK	QUANTITY	DELIVERY DATE
Project Initiation Meeting	1.1	1	1 week from EDOC
Draft Detailed Knowledge Transfer and Application Strategy	2.3	1	2 months from EDOC
Final Detailed Knowledge Transfer and Application Strategy	2.3	1	2 weeks after receipt of AHRQ comments and discussion on draft
Streaming Archive with Captioning of Web Conference or Webcast	3.4	1	2 weeks following live program
Draft Research Synopsis, Policy Brief or Other Written Document	3.5	1	As established in collaboration with PO
Final Research Synopsis, Policy Brief or Other Written Document	3.5	As established in collaboration with PO	2 weeks after receipt of AHRQ comments and discussion on draft
Program Needs Assessment Meeting	4.2	As established in collaboration with PO	As established in collaboration with PO
Program Resource Assessment Meeting	4.2	As established in collaboration with PO	As established in collaboration with PO
Program Marketing Plan	4.6	1	As established in collaboration with PO
Program Marketing Materials (e.g., Invitations, Brochures, Overviews, Agendas, Web pages, List Serves, etc.)	4.6	As established in collaboration with PO	Typically 90 days prior to workshop, seminar or other large meeting. Schedules for other programs established in collaboration with PO
Program Pilot Test, "Talk Through," or Rehearsal	4.7	As established in collaboration with PO	At least 2 weeks prior to start of program

Edited/Formatted Speaker Presentation Materials	4.8	1	Approximately 30 days prior to start of workshop, seminar or other meeting
Selection of Program Site	4.9	1	At least 180 days prior to workshop, seminar or other large meeting. Schedules for other programs established in collaboration with PO.
Registration Database	4.12	1	As established in collaboration with PO
Program Materials for Participants and Presenters	4.13	As established in collaboration with PO	Approximately 2 weeks prior to start of workshop, seminar or other meeting
Extra Copies of Program Materials	4.13	10-20	5 working days after end of program
Draft Program Report	4.16	1	As established in collaboration with PO
Final Program Report	4.17	1	2 weeks after receipt of AHRQ comments and discussion on draft
Audiotape or other Electronic Recording of Program	4.18	1	As established in collaboration with PO
Meetings on AHRQ-wide Issues (Role/Deliverables to be specified by PO)	4.19	2-4 meetings/year	As established in collaboration with PO
Draft Evaluation Plan	5.1	1	3 months from EDOC
Final Evaluation Plan	5.1	1	2 weeks after receipt of AHRQ comments and discussion on draft
Draft Evaluation Report(s)	5.3	1	As established in collaboration with PO
Final Evaluation Report(s)	5.3*	1	2 weeks after receipt of AHRQ comments and discussion on draft

Draft Revised Knowledge Transfer and Application Strategy	6.2	1	Annually; 1 month after the beginning of each option period of the contract.
Final Revised Knowledge Transfer and Application Strategy	6.3	1	2 weeks after receipt of AHRQ comments and discussion on draft
Program Task Assignment Budgets and Schedules	7	1	1 week after assignment of task
Monthly Progress Reports	8.1*	2 (Copies to PO and CO)	10 working days after the end of each month
Briefings to AHRQ (approx. 4/year)	8.2	As specified by PO	As established in collaboration with PO

The following reports are required to be submitted to the Contracting Officer:

TYPE OF REPORT	QUANTITY	DATE DUE
Subcontracting Report for Individual Contracts (SF-294)	3 each (1 original and 2 copies)	April 30 (Annually) October 30 (Annually)
Summary Subcontractor Report (SF-295)	1 copy to the Office of Small and Disadvantaged Business Utilization (DHHS)	October 30 (Annually)
Small Disadvantaged Business Participation Report (OF 312)	3 each (1 original and 2 copies)	At completion of contract

SECTION G - CONTRACT ADMINISTRATION DATA

G.1 KEY PERSONNEL

Pursuant to the Key Personnel clause incorporated in this contract, the following individual(s) is/are considered to be essential to the work being performed hereunder:

NAME

TITLE

(TO BE COMPLETED AT TIME OF CONTRACT AWARD)

The clause cited above contains a requirement for review and approval by the Contracting Officer of written requests for a change of Key Personnel reasonably in advance of diverting any of these individuals from this contract. Receipt of written requests at least 30 days prior to a proposed change is considered reasonable.

G.2 PROJECT OFFICER

The following Project Officer will represent the Government for the purpose of this contract:

(TO BE COMPLETED AT CONTRACT AWARD)

The Project Officer is responsible for: (1) monitoring the Contractor's technical progress, including the surveillance and assessment of performance and recommending to the Contracting Officer changes in requirements; (2) interpreting the statement of work and any other technical performance requirements; (3) performing technical evaluation as required; (4) performing technical inspections and acceptances required by this contract; and (5) assisting in the resolution of technical problems encountered during performance.

The Contracting Officer is the only person with authority to act as an agent of the Government under this contract. Only the Contracting Officer has authority to: (1) direct or negotiate any changes in the statement of work; (2) modify or extend the period of performance; (3) change the delivery schedule; (4) authorize reimbursement to the contractor of any costs incurred during the performance of this contract; or (5) otherwise change any terms and conditions of this contract.

The Government may unilaterally change its Project Officer.

G.3 INVOICE SUBMISSION

a. INVOICE SUBMISSION

The following directions for the submission of invoices must be followed to meet the requirements of a "proper" payment request pursuant to FAR 32.9, and must be in accordance with the General Provisions clause 52.232-25 Prompt Payment (FEB 2002).

Invoices/financing requests shall be submitted in an original and three copies to:

Contracting Officer
Agency for Healthcare Research and Quality
Contracts Management
540 Gaither Road
Rockville, Maryland 20850

G.4 INFORMATION ON VOUCHERS

- (1) The Contractor agrees to include the following minimum information on vouchers:
 - (a) Contractor's name and invoice date;
 - (b) Contract Number;
 - (c) Description and price of services actually rendered;
 - (d) Other substantiating documentation or information as required by the contract;
 - (e) Name (where practicable), title, phone number, and complete mailing address or responsible official to whom payment is to be sent; and
 - (f) The Internal Revenue Service Taxpayer Identification Number.

- (2) The Contractor shall furnish the following minimum information in support of costs submitted:
 - (a) Direct Labor - include all persons, listing the person's name, title, number of hours or days worked, the total cost per person and a total amount of this category;
 - (b) Fringe Costs - show rate, base and total amount as well as verification/allowability or rate changes (when applicable);
 - (c) Overhead or Indirect Costs - show rate, base and total amount as well as verification/allowability or rate changes (when applicable);
 - (d) Consultants - include the name, number of days or hours worked, a total amount per consultant and a total amount for this category;
 - (e) Travel - include for each airplane or train trip taken the name of the traveler, date of travel, destination, the transportation costs including ground transportation, shown separately, and per diem costs. Other travel costs shall also be listed. A total amount for this category shall be provided;

- (f) Subcontractors - include for each subcontractor, the same data that is being provided for the prime contractor. A total number for this category shall be provided.
 - (g) Data Processing - include all non-labor costs, i.e., computer time, equipment purchase, lease or rental, data tapes, etc. A total amount for this category shall be provided.
 - (h) Other - include a listing of all other direct charges to the contract, i.e., office supplies, telephone, equipment rental, duplication, etc.
 - (i) Equipment Cost - itemize and identify separately from material costs including reference to approval in all cases;
 - (j) G&A - show rate, base and total as well as verification/allowability of rate changes (when applicable); and
 - (k) Fee - show rate, base and total.
- (3) Payment shall be made by:

PSC Finance
Parklawn Building, Room 16-23
5600 Fishers Lane
Rockville, Maryland 20857
Telephone Number (301) 443-6766

G.5 INDIRECT COST RATES AND FEE

In accordance with Federal Acquisition Regulation (FAR) (48 CFR Chapter 1) Clause 52.216-7(d)(2), Allowable Cost and Payment, incorporated by reference in this contract, in Part II, Section I, the primary contact point responsible for negotiating provisional and/or final indirect cost rates is the cognizant contracting official as set forth in FAR Subpart 42.7 - Indirect Cost Rates.

Reimbursement will be limited to the rates and time periods covered by the negotiated agreements. The rates, if negotiated, are hereby incorporated without further action of the Contracting Officer.

G.6 ELECTRONIC FUNDS TRANSFER

Pursuant to FAR 52.232-34, Payment by Electronic Funds Transfer - Other than Central Contractor Registration (MAY 1999), the Contractor shall designate a financial institution for receipt of electronic funds transfer payments. This designation shall be submitted, in writing, to the finance office designated in the contract.

SECTION H - SPECIAL CONTRACT REQUIREMENTS

H.1 PERFORMANCE EVALUATION AND AWARD FEE

The contract will be awarded and managed as a Performance-Based Service Contract (PBSC), using the Award Fee mechanism.

A. Performance Evaluation Factors

The Government will evaluate the following factors of the Contractor's performance:

Performance Factor	Related SOW Tasks	Weight
1. Develop and Update Detailed Knowledge Transfer and Application Strategy for Program Areas Specified by AHRQ	Task 2, Task 6	25
2. Plan, Design, Develop and Implement Knowledge Transfer and Application Programs	Task 3, Task 4	40
3. Provide Logistics for Knowledge Transfer and Application Programs	Task 3, Task 4	10
4. Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy	Task 5	15
5. Prepare Plans (Budgets, Schedules), Reports and Briefings of Project Activities	Task 7, Task 8	10

B. Performance Requirements Summary

Attachment 1 summarizes the performance standards and Government surveillance methods for each of the above performance factors.

C. Award Fee Plan

(Note to Offerors: The Government anticipates a Cost-Plus-Award Fee (CPAF) contract to result from this solicitation. In this type of contract, the Contractor shall receive a small fixed fee. In addition to the fixed fee, award fee will be tied to the evaluation of specific products and services in accordance with Attachment 1- Performance Requirements Summary, presented above.)

The Agency's decision to pay or not to pay Award Fee in no way alters the Contractor's responsibilities to perform any services or produce any deliverables required by this contract. The Agency's decision to pay or not to pay Award Fee in no way alters the

Agency's obligation to pay the Contractor for satisfactory deliverables in accordance with this contract.

Award Fee is available for services and products identified below.

Annual Amounts Available for Award Fee (to be evaluated and paid semi-annually):

Each Contract Year

Performance Evaluation Factor	% of Award Fee Pool	Award Evaluation Unacceptable Rating score of below 60 reduces Base Fee by 50% for rating period.	Award for Evaluation Satisfactory 60-79 score 40%	Award for Evaluation Exceeds Expectations 80-89 score 80%	Award for Evaluation Outstanding 90-100 score 100%
Develop and Update Detailed Knowledge Transfer and Application Strategy Program Areas Specified by AHRQ	25%				
Plan, Design, Develop and Implement Knowledge Transfer and Application Programs	40%				
Provide Logistics for Knowledge Transfer and Applications Programs	10%				

Design and Implement Evaluation Plan for Assessing the Effectiveness of Knowledge Transfer and Applications Strategy Provide	15%				
Provide Reports and Plans of Project Activities	10%				

On a semi-annual basis, the Contractor's products and services will be evaluated in terms of the above five performance factors by an Award Fee Evaluation Group (AFEG). The AFEG will consist of the Government Project Officer, the Contracting Officer or his/her designee, and, as appropriate, other Government officials selected by the Project Officer (depending on specific expertise) and approved by the Contracting Officer.

Each member of the Award Fee Evaluation Group will evaluate the Contractor's performance against the performance standards of quality and timeliness listed in Attachment 1.

A numerical rating scale of 0 to 100 will be used. The scale is defined as follows:

Definition of Rating	Adjective Rating	Numerical Rating	Fee %
Outstanding - Contractor's performance exceeds standards by substantial margin; the performance monitor can cite few areas for improvement, all of which are minor.	Outstanding	90 - 100	100%
Exceeds Expectations - Contractor's performance exceeds standards, and although there may be several areas for improvement, these are more than offset by better performance in other areas.	Exceeds Expectations	80 - 89	80%
Satisfactory - Contractor's performance is generally satisfactory, and areas for improvement are approximately offset by better performance in other areas.	Satisfactory	60 - 79	40%

Unacceptable- Contractor's performance is less than standards by a substantial margin, and the performance monitor can cite many areas for improvement which are not offset by better performance in other areas.	Unacceptable	Below 60	Base Fee Reduced by 50%
--	--------------	----------	-------------------------

Each member of the AFEG will give each performance factor a numerical rating, and those ratings will be averaged. An average score of less than 60 (Unacceptable) will result in a reduction in the fixed fee of 50% for the performance factor for the rating period. An average score of 60-79 (Satisfactory) will result in award of 40% of the Award Fee for the performance factor. An average score of 80-89 (Exceeds Expectations) will result in award of 80% of the Award Fee, and an average of 90-100 (Outstanding) will result in award of 100% of the Award Fee for the performance factor. **The Award Fee determinations are not subject to the disputes clause.**

H.2 DATA CONFIDENTIALITY

The Contractor is to provide for secure and confidential storage, retrieval, maintenance, and disposition of data and other information used in work performed under this contract consistent with OMB Circular A-130, Appendix III, regarding security for automated systems, and with 42 U.S.C. 299-3(c), regarding the confidentiality of identifiable data collected with AHRQ support.

Section 924(c) of the Public Health Service Act, 42 U.S.C. 299c-3(c) provides in part that no information, if an establishment or person supplying the information or described in it is identifiable, obtained in the course of activities undertaken or supported under AHRQ's authorizing legislation (Title IX PHS Act, 42 U.S.C. 299-299c-6), may be used for any purpose other than the purpose for which it was supplied unless such establishment or person has consented (as determined under regulations of the Secretary) to its use for such other purpose. Such information may not be published or released if the person who supplied the information or who is described in it is identifiable unless such person has consented to its publication or release. Violation of the terms of 924(c) is subject to penalty terms set out in paragraph 924(d).

H.3 DATA SECURITY

This contract may entail accessing, processing, analyzing, or storing data on individuals and organizations that are or will be covered by one or more of the following:

- The Privacy Act (5 U.S.C. 552(a)). <http://www.usdoj.gov/04foia/privstat.htm>
- Assurances of Confidentiality Provided Pursuant to 45 CFR Parts 160 and 164, "Standards for Privacy of Individual Identifiable Health Information", Subtitle F of Title II of the Health Insurance Portability and Accountability Act (HIPAA) of 1996. http://www.access.gpo.gov/nara/cfr/waisidx_01/45cfr160_01.html and http://www.access.gpo.gov/nara/cfr/waisidx_01/45cfr164_01.html

The Contractor agrees to provide security, processing, storage, and disposal systems and safeguards sufficient to ensure that AHRQ meets the requirements of the above-referenced laws, regulations and agreements. Contractor and his professional staff will take steps to ensure that the intent of this section is enforced at all times through appropriate qualification standards for all personnel working on this contract and through adequate training and quality assurance procedures.

H.4 DATA DISPOSITION

The contractor agrees to release all required deliverables and data or other works developed under this contract solely in accordance with the terms of this contract. Consistent with 42 U.S.C. 299c-3(c) and (d), all data collected and remaining in the custody of the Contractor at the close of this contract that permits identification of an individual or entity described in the data, or an individual supplying it, must be delivered to the Project Officer or destroyed in accordance with the terms of this contract. No copies of data or parts of data, derivative files (encrypted and/or individually identifiable) may be kept by the Contractor.

H.5 LATE PAYMENTS TO THE GOVERNMENT

Late payment of debts owed the Government by the Contractor, arising from whatever cause, under this contract/order shall bear interest at a rate or rates to be established in accordance with the Treasury Fiscal Requirements Manual. For purposes of this provision, late payments are defined as payments received by the Government more than 30 days after the Contractor has been notified in writing by the Contracting Officer of:

- a. The basis of indebtedness.
- b. The amount due.
- c. The fact that interest will be applied if payment is not received within 30 days from the date of mailing of the notice.
- d. The approximate interest rate that will be charged.

H.6 PRIVACY ACT

The Privacy Act clauses cited in Section I (FAR 52.224-1 and 52.224-2) are applicable to the consultant records kept by the Contractor for the Agency for Healthcare Research and Quality.

You are hereby notified that the Contractor and its employees are subject to criminal penalties for violations of the Act (5 U.S.C. 552a(i)) to the same extent as employees of the Department. The Contractor shall assure that each Contractor employee is aware that he/she can be subjected to criminal penalties for violations of the Act. Disposition instructions: Records are to be destroyed after contract closeout is completed and final payment is made and in accordance with IRS regulations.

H.7 GOVERNMENT-FURNISHED MATERIALS

A list of Government-furnished materials is located at Attachment 1 to this solicitation. The contractor will furnish all other the necessary personnel, materials, data, facilities, or services or otherwise all things necessary for or incident to the performance of the tasks stated in an individual task order.

H.8 POST AWARD EVALUATION OF CONTRACTOR PERFORMANCE

a. Contractor Performance Evaluations

Interim and final evaluations of contractor performance will be prepared on this contract in accordance with FAR Subpart 42.15. A final performance evaluation will be prepared at the time of completion of work. In addition to the final evaluation, interim evaluations will be prepared annually to coincide with the anniversary date of the contract.

Interim and final evaluations will be provided to the Contractor as soon as practicable after completion of the evaluation. The Contractor will be permitted thirty days to review the document and to submit additional information or a rebutting statement. Any disagreement between the parties regarding an evaluation will be referred to an individual one level above the Contracting Officer, whose decision will be final.

Copies of the evaluations, Contractor responses, and review comments, if any, will be retained as part of the contract file, and may be used to support future award decisions.

b. Electronic Access to Contractor Performance Evaluations

Contractors that have Internet capability may access evaluations through a secure Web site for review and comment by completing the registration form that can be obtained at the following address: http://ocm.od.nih.gov/cdmp/cps_contractor.htm

The registration process requires the Contractor to identify an individual that will serve as a primary contact and who will be authorized access to the evaluation for review and comment. In addition, the Contractor will be required to identify an alternate contact who will be responsible for notifying the cognizant contracting official in the event the primary contact is unavailable to process the evaluation within the required 30-day time frame.

H.9 SALARY RATE LIMITATION LEGISLATION PROVISIONS

Pursuant to P.L. 107-116, no contract funds may be used to pay the direct salary of an individual through this contract at a rate in excess of the direct salary rate for Executive Level I of the Federal Executive Pay Scale. That rate is currently \$171,900 per year (calculated on a base of 2080 hours per year with an applicable hourly rate of \$82.64) for the period January 1, 2003 through December 31, 2003. Direct salary is exclusive of overhead, fringe benefits, and general and administrative expenses. The salary limit also applies to individuals proposed under subcontracts. If this is a multi-year contract, it may

be subject to unilateral modifications by the Government if any salary rate ceilings are established in future DHHS appropriations acts. P.L. 107-116 states in pertinent part:

“None of the funds appropriated in this Act for the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Substance Abuse and Mental Health Services Administration shall be used to pay the salary of an individual, through a grant or other extramural mechanism, at a rate in excess of Executive Level I.”

Note that since this would be a limit on the rate, it is possible to pay someone much less than \$171,900 and still be in violation of this statutory provision. Contractors may absorb that portion of an employee’s salary (plus the dollar amount for fringe benefits and indirect costs associated with the excess) that exceeds a rate of \$171,900 a year.

PART II - CONTRACT CLAUSES

**(6/03-DCM)
(FAC 2001-14)**

**SECTION I
CONTRACT CLAUSES
GENERAL CLAUSES FOR A COST-PLUS-AWARD-FEE CONTRACT**

CLAUSES INCORPORATED BY REFERENCE (FEBRUARY 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 assessed electronically at this address:
<http://www.arnet.gov/far/>

**I. FEDERAL ACQUISITION REGULATION (FAR) (48 CFR CHAPTER 1)
CLAUSES**

<u>FAR Clause No.</u>	<u>Title and Date</u>
52.203-3	Gratuities (APRIL 1984)
52.203-5	Covenant Against Contingent Fee (APRIL 1984)
52.203-6	Restrictions on Subcontractor Sales to the Government (JULY 1995)
52.203-7	Anti-Kickback Procedures (JULY 1995)
52.203-8	Cancellation, Rescission, and Recovery of Funds for Illegal or Improper Activity (JAN 1997)
52.203-10	Price or Fee Adjustment for Illegal or Improper Activity (JAN 1997)
52.203-12	Limitation on Payments to Influence Certain Federal Transactions (JUN 2003)
52.204-4	Printing or Copying Double-Sided on Recycled Paper (AUG 2000)
52.209-6	Protecting the Government's Interest When Subcontracting With Contractors Debarred, Suspended, or Proposed for Debarment (JULY 1995)
52.215-2	Audit and Records - Negotiation (JUNE 1999)
52.215-8	Order of Precedence-Uniform Contract Format (OCT 1997)
52.215-10	Price Reduction for Defective Cost or Pricing Data (OCT 1997) (applicable to contract actions over \$550,000)
52.215-12	Subcontractor Cost or Pricing Data (OCT 1997)

	(applicable to contract actions over \$500,000)
52.215-15	Pension Adjustments and Asset Reversions (DEC 1998)
52.215-17	Waiver of Facilities Capital Cost of Money (OCT 1997)
52.215-18	Reversion or Adjustment of Plans for Postretirement Benefits (PRB) Other Than Pensions (OCT 1997)
52.215-19	Notification of Ownership Changes (OCT 1997)
52.216-7	Allowable Cost and Payment (DEC 2002)
52.216-8	Fixed Fee (MAR 1997)
52.217-8	Option to Extend Services (NOV 1999)
52.219-4	Notice of Price Evaluation Preference for HUBZone Small Business Concerns (JAN 1999)
52.219-7	Notice of Partial Small Business Set-Aside (JUN 2003)
52.219-8	Utilization of Small Business Concerns (OCT 2000)
52.219-9	Small Business Subcontracting Plan (JAN 2002) (Applicable to contracts over \$500,000)
52.219-14	Limitation on Subcontracting (DEC 1996) (Does not apply to unrestricted portion of partial set-aside)
52.219-25	Small Disadvantaged Business Participation Program- Disadvantaged Status Reporting (OCT 1999)
52.219-25	Small Disadvantaged Business Participation Program - Disadvantaged Status and Reporting (OCT 1999)
52.222-2	Payment for Overtime Premiums (JULY 1990). The amount in paragraph (a) is "zero" unless different amount is separately stated elsewhere in contract.
52.222-3	Convict Labor (JUN 2003)
52.222-26	Equal Opportunity (APR 2002)
52.222-35	Affirmative Action for Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (DEC 2002)
52.222-36	Affirmative Action for Workers With Disabilities (JUNE 1998)
52.222-37	Employment Reports on Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (DEC 2001)

52.223-6	Drug Free Workplace (MAY 2001)
52.223-14	Toxic Chemical Release Reporting (JUN 2003)
52.224-1	Privacy Act Notification (APRIL 1984)
52.224-2	Privacy Act (APRIL 1984)
52.225-1	Buy American Act - Supplies (JUN 2003)
52.225-13	Restrictions on Certain Foreign Purchases (JULY 2000)
52.227-1	Authorization and Consent (JULY 1995)
52.227-2	Notice and Assistance Regarding Patent and Copy-Right Infringement (AUG 1996)
52.227-3	Patent Indemnity (APRIL 1984)
52.227-14	Rights in Data - General (JUNE 1987)
52.228-7	Insurance-Liability to Third Persons (MAR 1996)
52.230-2	Cost Accounting Standards (APR 1998)
52.230-3	Disclosure and Consistency of Cost Accounting Practices (APR 1998)
52.230-6	Administration of Cost Accounting Standards (NOV 1999)
52.232-9	Limitation on Withholding of Payments (APR 1984)
52.232-17	Interest (JUNE 1996)
52.232-18	Availability of Funds (APRIL 1984)
52.232-20	Limitation of Cost (APR 1984)
52.232-22	Limitation of Funds (APR 1984) (This clause supersedes the Limitation of Cost clause found in the General Clauses of this contract.)
52.232-23	Assignment of Claims (JAN 1986)
52.232-25	Prompt Payment (FEB 2002)
52.232-34	Payment by Electronic Funds Transfer other Central Contractor Registration (May 1999)
52.233-1	Disputes (JULY 2002)

52.233-3	Protest After Award (AUG 1996) Alternate I (JUNE 1985)
52.237-10	Identification of Uncompensated Overtime (OCT 1997)
52.239-1	Privacy or Security Safeguards (AUG 1996)
52.242-1	Notice of Intent to Disallow Costs (APRIL 1984)
52.242-3	Penalties for Unallowable Costs (MAY 2001)
52.242-4	Certification of Final Indirect Costs (JAN 1997)
52.242-13	Bankruptcy (JULY 1995)
52.243-2	Changes - Cost Reimbursement (AUG 1987) - Alternate II (APRIL 1984)
52.244-2	Subcontracts (AUG 1998)
52.244-5	Competition in Subcontracting (DEC 1996)
52.245-5	Government Property (Cost Reimbursement, Time-and-Material, or Labor-Hour Contract (JUN 2003)
52.246-5	Inspection of Services-Cost Reimbursement (APRIL 1984)
52.246-23	Limitation of Liability (FEB 1997)
52.248-1	Value Engineering (FEB 2000)
52.249-6	Termination (Cost-Reimbursement) (SEP 1996)
52.249-14	Excusable Delays (APRIL 1984)
52.251-1	Government Supply Sources (APRIL 1984)
52.253-1	Computer Generated Forms (JAN 1991)

II. DEPARTMENT OF HEALTH AND HUMAN SERVICES ACQUISITION
REGULATION (HHSAR) (48 CFR CHAPTER 3) CLAUSES

<u>HHSAR Clause No.</u>	<u>Title and Date</u>
352.202-1	Definitions (JAN 2001) Alternate I
352.223-70	Safety and Health (JAN 2001)
352.224-70	Confidentiality of Information (APRIL 1984)
352.228-7	Insurance - Liability to Third Persons (DEC 1991)

352.232-9	Withholding of Contract Payments (APRIL 1984)
352.233-70	Litigation and Claims (APR 1984)
352.242-71	Final Decisions on Audit Findings (APRIL 1984)
352.270-1	Accessibility of Meetings, Conferences, and Seminars to Persons With Disabilities (JAN 2001)
352.270-6	Publication and Publicity (JUL 1991)
352.270-7	Paperwork Reduction Act (JAN 2001)
352.270-8	Protection of Human Subjects (JAN 2001)

The following clause is applicable to this contract and is provided in full text:

OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000) (FAR 52.217-9)

(a) The Government may extend the term of this contract by written notice to the Contractor prior to the completion date of the contract; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least **60** days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any option under this clause, shall not exceed **five (5)** years.

(End of Clause)

KEY PERSONNEL (APRIL 1984)(HSAR 352.270-5)

The personnel specified in this contract are considered to be essential to the work being performed hereunder. Prior to diverting any of the specified individuals to other programs, the Contractor shall notify the Contracting Officer reasonably in advance and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the program. No diversion shall be made by the Contractor without the written consent of the Contracting Officer; provided, that the Contracting Officer may ratify in writing such diversion and such ratification shall constitute the consent of the Contracting Officer required by this clause. The contract may be amended from time to time during the course of the contract to either add or delete personnel, as appropriate.

(End of clause)

PART III- LIST OF DOCUMENTS, EXHIBITS AND ATTACHMENTS

SECTION J - LIST OF ATTACHMENTS

<u>Attachment</u>	<u>Page Number</u>
1. Performance Requirements Summary	97-112
2. Past Performance Questionnaire and Contractor Performance Form	113-117
3. Proposal Intent Response Sheet	118
4. Sample Estimated Cost Proposal Format	119-120

NOTE: ALL ATTACHMENTS ARE LOCATED AT THE END OF THIS REQUEST FOR PROPOSAL

Appendix

- A. AHRQ expert meeting on knowledge transfer
- B. Bibliography
- C. Draft manual for developing workshops
- D. Glossary

NOTE: ALL APPENDICES ARE LOCATED AFTER THE ATTACHMENTS (SEPARATE FILE)

PART IV. REPRESENTATIONS AND INSTRUCTIONS

SECTION K

REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS

K.1	HHSAR 315.204-5	Representations and Instructions
K.2	FAR 52.203-2	Certification of Independent Price Determination (APRIL 1985)
K.3	FAR 52.203-11	Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions (APR 1991)
K.4	FAR 52.204-3	Taxpayer Identification (OCT 1998)
K.5	FAR 52.204-5	Women-Owned Business Other than Small Business (May 1999)
K.6	FAR 52.209-5	Certification Regarding Debarment, Suspension, Proposed Debarment, and Other Responsibility Matters (DEC 2001)
K.7	FAR 52.215-6	Place of Performance (OCT 1997)
K.8	FAR 52.219-1	Small Business Program Representations (APR 2002)
K.9	FAR 52.222-21	Prohibition of Segregated Facilities (FEB 1999)
K.10	FAR 52.222-22	Previous Contracts and Compliance Reports (FEB 1999)
K.11	FAR 52.222-25	Affirmative Action Compliance (APRIL 1984)
K.12	FAR 52.223-13	Certification of Toxic Chemical Release Reporting (OCT 2000)
K.13	FAR 52.225-2	Buy American Act - Certificate (JUN 2003)
K.14	FAR 52.226-2	Historically Black College or University and Minority Institution Representation (MAY 2001)
K.15	FAR 15.406-2	Certificate of Current Cost and Pricing Data
K.16	P.L. 103-227	Certification Regarding Environmental Tobacco Smoke Use for Full and Open Competition
K.17	52.219-22	Small Disadvantaged Business Status (Oct 1999) Alternate I (Oct 1998)

K.I REPRESENTATIONS AND INSTRUCTIONS

(a) Section K, Representations, certifications, and other statements of offerors.

(1) This section shall begin with the following and continue with the applicable representations and certifications:

TO BE COMPLETED BY THE OFFEROR: (The Representations and Certifications must be executed by an individual authorized to bind the Offeror.) The Offeror makes the following

Representations and Certifications as part of its proposal. (Check or complete all appropriate boxes or blanks on the following pages.)

_____	_____
(Name of Offeror)	(RFP No.)
_____	_____
(Signature of Authorized Individual)	(Date)

(Typed Name of Authorized Individual)	

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

K.2 CERTIFICATE OF INDEPENDENT PRICE
DETERMINATION (APR 1985) (FAR 52.203-2)

(a) The offeror certifies that--

(1) The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror or competitor relating to (i) those prices, (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered;

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern to submit or not to submit an offer for the purpose of restricting competition.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory--

(1) Is the person in the offeror's organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; or

(2)(i) Has been authorized, in writing, to act as an agent for the following principals in certifying that those principals have not participated, and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above.

[Insert full name of person(s) in the offeror's organization responsible for determining the prices offered in the bid or proposal, and the title of his or her position in the offeror's organization];

(ii) As an authorized agent, does certify that the principals named in subdivision (b)(2)(i) above have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above; and

(iii) As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above.

(c) If the offeror deletes or modifies subparagraph (a)(2) above, the offeror must furnish with its offer a signed statement setting forth in detail the circumstances of the disclosure.
(End of provision)

K.3 CERTIFICATION AND DISCLOSURE REGARDING PAYMENTS TO INFLUENCE CERTAIN FEDERAL TRANSACTIONS (APR 1991) (FAR 52.203-11)

(a) The definitions and prohibitions contained in the clause at FAR 52.203-12, Limitation on Payments to Influence Certain Federal Transactions, included in this solicitation, are hereby incorporated by reference in paragraph (b) of this certification.

(b) The offeror, by signing its offer, hereby certifies to the best of his or her knowledge and belief that on or after December 23, 1989,--

(1) No Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;

(2) If any funds other than Federal appropriated funds (including profit or fee received under a covered Federal transaction) have been paid, or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress on his or her behalf in connection with this solicitation, the offeror shall complete and submit, with its offer, OMB Standard Form-LLL, Disclosure of Lobbying Activities, to the Contracting Officer; and

- (3) He or she will include the language of this certification in all subcontract awards at any tier and require that all recipients of subcontract awards in excess of \$100,000 shall certify and disclose accordingly.
- (c) Submission of this certification and disclosure is a prerequisite for making or entering into this contract imposed by section 1352, title 31, United States Code. Any person who makes an expenditure prohibited under this provision or who fails to file or amend the disclosure form to be filed or amended by this provision, shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.
(End of provision)

K.4 TAXPAYER IDENTIFICATION
(FAR 52.204-3) (OCT 1998)

- (a) Definitions:
 - "Common parent," as used in this provision, means that corporate entity that owns or controls an affiliated group of corporations that files its Federal income tax returns on a consolidated basis, and of which the offeror is a member.
 - "Taxpayer Identification Number (TIN)," as used in this provision, means the number required by the Internal Revenue Service (IRS) to be used by the offeror in reporting income tax and other returns. The TIN may either be a Social Security Number or an Employer Identification Number.
- (b) All offerors are required to submit the information required in paragraph (d) through (f) of this provision to comply with debt collection requirements of 31 U.S.C. 7701(c) and 3325(d), reporting requirements of 26 U.S.C. 6041, 6041A, and 6050M and implementing regulations issued by the IRS. If the resulting contract is subject to the payment reporting requirements described in FAR 4.904, the failure or refusal by the offeror to furnish the information may result in a 31 percent reduction of payments otherwise due under the contract.
- (c) The TIN may be used by the Government to collect and report on any delinquent amounts arising out of the offeror's relationship with the Government (31 U.S.C. 7701(c)(3)). If the resulting contract is subject to the payment reporting requirements described in FAR 4.904, the TIN provided hereunder may be matched with IRS records to verify the accuracy of the offeror's TIN.
- (d) Taxpayer Identification Number (TIN).
 - () TIN: _____
 - () TIN has been applied for.
 - () TIN is not required because:
 - () Offeror is a nonresident alien, foreign corporation, or foreign partnership that does not have an income effectively connected with the conduct of a trade or business in the United States (U.S.) and does not have an office or place of business or a fiscal paying agent in the U.S.;

- () Offeror is an agency or instrumentality of a foreign government;
- () Offeror is an agency or instrumentality of a Federal, state, or local government.

(e) Type of organization.

- () Sole proprietorship;
- () Partnership;
- () Corporate entity (not tax-exempt);
- () Corporate entity (tax-exempt);
- () Government entity (Federal, State, or local);
- () Foreign government;
- () International organization per 26 CFR 1.6049-4;
- () Other_____.

(f) Common Parent.

- () Offeror is not owned or controlled by a common parent as defined in paragraph (a) of this clause.

- () Name and TIN of common parent:

Name _____

TIN _____

(End of provision)

**K.5 WOMEN-OWNED BUSINESS(Other Than Small Business
(MAY 1999) (FAR 52.204-5)**

- (a) Definition. "Women-owned business concern," as used in this provision, means a concern that is at least 51 percent owned by one or more women; or in the case of any publicly owned business, at least 51 percent of its stock is owned by one or more women; and whose management and daily business operations are controlled by one or more women.

- (b) Representation.[*Complete only if the offeror is a women-owned business concern and has not represented itself as a small business concern in paragraph (b)(1) of FAR 52.219-1, Small Business Program Representations, of this solicitation.*] The offeror represents that it is [] is not [] a women-owned business concern.

(End of Provision)

**K.6 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, PROPOSED
DEBARMENT AND OTHER RESPONSIBILITY MATTERS (DEC 2001) (FAR 52.209-5)**

- (a)(1) The Offeror certifies, to the best of its knowledge and belief, that--
 - (i) The Offeror and/or any of its Principals--

(A) Are are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency;

(B) Have have not , within the three-year period preceding this offer, been convicted of or had a civil judgement rendered against them for: commission of fraud of a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion or receiving stolen property;

(C) Are are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in subdivision (a)(1)(i)(B) of this provision; and

(D) Have have not , within a three-year period preceding this offer, been convicted of or had a civil judgement rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and

(E) Are are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in subdivision (a)(1)(i)(D) of this provision.

(ii) (A) The Offeror, aside from the offenses enumerated in paragraphs (a)(1)(i)(A), (B), and (C) of this provision, has has not , within the past three-year, relative to tax, labor and employment, environmental, antitrust, or consumer protection laws -

(1) Been convicted of a Federal or State felony (or has any Federal or State felony indictments currently pending against them); or

(2) Had a Federal court judgement in a civil case brought by the United States rendered against them; or

(3) Had an adverse decision by a Federal administrative law judge, board, or commission indicating a willful violation of law.

(B) If the offeror has responded affirmatively, the offeror shall provide additional information if requested by the Contracting Officer; and

(iii) The Offeror has has not , within a three-year period preceding this offer, had one or more contracts terminated for default by any Federal agency.

(2) "Principals," for the purposes of this certification, means officers; directors; owners; partners; and, persons having primary management or supervisory responsibilities within

a business entity (e.g., general manager; plant manager; head of a subsidiary, division, or business segment, and similar positions).

THIS CERTIFICATION CONCERNS A MATTER WITHIN THE JURISDICTION OF AN AGENCY OF THE UNITED STATES AND THE MAKING OF A FALSE, FICTITIOUS, OR FRAUDULENT CERTIFICATION MAY RENDER THE MAKE SUBJECT TO PROSECUTION UNDER SECTION 1001, TITLE 18, UNITED STATES CODE.

- (b) The Offeror shall provide immediate written notice to the Contracting Officer if, at any time prior to contract award, the Offeror learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- (c) A certification that any of the items in paragraph (a) of this provision exists will not necessarily result in withholding of an award under this solicitation. However, the certification will be considered in connection with a determination of the Offeror's responsibility. Failure of the Offeror to furnish a certification or provide such additional information as requested by the Contracting Officer may render the Offeror nonresponsible.
- (d) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by paragraph (a) of this provision. The knowledge and information of an Offeror is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- (e) The certification in paragraph (a) of this provision is a material representation of fact upon which reliance was placed when making award. If it is later determined that the Offeror knowingly rendered an erroneous certification, in addition to other remedies available to the Government, the Contracting Officer may terminate the contract resulting from this solicitation for default.

(End of provision)

K.7 PLACE OF PERFORMANCE (OCT 1997) (FAR 52.215-6)

- (a) The offeror or respondent, in the performance of any contract resulting from this solicitation, [] intends, [] does not intend (check applicable box) to use one or more plants or facilities located at a different address from the address of the offeror or respondent as indicated in this proposal or response to request for information.
- (b) If the offeror or respondent checks "intends" in paragraph (a) of this provision, it shall insert in the following spaces required information:

Place of Performance (Street Name and Address of Owner Address, City, County State, and Operator of the Plant Zip Code) or Facility if Other than Offeror or respondent

(End of provision)

K.8 SMALL BUSINESS PROGRAM REPRESENTATIONS
(APR 2002) (FAR 52.219-1)

- (a) (1) The North American Industry Classification System (NAICS) code for this acquisition is 56110.
- (2) The small business size standard is \$6 million.
- (3) The small business size standard for a concern which submits an offer in its own name, other than on a construction or service contract, but which proposes to furnish a product which it did not itself manufacture, is 500 employees.
- (b) Representations.
- (1) The offeror represents as part of its offer that it is, is not a small business concern.
- (2) [Complete only if offeror represented itself as a small business concern in block (b)(1) of this provision.]
The offeror represents, for general statistical purposes that it is is not a small disadvantaged business concern as defined in 13 CFR 124.1002.
- (3) [Complete only if offeror represented itself as a small business concern in block (b)(1) of this section.]
The offeror represents as part of its offer that it is is not a women-owned small business concern.
- (4) (Complete only if the offeror represented itself as a small business concern in paragraph (b) (1) of this provision.) The offeror represent as part of its offer that it is, is not a veteran-owned small business concern.
- (5) (Complete only if the offeror represented itself as a veteran-owned small business concern in paragraph (b) (4) of this provision.) The offeror represents as part of its offer that it is, is not a service-disable veteran-owned small business concern.
- (c) Definitions. As used in this provision -

Service-disabled veteran-owned small business concern-

(1) Means a small business concern -

(i) Not less than 51 percent of which is owned by one or more service-disabled veterans or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more service-disabled veterans; and

(ii) The management and daily business operations of which are controlled by one or more service-disabled veterans or, in the case of a veteran with permanent and severe disability, the spouse or permanent caregiver of such veteran.

(2) Service-disabled veteran means a veteran, as defined in 38 U.S.C. 101(2), with a disability that is service connected, as defined in 38 U.S.C. 101(16).

Small business concern, means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it is bidding on Government contracts, and qualified as a small business under the criteria in 13 CFR Part 121 and the size standard in paragraph (a) of this provision.

Veteran-owned small business concern, means a small business concern -

(1) Not less than 51 percent of which is owned by one or more veterans (as defined at 38 U.S.C. 101(2)) or, in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more veterans; and

(2) The management and daily business operations of which are controlled by one or more veterans.

Women-owned small business concern, means a small business concern --

(1) That is at least 51 percent owned by one or more women or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and

(2) Whose management and daily business operations are controlled by one or more women.

(d) Notice.

(1) If this solicitation is for supplies and has been set aside, in whole or in part, for small business concerns, then the clause in this solicitation providing notice of the set-aside contains restrictions on the source of the end items to be furnished.

(2) Under 15 U.S.C. 645(d), any person who misrepresents a firm's status as a small, HUBZone small, small disadvantaged or women-owned small business concern in order to obtain a contract to be awarded under the preference programs established pursuant to sections 8(a), 8(d), 9, or 15 of the Small Business Act or any other provision of Federal law that specifically references section 8(d) for a definition of program eligibility, shall

(i) be punished by imposition of a fine, imprisonment, or both;

- (ii) be subject to administrative remedies, including suspension and debarment; and
- (iii) be ineligible for participation in programs conducted under the authority of the Act.

(End of Provision)

Alternate I (OCT 2000) As prescribed in 19.307(a)(2), add the following paragraph (b)(6) to the basic provision:

(6) [Complete only if offeror represented itself as a small business concern in paragraph (b)(1) of this provision.] The offeror represents, as part of its offer, that -

(i) It is, is not a HUBZone small business concern listed, on the date of this representation, on the List of Qualified HUBZone Small Business Concerns maintained by the Small Business Administration (SBA), and no material change in ownership and control, principal place of ownership, or HUBZone employee percentage has occurred since it was certified by the SBA in accordance with 13 CFR part 126 and

(ii) It is, is not a joint venture that complies with the requirements of 13 CFR part 126, and the representation in paragraph (b)(6)(i) of this provision is accurate for the HUBZone small business concern or concerns that are participating in the joint venture. *(The offeror shall enter the name and names of the HUBZone small business concern or concerns that are participating in the joint venture:*

Each HUBZone small business concern participating in the joint venture shall submit a separate signed copy of the HUBZone representation.

Alternate II (OCT 2000). As prescribed in 19.307(a)(3), add the following paragraph (b)(7) to the basic provision:

(7) [Complete if offeror represented itself as disadvantaged in paragraph (b)(2) of this provision.] The offeror shall check the category in which its ownership falls.

- Black American.
- Hispanic American.
- Native American (American Indians, Eskimos, Aleuts, or Native Hawaiians).

- Asian-Pacific American (persons with origins from Burma, Japan, China, Taiwan, Laos, Cambodia, (Kampuchea), Vietnam, Korea, The Philippines, U.S. Trust Territory of the Pacific Island, (Republic of Palau), Republic of the Marshall Islands, Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands Guam, Samoa, Macao, Hong Kong, Fiji, Tonga, Kiribati, Tuvalu, or Nauru).
- Subcontinent Asian (Asia-Indian) American (persons with origins from India, Pakistan, Bangladesh, Sri Lanka, Bhutan, the Maldives Islands, or Nepal).
- Individual/concern, other than one of the preceding.

**K.9 PROHIBITION OF SEGREGATED FACILITIES
(FEB 1999) (FAR 52.222-21)**

- (a) "Segregated facilities," as used in this clause, means any waiting rooms, work areas, rest rooms and wash rooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees, that are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin because of written or oral policies or employee custom. The term does not include separate or single-user rest rooms or necessary dressing or sleeping areas provided to assure privacy between the sexes.
- (b) The Contractor agrees that it does not and will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not and will not permit its employees to perform their services at any location under its control where segregated facilities are maintained. The Contractor agrees that a breach of this clause is a violation of the Equal Opportunity clause in this contract.
- (c) The Contractor shall include this clause in every subcontract and purchase order that is subject to the Equal Opportunity clause of this contract.
(End of Clause)

**K.10 PREVIOUS CONTRACTS AND COMPLIANCE REPORTS
(FEB 1999) (FAR 52.222-22)**

The offeror represents that--

- (a) It [] has, [] has not participated in a previous contract or subcontract subject either to the Equal Opportunity clause of this solicitation;
- (b) It [] has, [] has not filed all required compliance reports; and
- (c) Representations indicating submission of required compliance reports, signed by proposed subcontractors, will be obtained before subcontract awards.
(End of provision)

K.11 AFFIRMATIVE ACTION COMPLIANCE
(APR 1984) (FAR 52.222-25)

The offeror represents that--

- (a) It has developed and has on file, has not developed and does not have on file, at each establishment, affirmative action programs required by the rules and regulations of the Secretary of Labor (4) CFR 60-1 and 60-2, or
- (b) It has not previously had contracts subject to the written affirmative action programs requirements of the rules and regulations of the Secretary of Labor.
(End of provision)

K.12 CERTIFICATION OF TOXIC CHEMICAL RELEASE REPORTING
(OCT 1996) (FAR 52.223-13)

- (a) Submission of this certification is a prerequisite for making or entering into this contract imposed by Executive Order 12969, August 8, 1995.
- (b) By signing this offer, the offeror certifies that -
 - (1) As the owner or operator of facilities that will be used in the performance of this contract that are subject to the filing and reporting requirements described in section 313 of the Emergency Planning and Community Right-to-Know Act of 1986 (EPCRA) (42 U.S.C. 11023) and section 6607 of the Pollution Prevention Act of 1990 (PPA) (42 U.S.C. 13106), the offeror will file and continue to file for such facilities for the life of the contract the Toxic Chemical Release Inventory Form (Form R) as described in sections 313(a) and (g) of EPCRA and section 6607 of PPA; or
 - (2) None of its owned or operated facilities to be used in the performance of this contract is subject to the Form R filing and reporting requirements because each such facility is exempt for at least one of the following reasons: (Check each block that is applicable.)
 - (i) The facility does not manufacture, process, or otherwise use any toxic chemicals listed under section 313(c) of EPCRA, 42 U.S.C. 11023(c);
 - (ii) The facility does not have 10 or more full-time employees as specified in section 313(b)(1)(A) of EPCRA, 42 U.S.C. 11023(b)(1)(A).
 - (iii) The facility does not meet the reporting thresholds of toxic chemicals established under section 313(f) of EPCRA, 42 U.S.C. 11023(f) (including the alternate thresholds at 40 CFR 372.27, provided an appropriate certification form has been filed with EPA).

- [] (iv) The facility does not fall within Standard Industrial Classification Code (SIC) designations 20 through 39 or their corresponding North American Industry Classification System (NAICS) sectors 31 through 33; or
- [] (v) The facility is not located within any State of the United States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, the Northern Mariana Islands, or any other territory or possession over which the United States has jurisdiction.

K.13 BUY AMERICAN ACT CERTIFICATE
(JUN 2003) (FAR 52.225-2)

(a) The offeror certifies that each end product, except those listed in paragraph (b) of this provision, is a domestic end product, and that the offeror has considered components of unknown origin to have been mined, produced, or manufactured outside the United States. The offeror shall list as foreign end products those end products manufactured in the United States that do not qualify as domestic end products. The terms "component," "domestic end product," "end product," "foreign end product," and "United States" are defined in the clause of this solicitation entitled "Buy American Act-Supplies."

(b) Foreign End Products:

Line Item No.	Country of Origin
_____	_____
_____	_____
_____	_____

(List as necessary)

(c) The Government will evaluate offers in accordance with the policies and procedures of Part 25 of the Federal Acquisition Regulation.

(End of provision)

K.14 HISTORICALLY BLACK COLLEGE OR UNIVERSITY
AND MINORITY INSTITUTION REPRESENTATION
(FAR 52.226-2) (MAY 2001)

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

"Historically Black College or University" means an institution determined by the Secretary of Education to meet the requirements of 34 CFR 608.2. For the Department of Defense, the National Aeronautics and Space Administration, and the Coast Guard, the term also includes any nonprofit research institution that was an integral part of such a college or university before November 14, 1986.

"Minority Institution" means an institution of higher education meeting the requirements of Section 1046(3) of the Higher Education Act of 1965 (20 U.S.C. 1076k, including a Hispanic-

serving institution of higher education as defined in Section 316(b)(1) of the Act (20 U.S.C. 1101(a)).

(b) *Representation.* The offeror represents that it-
__ is __ is not a Historically Black College or University;
__ is __ is not a Minority Institution

(End of Provision)

K.15 CERTIFICATE OF CURRENT COST OR PRICING DATA
(FAR 15.406-2)

CERTIFICATE OF CURRENT COST OR PRICING DATA

When cost or pricing data are required, the contracting officer shall require the contractor to execute a Certificate of Current Cost or Pricing Data using the format in this paragraph, and shall include the executed certificate in the contract file.

This is to certify that, to the best of my knowledge and belief, the cost or pricing data (as defined in Section 15.401 of the Federal Acquisition Regulation(FAR) and required under FAR subsection 15.403-4) submitted, either actually or by specific identification, in writing, to the contracting officer or the contracting officer's representative in support of _____
_____ * are accurate, complete, and current as of _____
_____ ** .

This certification includes the cost or pricing data supporting any advance agreements and forward pricing rate agreements between the offeror and the Government that are part of the proposal.

FIRM _____

NAME _____ Signature _____

TITLE _____

DATE OF EXECUTION*** _____

* Identify the proposal, request for price adjustment, or other submission involved, giving the appropriate identifying number (e.g., Request for Proposal number).

** Insert the day, month, and year when price negotiations were concluded and price agreement was reached or, if applicable, an earlier date agreed upon between the parties that is as close as practicable to the date of agreement on price.

*** Insert the day, month, and year of signing, which should be as close as practicable to the date when the price negotiations were concluded and the contract price agreed to.

End of Certificate

K.16 ENVIRONMENTAL TOBACCO SMOKE

The Public Health Service strongly encourages all grant and contract recipients to provide a smoke-free workplace and to promote the nonuse of all tobacco products. In addition, Public Law 103-227, the Pro-Children Act of 1994, prohibits smoking in certain facilities (or in some cases, any portion of a facility) in which regular or routine education, library, day care, health care or early childhood development services are provided to children.

CERTIFICATION REGARDING ENVIRONMENTAL TOBACCO SMOKE

Public Law 103-227, also known as the Pro-Children Act of 1994 (Act), requires that smoking not be permitted in any portion of any indoor facility owned or leased or contracted for by an entity and used routinely or regularly for the provision of health, day care, early childhood development services, education or library services to children under the age of 18, if the services are funded by Federal programs either directly or through State or local governments, by Federal grant, contract, loan, or loan guarantee. The law also applies to children's services that are provided in indoor facilities that are constructed, operated, or maintained with such federal funds. The law does not apply to children's services provided in private residences; portions of facilities used for inpatient drug or alcohol treatment; service providers whose sole source of applicable Federal funds is Medicare or Medicaid; or facilities where WIC coupons are redeemed. Failure to comply with the provisions of the law may result in the imposition of a civil monetary penalty of up to \$1000 for each violation and/or the imposition of an administrative compliance order on the responsible entity.

By signing this certification, the offeror/contractor certifies that the submitted organization will comply with the requirements of the Act and will not allow smoking within any portion of any indoor facility used for the provision of services for children as defined by the Act.

The submitting organization agrees that it will require that the language of this certification be included in any subawards which contain provisions for children's services and that all subrecipients shall certify accordingly.

Organization: _____

Signature _____ Title _____

Date _____

K.17 Small Disadvantaged Business Status.
(Oct 1998) (FAR 52.219-22)

(a) *General.*

This provision is used to assess an offeror's small disadvantaged business status for the purpose of obtaining a benefit on this solicitation. Status as a small business and status as a small disadvantaged business for general statistical purposes is covered by the provision at FAR 52.219-1, Small Business Program Representation.

(b) *Representations.*

(1) General. The offeror represents, as part of its offer, that it is a small business under the size standard applicable to this acquisition; and either -

(i) It has received certification by the Small Business Administration as a small disadvantaged business concern consistent with 13 CFR 124, Subpart B; and

(A) No material change in disadvantaged ownership and control has occurred since certification.

(B) Where the concern is owned by one or more disadvantaged individuals, the net worth of each individual upon whom the certification is based does not exceed \$750,000 after taking into account the applicable exclusions set forth at 13 CFR 124.104(c)(2); and

(C) It is listed, on the date of this representation, on the register of small disadvantaged business concerns maintained by the Small Business Administration; or

(ii) It has submitted a completed application to the Small Business Administration or a Private Certifier to be certified as a small disadvantaged business concern in accordance with 13 CFR 124, Subpart B, and a decision on that application is pending, and that no material change in disadvantaged ownership and control has occurred since its application was submitted.

(2) For Joint Ventures. The offeror represents, as part of its offer, that it is a joint venture that complies with the requirements at 13 CFR 124.1002(f) and that the representation in paragraph (b)(1) of this provision is accurate for the small disadvantaged business concern that is participating in the joint venture. (The offeror shall enter the name of the small disadvantaged business concern that is participating in the joint venture: _____)

_____)

(c) *Penalties and Remedies.* Anyone how misrepresents any aspect of the disadvantaged status of a concern for the purposes of securing a contract or subcontract shall -

- (1) Be punished by imposition of a fine, imprisonment, or both;
- (2) Be subject to administrative remedies, including suspension and debarment; and
- (3) Be ineligible for participation in programs conducted under the authority of the Small Business Act.

(End of Provision)

Use Alternate I, when SDB concerns is authorized on a regional basis.

Alternate I (Oct 1998)

(3) Address. The offeror represents that its address []is, []is not in a region for which a small disadvantaged business procurement mechanism is authorized and its address has not changed since its certification as a small disadvantaged business concern or submission of its application for certification. The list of authorized small disadvantaged business procurement mechanisms and regions is posed at <http://www.arnet.gov/References/sdbadjustments.htm>. The offeror shall use the list in effect on the date of this solicitation. "Address," as used in this provision, means the address of the offeror as listed on the Small Business Administrations or a Private Certifier in accordance with 13 CFR part 124, subpart B. For joint ventures, "address" refers to the address of the small disadvantaged business concern that is participating in the joint venture.

SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

L.1 SOLICITATION PROVISIONS INCORPORATED BY REFERENCE (FEB 1998) (FAR 52.252-1)

This solicitation incorporates the following 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 the full text available. Also, the full text of a clause may be assessed electronically at this address: <http://www.arnet.gov/far/>

- a. Federal Acquisition Regulation (FAR) (48 CFR Chapter 1) Solicitation Provisions
 - (1) 52.215-20 Requirements for Cost or Pricing Data or Information Other Than Cost or Pricing Data (OCT 1997)
 - (2) 52.215-16 Facilities Capital Cost of Money (OCT 1997)

L.2 DATA UNIVERSAL NUMBERING (DUNS) NUMBER (JUNE 1999) (FAR 52.204-6)

- (a) The offeror shall enter, in the block with its name and address on the cover page of its offer, the annotation "DUNS" followed by the DUNS number that identifies the offeror's name and address exactly as stated in the offer. The DUNS number is a nine-digit number assigned by Dun and Bradstreet Information Services.
- (b) If the offeror does not have a DUNS number, it should contact Dun and Bradstreet directly to obtain one. A DUNS number will be provided immediately by telephone at no charge to the offeror. For information on obtaining a DUNS number, the offeror, if located within the United States, should call Dun and Bradstreet at 1-800-333-0505. The offeror should be prepared to provide the following information:
 - (1) Company name.
 - (2) Company address.
 - (3) Company telephone number.
 - (4) Line of business.
 - (5) Chief executive officer/key manager.
 - (6) Date the company was started.
 - (7) Number of people employed by the company.
 - (8) Company affiliation.
- (c) Offerors located outside the United States may obtain the location and phone number of the local Dun and Bradstreet Information Services office from the Internet home page at <http://www.customerservice@dnb.com/>. If an offeror is unable to locate a local service center, it may send an e-mail to Dun and Bradstreet at globalinfo@mail.dnb.com.

(End of provision)

**L.3 INSTRUCTIONS TO OFFERORS - COMPETITIVE ACQUISITION (MAY 2001)
ALTERNATE I (OCT 1997)(FAR 52.215-1)**

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

“Discussions” are negotiations that occur after establishment of the competitive range that may, at the Contracting Officer’s discretion, result in the offeror being allowed to revise its proposal.

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

“Proposal modification” is a change made to a proposal 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.

“Proposal revision” is a change to a proposal 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. Offerors 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 proposals.*

(1) Unless other methods (e.g., electronic commerce or facsimile) are permitted in the solicitation, proposals and modifications to proposals 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 offeror. Offerors using commercial carriers should ensure that the proposal 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 proposal must show—

(i) The solicitation number;

- (ii) The name, address, and telephone and facsimile numbers of the offeror (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 offeror's behalf with the Government in connection with this solicitation; and
 - (v) Name, title, and signature of person authorized to sign the proposal. Proposals 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) *Submissions, modification, revision, and withdrawal of proposals.*
- (i) Offerors are responsible for submitting proposals, and any modification or revisions, so as to reach the Government office designated in the solicitation by the time specified in the solicitation. If no time is specified in the solicitation, the time for receipt is 4:30 p.m., local time, for the designated Government office on the date that proposal or revision is due.
 - (ii) (A) Any proposal, modification, or revision received at the Government office designated in the solicitation after the exact time specified for receipt of offers is "late" and will not be considered unless it is received before award is made, the Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; and
 - (1) If it was transmitted through an electronic commerce method authorized by the solicitation, it 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 proposals; or
 - (2) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or
 - (3) It is the only proposal received.

(B) However, a late modification of an otherwise successful proposal that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.

- (iii) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the proposal wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.
- (iv) If an emergency or unanticipated event interrupts normal Government processes so that proposals cannot be received at the office designated for receipt of proposals by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation, the time specified for receipt of proposals 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.
- (v) Proposals may be withdrawn by written notice received at any time before award. Oral proposals in response to oral solicitations may be withdrawn orally. If the solicitation authorizes facsimile proposals, proposals may be withdrawn via facsimile received at any time before award, subject to the conditions specified in the provision at 52.215-5, "Facsimile Proposals." Proposals may be withdrawn in person by an offeror or an authorized representative, if the identity of the person requesting withdrawal is established and the person signs a receipt for the proposal before award.
- (4) Unless otherwise specified in the solicitation, the offeror may propose to provide any item or combination of items.
- (5) Offerors shall submit proposals submitted in response to this solicitation in English, unless otherwise permitted by the solicitation, and in U.S. dollars, unless the provision at FAR 52.225-17, Evaluation of Foreign Currency Offers, is included in the solicitation.
- (6) Offerors may submit modifications to their proposals 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) Offers may submit revised proposals only if requested or allowed by the Contracting Officer.

- (8) Proposals may be withdrawn at any time before award. Withdrawals are effective upon receipt of notice by the Contracting Officer.
- (d) *Offer expiration date.* Proposals in response to this solicitation will be valid for the number of days specified on the solicitation cover sheet (unless a different period is proposed by the offeror).
- (e) *Restriction on disclosure and use of data.* Offerors that include in their proposals 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 proposal 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 proposal. If, however, a contract is awarded to this offeror 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 contract. 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 proposal.
- (f) *Contract award.*
- (1) The Government intends to award a contract or contracts resulting from this solicitation to the responsible offeror(s) whose proposal(s) represents the best value after evaluation in accordance with the factors and subfactors in the solicitation.
- (2) The Government may reject any or all proposals if such action is in the Government’s interest.
- (3) The Government may waive informalities and minor irregularities in proposals received.
- (4) The Government intends to evaluate proposals and award a contract after conducting discussions with offerors whose proposals have been determined to be within the competitive range. If the Contracting Officer determines that the number of proposals that would otherwise be in the competitive range exceeds the number at which an efficient competition

can be conducted, the Contracting Officer may limit the number of proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals. Therefore, the offeror's initial proposal should contain the offeror's best terms from a price and technical standpoint.

- (5) The Government reserves the right to make an award on any item for a quantity less than the quantity offered, at the unit cost or prices offered, unless the offeror specifies otherwise in the proposal.
- (6) 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.
- (7) Exchanges with offerors after receipt of a proposal do not constitute a rejection or counteroffer by the Government.
- (8) The Government may determine that a proposal 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 contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.
- (9) If a cost realism analysis is performed, cost realism may be considered by the source selection authority in evaluating performance or schedule risk.
- (10) A written award or acceptance of proposal mailed or otherwise furnished to the successful offeror within the time specified in the proposal shall result in a binding contract without further action by either party.
- (11) The Government may disclose the following information in postaward debriefings to other offerors:
 - (i) The overall evaluated cost or price and technical rating of the successful offeror.
 - (ii) The overall ranking of all offerors, when any ranking was developed by the agency during source selection;
 - (iii) A summary of the rationale for award; and
 - (iv) For acquisitions of commercial items, the make and model of the item to be delivered by the successful offeror.

(End of provision)

L.4 TYPE OF CONTRACT (APRIL 1984)(FAR 52.216-1)

It is anticipated that the award from this solicitation will be a multiple-year, performance-based, cost reimbursement, completion type contract.

It is anticipated that multiple awards will be made from this solicitation and that the award will be made on/about December 15, 2003.

L.5 SERVICE OF PROTEST (AUG 1996) (FAR 52.233-2)

- (a) Protests, as defined in Section 33.101 of the Federal Acquisition Regulation, that are filed directly with an agency, and copies of any protests that are filed with the General Accounting Office (GAO) shall be served on the Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from:

Director, Contracts Management
Agency for Healthcare Research and Quality
540 Gaither Road
Rockville, Maryland 20850

- (b) The copy of any protest shall be received in the office designated above within one day of filing a protest with the GAO.

L.6 POINT OF CONTACT FOR TECHNICAL INQUIRIES

The technical contact for additional information and answering inquiries is the Contracting Officer.

All questions regarding this solicitation shall be in writing and received by the Contracting Officer no later than **July 31**. Answers to questions shall be sent to each prospective offeror by solicitation amendment.

Questions should be sent both in hard copy (by mail or fax) **AND** electronically via e-mail with the questions provided as an attachment either in Word or WordPerfect format to Mary Haines, mhaines@ahrq.gov.

Mail inquiries to: Agency for Healthcare Research and Quality
Contracts Management
540 Gaither Road
Rockville, MD 20850
Attention: Mary Haines, Contracting Officer
Fax: (301) 427-1740

L.7 GENERAL INSTRUCTIONS

Introduction

The following instructions will establish the acceptable minimum requirements for the format and contents of proposals. Special attention is directed to the requirements for technical and business proposals to be submitted in accordance with these instructions:

- a. Contract Type and General Provisions: It is contemplated that a performance-based, cost-reimbursement contract will be awarded. In addition to the special provisions of this request for proposal (RFP), any resultant contract shall include the general clauses applicable to the selected offeror's organization and type of contract awarded. Any additional clauses required by Public Law, Executive Order, or procurement regulations, in effect at the time of execution of the proposed contract, will be included.

- b. Authorized Official and Submission of Proposal: The proposal shall be signed by an official authorized to bind your (the offeror's) organization. Your proposal shall be submitted in the number of copies, to the address, and marked as indicated in the cover letter of this solicitation. Proposals will be typewritten, reproduced on letter sized paper and will be legible in all required copies. To expedite the proposal evaluation, the following individually bound documents are required for responding to the RFP:
 - I. TECHNICAL PROPOSAL: See Technical Proposal Instructions for recommended format (L.8). Please mark as original or copy.
 - II. PAST PERFORMANCE INFORMATION: See Past Performance Information Instructions for format (L.9). Please mark as original or copy.
 - III. SMALL DISADVANTAGED BUSINESS PARTICIPATION PLAN: See Small Disadvantaged Business Plan Instructions for format (L.10). Please mark as original or copy.
 - IV. BUSINESS PROPOSAL: See Business Proposal Instructions for recommended format (L.11). Please mark as original or copy.

- c. Separation of Technical, Past Performance Information, Small Disadvantaged Business Participation Plan and Business Proposal: The proposal shall be in four parts: (1) Technical Proposal; (2) Past Performance Information; (3) Small Disadvantaged Business Participation Plan; and (4) Business Proposal. Each of the parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of, and concurrently with, evaluation of the other. The technical proposal shall not contain reference to cost; however, resources information, such as data concerning labor hours and categories, materials,

subcontracts, etc., shall be contained in the technical proposal so that your understanding of the Statement of Work (SOW) may be evaluated. It must disclose your technical approach in as much detail as possible, including, but not limited to, the requirements of the technical proposal instructions.

- d. Evaluation of Proposals: The Government will evaluate technical proposals in accordance with the criteria set forth in Section M, Evaluation/Award Criteria.
- e. Rejection of Proposals: The Government reserves the right to reject any or all proposals received. It is understood that your proposal will become part of the official contract file.
- f. Unnecessarily Elaborate Proposals: Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective proposal are not desired and may be construed as an indication of the offeror's lack of cost consciousness and inability to concisely state their proposal . Elaborate art work, expensive visual and other presentation aids are neither necessary nor wanted.
- g. Privacy Act: The Privacy Act of 1974 (Public Law (P.L.) 93-579) requires that a Federal agency advise each individual whom it asks to supply information: 1) the authority which authorized the solicitation; 2) whether disclosure is voluntary or mandatory; (3) the principal purpose or purposes for which the information is intended to be used; (4) the uses outside the agency which may be made of the information; and 4) the effects on the individual, if any, of not providing all or any part of the requested information.

Therefore:

- (1) The Government is requesting the information called for in this RFP pursuant to the authority provided by Section 301(g) of the Public Health Service Act, as amended, and P.L. 92-218, as amended.
- (2) Provisions of the information requested are entirely voluntary.
- (3) The collection of this information is for the purpose of conducting an accurate, fair, and adequate review prior to a discussion as to whether to award a contract.
- (4) Failure to provide any or all of the requested information may result in a less than adequate review.
- (5) The information provided by you may be routinely disclosed for the following purposes:
 - to the cognizant audit agency and the General Accounting Officer for auditing;
 - to the Department of Justice as required for litigation;
 - to respond to Congressional inquiries; and

-to qualified experts, not within the definition of Department employees for opinions as a part of the review process.

In addition, the Privacy Act of 1974 (P.L. 93-579, Section 7) requires that the following information be provided when individuals are requested to disclose their social security number.

Provision of the social security number is voluntary. Social security numbers are requested for the purpose of accurate and efficient identification, referral, review and management of AHRQ contracting programs. Authority for requesting this information is provided by Section 305 and Title IV of the Public Health Service Act, as amended.

- h. The RFP does not commit the Government to pay any cost for the preparation and submission of a proposal. It is also brought to your attention that the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this or any acquisition action.

The Government reserves the right to award a contract without discussions if the Contracting Officer determines that the initial prices are fair and reasonable and that discussions are not necessary.

L.8 TECHNICAL PROPOSAL INSTRUCTIONS

The technical proposal shall contain an original and nine (9) copies. The technical proposal described below shall be limited to **125 pages** not including resumes or bibliographies, with no less than a 11 point pitch, with the majority of the text double-spaced (lists of deliverables, person loading charts, and similar materials need not be double-spaced, so long as they are legible). Resumes or CVs are only required for key personnel. Brief biographic sketches of other personnel may be provided. Lengthy proposals and voluminous appendices are neither needed nor desired as they are difficult to read and evaluate and may indicate the offeror's inability to concisely state their proposal

a. Recommended Technical Proposal Format

The Offeror's proposal should present sufficient information to reflect a thorough understanding of the work requirements and a detailed plan for achieving the objectives of the scope of work. Technical proposal shall not merely paraphrase the requirements of the Agency's scope of work or parts thereof, or use of phrases such as "will comply" or "standard technique will be employed." The technical proposal must include a detailed description of the techniques and procedures to be used in achieving the proposed end results in compliance with the requirements of the Agency's scope of work.

To assist in the expeditious and comprehensive evaluation of your proposal, the Government desires that you follow the guidelines and format listed below:

- (1) Cover Page: The name of the proposing organization, author(s) of the technical proposal, the RFP number and the title of the RFP should appear on the cover. One (1) manually signed original copy of the proposal and the number of copies specified in the RFP are required.
- (2) Table of Contents: Provide sufficient detail so that all important elements of the proposal can be located readily.
- (3) Introduction: This should be a one or two page summary outlining the proposed work, your interest in submitting a proposal, and the importance of this effort in relation to your overall operation.
- (4) Technical Discussion: For ease of evaluation, the technical proposal shall be divided into three parts as follows, corresponding to the evaluation criteria in Section M:
 - A. Technical Approach
 - B. Management Plan
 - C. Key Personnel
 - D. Corporate Experience and Facilities

Technical proposals submitted in response to this RFP shall address each of the items described below, and shall be organized in the same manner and within the page limitations specified. Proposals shall be prepared in double-spaced format, with numbered pages, unless stated otherwise.

A. Technical Approach

The Offeror shall submit:

1. detailed narrative which clearly shows how he/she plans to develop, design, and implement the strategies, programs, and methods required to produce program impacts. The technical approach shall show the logical links between this approach and its anticipated impacts. This section shall be described in no more than 30 single-spaced pages.
2. Identification of a primary stakeholder audience along with supporting evidence of significant experience providing high quality customized services to that audience which are substantially similar to those required under this procurement.
3. sample knowledge transfer and application strategy as described in Task 2 of the Statement of Work. The sample strategy shall focus on the Offeror's identified primary stakeholder audience and cover a 3 year period of time and shall be described in no more than 10 single-spaced pages.
4. sample evaluation plan based on the sample knowledge transfer and application strategy and shall be described in no more than 5 single-spaced pages. (As a guidance to offerors, AHRQ expects that the evaluation program would be more thorough than the paper and pencil post-event evaluations conducted in the past; however the evaluation component is not expected to exceed 7% of the total contract budget.

The sample evaluation plan should be aligned with the offeror's sample knowledge transfer strategy. The sample evaluation plan should address most of the elements listed in the SOW (Task 5 Design and Implement Evaluation Plan), but in less detail than the plan developed after contract award. The sample evaluation plan should include examples of how different types of knowledge transfer programs would be evaluated.

The offeror shall demonstrate that it either has the in-house capability to produce electronic dissemination programs or that they have agreements and/or subcontracts with appropriate technology vendors to produce such high quality programs.

Any proposed deviations to the requirements in the SOW should be discussed.

Note: AHRQ is considering moving to online registration for all of its programs at some point during this contract period, including both online and face-to-face programs. The offeror shall demonstrate in its proposal, the capability of managing registration via online processes for all AHRQ programs assigned.

B. Management Plan

Offeror shall demonstrate his/her ability to achieve the delivery of performance requirements through the proposed use of corporate management and other personnel resources as well as demonstrate that the offeror's organizational structure and capabilities will meet the project's milestones in a timely manner. In doing so, and at a minimum, the offeror shall:

1. Demonstrate corporate experience in managing projects of a similar size and nature.
2. Provide a narrative showing offeror's understanding of the requirements in the Statement of Work from a managerial perspective. The narrative should at a minimum address the following topics:
 - a) how the project will be organized, including roles and responsibilities and plans for management of the various project staff, expert consultants and subcontractors.
 - (b) labor skill mix determination and reasons for this mix;
 - c) personnel selection and assignment and explanations for these choices;
 - d) the percentage of full time core personnel. If a ratio of less than seventy percent full time core staff to thirty percent consultants/subcontractors is proposed, offeror shall provide a detailed explanation of how the proposed staffing plan ensures that the work is conducted by individuals with a mastery of the technical requirements of the Statement of Work.
 - e) monitoring and control of services provided: technical quality, responsiveness, cost control, and effective and efficient resource utilization, compliance with technical requirement and contract provisions. Clearly show proposed system for quality control of work performed including documents to be produced, and proposed system for management control and contract provision compliance;
 - f) managerial problems offeror expects to encounter. Describe the methods you propose to solve these problems. Demonstrate ability and flexibility to rapidly solve the same or similar managerial problems encountered previously;
 - g) ability and flexibility to respond rapidly to changes in budget, priorities, and schedule.
3. Indicate clear lines of authority and delineation of staff responsibilities.
4. Describe the number of person hours for each task and for service delivery.
5. Provide an organizational chart and a Program Evaluation Review Technique (PERT) chart showing all tasks (staffing plan).

6. Describe coordination with proposed subcontractors, including monitoring of their performance.
7. Provide a signed letter of commitment, between the offeror and any personnel other than current employees that includes dates of proposed employment and specific tasks to be performed.

C. Key Personnel

1. A description of the personnel proposed to perform under this contract. Resumes for all persons proposed are to be restricted to experience pertinent to this acquisition.
2. For the proposed Project Director, offerors shall provide a resume, a description of those specific requirements for which the Project Director will be responsible, and three professional references (name, organization and phone number) as evidence of experience and qualifications in the following areas:
 - a. Working closely AHRQ stakeholder groups in a context of applying health services research;
 - b. Making substantive written and verbal presentations to AHRQ stakeholder groups;
 - c. Facilitating meetings of the type required in this procurement;
 - d. Developing and managing the types of programs required in this procurement.
3. For other substantive in-house staff proposed to perform under this contract, offerors shall provide resumes, a description of those specific requirements for which each staff member will be responsible, and evidence of the experience and qualifications of such proposed personnel.
4. Offerors shall provide resumes for consultants proposed under this procurement. Descriptions of the consultants experience and qualifications for the specific work proposed shall also be provided as well as a statement of their availability to work.

D. Corporate Experience and Facilities

Offeror shall demonstrate it's corporate experience in designing and implementing knowledge transfer strategies. The factors of particular importance include:

- Use of knowledge transfer and application theory, diffusion of innovations theory, learning theory, instructional design, and organizational development tools in developing knowledge transfer and application strategies and programs;
- Level of knowledge and experience with Offeror's identified primary stakeholder audience, AHRQ's priority populations, and other AHRQ audiences;

- Consistently attracting and utilizing nationally recognized experts, stakeholders and researchers to plan and implement similar projects;
- Producing impact (effective changes in processes and outcomes of health care or health policy) within and for AHRQ target audience organizations;
- Providing Information Technology support for development and management of the electronic media required by this Statement of Work;

L.9 Past Performance Information

Offerors shall submit the following information as part of their proposal for both the Offeror and proposed major subcontractors. For the purpose of this solicitation, a “major subcontract” is defined as exceeding \$500,000 in total value.

- a. A list of the last five (5) contracts and subcontracts completed during the past three years and all contracts and subcontracts currently in process. Contracts listed may include those entered into by the Federal Government, agencies of State and local governments, and commercial customers. Offerors that are newly formed entities without prior contracts should list contracts and subcontracts as required for all key personnel. Include the following information for each contract and subcontract:
 - a: Name of contracting activity
 - b: Contract number
 - c: Contract type
 - d: Total contract value
 - e: Contract work
 - f: Contracting Officer and telephone number
 - g: Program Manager and telephone number
 - h: Administrative Contracting Officer, if different from item f, and telephone number
 - i: List of major subcontracts
- b. The Offeror may provide information on problems encountered on the contracts and subcontracts identified in (1) above and corrective actions taken to resolve those problems. **Offerors should not provide general information on their performance on the identified contracts. General performance information will be obtained from the Offeror’s references.**
- c. The Offeror may describe any quality awards or certifications that may indicate the Offeror possesses a high-quality process for developing and producing the product or service required. Identify what segment of the organization (one division or the entire organization) that received the award or certification. Describe when the award or certification was bestowed. If the award or certification is over three years old, present evidence that the qualifications still apply.

- d. Each Offeror will be evaluated on its performance under existing and prior contracts for similar products or services. Performance information will be used for both responsibility determinations and as an evaluation factor against which Offeror's relative rankings will be compared to assure best value to the Government. The Government will focus on information that demonstrates quality of performance relative to the size and complexity of the procurement under consideration. References other than those identified by the Offeror may be contacted by the Government with the information received used in the evaluation of the Offeror's past performance.

The attached Past Performance Questionnaire and Contractor Performance Form shall be completed by those contracting organizations listed in (1) above. The evaluation forms shall be completed and forwarded directly to the following:

Mary Haines
Agency for Healthcare Research and Quality
Contracts Management Staff
540 Gaither Road
Rockville, Maryland 20850

FAX: 301-427-1740

Evaluation questionnaires must be received by **September 16, 2003** in order to be included in the review process. Questionnaires received after September 16, 2003, will not be considered in the past performance rating. It is the responsibility of the offeror to ensure that these documents are forwarded to the Contracting Officer.

L.10 Small Disadvantaged Business Participation Plan

In accordance with FAR Part 15.304(c)4, the extent of participation of Small Disadvantaged Business (SDB) concerns in performance of the contract shall be evaluated in unrestricted acquisitions expected to exceed a total estimated cost of \$500,000 (\$1,000,000 for construction) subject to certain limitations (see FAR 19.201 and 19.1202).

- A. All offerors, regardless of size, shall submit the following information in an original and one copy:

A plan on the extent of participation of Small Disadvantaged Business concerns in performance of the contract. Participation in performance of the contract includes the work expected to be performed by SDB concern(s). This can include SDB (as prime contractor), joint ventures, teaming arrangements, and subcontracts. Include the following information in SDB participation plans:

- 1. The extent of an offeror's commitment to use SDB concerns. Commitment should be as specific as possible, i.e., are subcontract arrangements already in place, letters of commitment, etc. Enforceable commitments will be weighted more heavily than non-enforceable ones.

2. Specifically identify the SDB concerns with point of contact and phone number.
 3. The complexity and variety of the work SDB concerns are to perform.
 4. Realism for the use of SDB in the proposal.
 5. Past performance of the Offeror in complying with subcontracting plans for SDB concerns.
 6. Targets expressed as dollars and percentage of total contract value for each participating SDB; which will be incorporated into and become part of any resulting contract.
 7. The extent of participation of SDB concerns in terms of the total acquisition.
- B. SDB participation information will be used for both responsibility determinations and as an evaluation factor against which offeror's relative rankings will be compared to assure the best value to the Government. The Government will focus on information that demonstrates realistic commitments to use SDB concerns relative to the size and complexity of the acquisition under consideration. The Government is not required to contact all references provided by the offeror. Also, references other than those identified by the offeror may be contacted by the Government to obtain additional information that will be used in the evaluation of the offeror's commitment to SDB participation.

L.11 BUSINESS PROPOSAL

The offeror shall submit as part of the proposal a separate enclosure titled "Business Proposal." The Business Proposal shall include the Cost/Price Proposal, the Small Business Subcontracting Plan, and Other Administrative Data in accordance with the following:

The offeror shall submit as part of the proposal a separate enclosure titled "Business Proposal." The Business Proposal shall include the Cost/Price Proposal, the Small Business Subcontracting Plan, and Other Administrative Data in accordance with the following:

A. Cost/Price Proposal

1. A cost proposal, in the amount of an original and four (4) copies submitted in accordance with FAR 15, in a format similar to Attachment 5. The offeror's own format may be used, but all required information in Attachment 5 shall be provided.

The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price.

As appropriate, cost breakdowns shall be provided for the following cost elements:

(a) Direct Labor

The estimated cost for all personnel who will be assigned for direct work on this project shall be included. Give the name, title, percent of effort or time, salary and fringe benefits, for each employee.

Salary increases that are anticipated during performance of a resultant contract should be proposed as a cost. If escalation is included, state the degree (percent) and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a mid-pointed rate for the period of performance. State whether any additional direct labor (new hires) will be required during the performance period of this procurement. If so, state the number required and anticipated date of hire. Also, specify the month and day on which your fiscal year commences.

(b) Supplies and Equipment

Include description, unit price, quantity, total price, justification for purchasing or leasing items and the basis for pricing (vendor quotes, invoice prices, etc.).

(c) Travel

The amount proposed for travel shall be supported with a breakdown which includes purpose, destination, duration, and estimated cost (transportation and per diem) for each proposed trip. If travel costs are proposed on the basis of your organization's established travel policy, a copy of the policy must be provided.

(d) Consultants

This element should include names(s) of consultant, number of days, and daily rate. The method of obtaining each consultant, either sole source or competitive, and the degree of competition or the rationale for sole source shall be explained.

(e) Subcontractors

Subcontractor costs shall be broken down and supported by cost and pricing data adequate to establish the reasonableness of the proposed

amount. Support documentation should include degree of subcontract competition and basis for selecting source.

(f) Other Direct Costs

Any proposed other direct costs shall be supported with breakdown outlining the separate costs proposed and details supporting the formulation of the costs proposed. A signed agreement between the offeror and any personnel other than direct employees that includes dates of employment, salary, and specific tasks to be performed should be included.

(g) Indirect Costs

Indicate how you have computed and applied indirect costs, and provide a basis for evaluating the reasonableness of the proposed rates.

2. Certified documentation indicating that the offeror has a cost accounting system in place which allows for the collection, tracking and reporting of all costs under a cost reimbursement-type contract.
3. Certified documentation that the offeror has a current indirect cost rate agreement in place with a federal agency or that is in the process of obtaining or revising such an agreement. A copy of the indirect cost rate agreement or the proposed rate agreement shall be provided.

- B. Small Business Subcontracting Plan: All offerors except for small businesses are required to submit a subcontracting plan in accordance with the Small Business Subcontracting Plan, FAR 52.219-9, incorporated in this solicitation. A copy of the AHRQ model subcontracting plan is provided as an attachment to this solicitation. If the model plan is not used, all elements outlined must be addressed in the offeror's format. **If the offeror is a not a small business and fails to submit a subcontracting plan with the initial proposal, the offeror will be considered nonresponsive and their proposal will be returned without further consideration.** The subcontracting plan should be submitted with the business proposal.

This provision does not apply to small business concerns. This provision does apply to all other offerors, including large business concerns, colleges, universities, and non-profit organizations.

The term "subcontract" means any agreement (other than one involving an employer-employee relationship) entered into by a Federal Government prime contractor or subcontractor calling for supplies or services required for the performance of the original contract or subcontract. This includes, but is not limited to, agreements/purchase orders for supplies and services such as equipment purchase, copying services, and travel services.

The offeror understands that:

- a. No contract will be awarded unless and until an acceptable plan is negotiated with the Contracting Officer. The plan will be incorporated into the contract.
- b. An acceptable plan must, in the determination of the Contracting Officer, provide the maximum practicable opportunity for small business concerns and small business concerns owned and controlled by socially and economically disadvantaged persons to participate in the performance of the contract.
- c. If a subcontracting plan acceptable to the Contracting Officer is not negotiated within the time limits prescribed by the contracting activity and such failure arises out of causes within the control and with the fault or negligence of the offeror, the offeror shall be ineligible for award. The Contracting Officer shall notify the Contractor in writing of the reasons for determining a subcontracting plan unacceptable early enough in the negotiation process to allow the Contractor to modify the plan within the time limits prescribed.
- d. Prior compliance of the offeror with other such subcontracting plans under previous contracts will be considered by the Contracting Officer in determining the responsibility of the offeror for award of the contract.
- e. It is the offeror's responsibility to develop a satisfactory subcontracting plan with respect to small business concerns and small business concerns owned and controlled by socially and economically disadvantaged individuals, and women-owned small business concerns, and that each such aspect of the offeror's plan will be judged independent of the other.
- f. The offeror will submit, as required by the Contracting Officer, subcontracting reports in accordance with the instructions thereon, and as further directed by the Contracting Officer. Subcontractors will also submit these reports to the Government's Contracting Officer or as otherwise directed, with a copy to the prime Contractor's designated small and disadvantaged business liaison.
- g. For this particular acquisition, the AHRQ recommended goal (as a percentage of total contract value for the base period) is **23% for Small Businesses**, which shall include at least **5%**(as a percentage of total contract value for the base period) for **Small Disadvantaged Businesses**, at least **5%**(as a percentage of total contract value for the base period) for **Women-Owned Small Businesses**, and at least **2%**(as a percentage of total contract value for the base period) for **HUBZone Small Businesses** and at least 3% (as a percentage of total contract value for the base period) for **Veteran-Owned Small Businesses**. These goals represent AHRQ's expectation of the minimum level for subcontracting

with small business at the prime contract level. Any goal stated less than the AHRQ recommended goal shall be justified and is subject to negotiation.

C. Other Administrative Data

- (1) Terms and Conditions: The proposal shall stipulate that it is predicated upon the terms and conditions of the RFP. In addition, it shall contain a statement to the effect that it is firm for a period of at least 120 days from the date of receipt thereof by the Government.

Minimum Bid Acceptance Period (April 1984)

- (a) "Acceptance period," as used in this provision, means the number of calendar days available to the Government for awarding a contract from the date specified in this solicitation for receipt of bids.
- (b) This provision supersedes any language pertaining to the acceptance period that may appear elsewhere in this solicitation.
- (c) The Government requires a minimum acceptance period of 120 days.
- (d) A bid allowing less than the Government's minimum acceptance period may be rejected.
- (e) The bidder agrees to execute all that it has undertaken to do, in compliance with its bid, if that bid is accepted in writing within (i) the acceptance period stated in paragraph (3) above, or (ii) any longer acceptance period stated in paragraph (4) above.
- (2) Authority to Conduct Negotiations: The proposal shall list the names and telephone numbers of persons authorized to conduct negotiations and to execute contracts.
- (3) Property:
- (a) It is DHHS policy that contractors will provide all equipment and facilities necessary for performance of contracts. Exception may be granted to furnish Government-owned property, or to authorize purchase with contract funds, only when approved by the contracting officer. If additional equipment must be acquired, you shall include the description, estimated cost of each item and whether you will furnish such items with your own funds. The proposal must include comprehensive justification which includes:

1. An explanation that the item is for a special use essential to the direct performance of the contract and the item will be used exclusively for the purpose. Office equipment such as desks, office machines, etc., will not be provided under a contract except under very exceptional circumstances.
 2. No practical or economical alternative exists (e.g., rental, capital investment) that can be used to perform the work.
- (b) You shall identify Government-owned property in your possession and/or property acquired from Federal funds to which you have title, that is proposed to be used in the performance of the prospective contract.
- (c) The management and control of any Government property shall be in accordance with HHS Publication (OS) 74-115 entitled, Contractor's Guide for Control of Government Property" 1990, a copy of which will be provided upon request.
- (4) Royalties: You shall furnish information concerning royalties which are anticipated to be paid in connection with the performance of work under the proposed contract.
- (5) Commitments: You shall list other commitments with the Government relating to the specified work or services and indicate whether these commitments will or will not interfere with the completion of work and/or services contemplated under this proposal.
- (6) Financial Capacity: You shall provide sufficient data to indicate that you have the necessary financial capacity, working capital, and other resources to perform the contract without assistance from any outside source. If not, indicate the amount required and the anticipated source. (Financial data such as balance sheets, profit and loss statements, cash forecasts, and financial histories of your organization's affiliated concerns should be utilized.)
- (7) Performance Capability: You shall provide acceptable evidence of your "ability to obtain" equipment, facilities, and personnel necessary to perform the requirements of this project. If these are not represented in your current operations, they should normally be supported by commitment or explicit arrangement, which is in existence at the time the contract is to be awarded, for the rental, purchase, or other acquisition of such resources, equipment, facilities, or personnel. In addition, you shall indicate your ability to comply with the required or proposed delivery or performance schedule taking into consideration all existing business commitments, commercial as well as Government.

- (8) Representations and Certifications: Section K, "Representations and Certifications and Other Statements of Offerors" shall be completed and signed by an official authorized to bind your organization. **This section shall be made a part of the original business proposal**
- (9) Lobbying Activities: Lobbying activities are to be reported pursuant to 31 U.S.C. 1352. Standard Form LLL and LLL-A are to be used to report lobbying activities. These forms may be downloaded from the Internet at the following addresses:

<http://forms.psc.gov/forms/SF-LLL.pdf>

<http://forms.psc.gov/forms/SF-LLL-A.pdf>

If there are no lobbying activities to report, please indicate so in the business proposal.

L.12 SELECTION OF OFFERORS

- a. The acceptability of the technical portion of each contract proposal will be evaluated by the technical review committee. The committee will evaluate each proposal in strict conformity with the evaluation criteria of the RFP, utilizing point scores and written critiques. The committee may suggest that the Contracting Officer request clarifying information from an offeror.
- b. The business portion of each contract proposal will be subjected to a limited cost review, management analysis, etc.
- c. Past performance and the Small Disadvantaged Business Participation Plan of the technically acceptable offerors will be evaluated by AHRQ staff. The Contracting Officer, in concert with program staff, will determine which proposals to include in the competitive range. Oral or written discussions will be conducted with all offerors in the competitive range, if necessary. All aspects of the proposals are subject to discussions, including cost, technical approach, past performance, Small Disadvantaged Business Participation Plan, and contractual terms and conditions. Final Proposal Revisions will be requested with the reservation of the right to conduct limited negotiations after submission of the Final Proposal Revisions.
- d. A final best-buy analysis will be performed taking into consideration the results of the technical evaluation, cost analysis, past performance, small disadvantaged business utilization plan, 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, past performance, and other factors considered.
- e. The Government reserves the right to make a single award, multiple awards, or no award at all to the RFP.

L.13 READING ROOM

A Reading Room is available for offerors to review notebooks developed for onsite 2 ½ day workshops. Contact Nicole Weiss at 301-427-1254 to make an appointment. The following notebooks will be available:

1. Improving Early Childhood Development: Promising Strategies for States and the Health Care System, January 30 - February 1, 2002.
2. Using Policy Analysis and Research More Effectively in Decisionmaking, July 28-August 2, 2002.
3. Using Evidence to Guide Health Policy Decisions in Times of Fiscal Constraint, May 14-16, 2002.

Workshop summaries, streaming web audio conferences, and other relevant ULP material may also be located on the AHRQ website, www.ahrq.gov under “State and Local Policymakers.”

SECTION M - EVALUATION FACTORS FOR AWARD

- M.1** Selection of an offeror for contract award will be based on an evaluation of proposals against four factors and award will be made to that responsible offeror whose proposal is most advantageous to the Government. The four factors are: technical, cost, past performance, and the Small Disadvantaged Business (SDB) participation plan. Although technical factors are of paramount consideration in the selection of the Contractor(s) for this acquisition, past performance, cost/price and SDB Participation Plan are also important to the overall contract award decision. Offerors that submit technically acceptable proposals will then be evaluated for past performance, SDB Participation Plan and cost/price. Following this evaluation, a competitive range will be determined.
- M.2** All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, cost/price may become a critical factor in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government. The Government reserves the right to make a single award, multiple awards, or no award at all.

THE GOVERNMENT RESERVES THE RIGHT TO MAKE AN AWARD WITHOUT DISCUSSION

- M.3** All proposals will be reviewed in accordance with the governing regulations and AHRQ policies and procedures. The technical proposal, past performance information and SDB Participation Plan will be evaluated in terms of the offeror's responses to each of the evaluation factors. Each proposal will be evaluated on the likelihood of meeting the Government's requirements. The evaluation factors and assigned weights which will be used in the overall review of the offeror's proposal are outlined below. The technical proposal shall consist of the responses to evaluation criteria 1 through 4. The offeror should show that the objectives stated in the proposal are understood and offer a logical program for their achievement. The following criteria will be used to evaluate proposals and will be weighted as indicated in establishing a numerical rating for all proposals submitted. Factors facilitating the evaluation of each criteria below are referenced in the corresponding criteria found in Section L of this solicitation:

OFFERORS PLEASE NOTE: Evaluation Criteria 1 through 4, for a total of 100 points, will be evaluated by a technical peer review committee, who will also recommend technical acceptability or unacceptability of the proposal. Program staff and contracting staff will review and evaluate Criteria 5 and 6, for a total of 25 points. The total possible points for Evaluation Criteria 1 through 6 is 125 points.

EVALUATION CRITERIA

WEIGHT

(1) Technical Approach

35

This factor has two sub-factors:

(a) General Technical Approach

20

The proposal will be evaluated on the clarity, completeness, and reasonableness of the offeror's approach to accomplishing the requirements described in the Statement of Work (SOW). The approach will be evaluated on the methodology for performing the various tasks and subtasks and producing the deliverables listed in the SOW. Potential issues and problems in performing the various tasks and subtasks and ways of addressing them should be discussed. The factors of particular importance include:

- Use of innovative designs that will substantially increase levels of knowledge transfer and application;
- Ability to clearly explain the rationale for proposed strategies and methods for carrying out the tasks in the Statement of Work using knowledge transfer, technology transfer, diffusion of innovations, quality improvement and learning theories;
- Ability to demonstrate how knowledge transfer and application methods can be tailored to meet the needs of AHRQ's priority populations.
- Ability to provide content, interactive learning designs, and facilitation methods based on the distance learning literature that increase application rates through electronic media;
- Cost efficiency and cost effectiveness of electronic media approaches given the size and scope of this requirement;
- Approaches which integrate proposed programs into effective long-term strategies;
- Plans that ensure audio visual materials and presentations meet accepted standards for format, quality, readability, and accessibility;
- Selection of meeting venues and facilities that are of high quality and appropriate for the program type and audience;

(b) Sample Knowledge Transfer and Application Strategy

15

The proposal will be evaluated on the clarity, completeness, creativity, and reasonableness of the offeror's sample knowledge transfer and application strategy. The factors of particular importance include:

- Innovative approaches to increasing the application of AHRQ and other appropriate research findings, tools, and improvement methods;
- Identification of appropriate impacts for each selected target audience for the given content;
- Identification of how the strategies would be tailored to have measurable impact for AHRQ's priority populations.
- Clear explanation of how the proposed program elements are logically linked to achieve the expected impacts using the frameworks of knowledge transfer, technology transfer, organizational development, quality improvement, and learning theory.

(2) Management Plan 15

The proposal will be evaluated on the appropriateness of roles and responsibilities of staff, expert consultants, and proposed subcontractors will be assessed, as well as plans for their management. Plans for scheduling, budget, quality control, and communications with AHRQ will also be evaluated.

(3) Staff Experience 40

This factor includes two sub-factors:

(a) Experience of Project Director 15

The proposal will be evaluated in terms of the project director's knowledge, skills and experience in: designing and implementing knowledge transfer strategies and specific interventions; working with AHRQ stakeholder groups (State and local policymakers, health and hospital senior decision makers, providers, health purchasers, health systems, including hospitals, clinics, group practices, and managed care organizations); and working on issues relevant to AHRQ stakeholder groups; providing helpful consultation to clients in designing strategic initiatives; working with AHRQ's priority populations.

(b) Experience of Other Project Personnel 25

The proposal will be evaluated on the knowledge, skills and experience of other project personnel, consultants, and sub-contractors in the following areas: designing and implementing knowledge transfer strategies and specific interventions; working with AHRQ stakeholder groups (State and local policymakers, health and hospital senior decision makers, providers, health purchasers, health systems, including hospitals, clinics, group practices, and managed care organizations); and expertise and national reputation on issues relevant to AHRQ stakeholder groups; working with AHRQ's priority populations.

(4) Corporate Experience 10

Proposals will be evaluated on the extent of the offeror's corporate experience in designing and implementing knowledge transfer strategies. The factors of particular importance include:

- Use of knowledge transfer and application theory, diffusion of innovations theory, learning theory, instructional design, and organizational development tools in developing knowledge transfer and application strategies and programs;
- Level of knowledge and experience with Offeror's identified primary stakeholder audience, AHRQ's priority populations, and other AHRQ audiences;
- Consistently attracting and utilizing nationally recognized experts, stakeholders and researchers to plan and implement similar projects;
- Producing impact (effective changes in processes and outcomes of health care or health policy) within and for AHRQ target audience organizations;
- Providing Information Technology support for development and management of the electronic media required by this Statement of Work;

TOTAL POINTS

100

(5) Past Performance

20

An evaluation of the Offeror's past performance will be conducted subsequent to the technical evaluation. However, this evaluation will not be conducted on any Offeror whose proposal would not be selected for award based on the results of the evaluation of factors other than past performance.

The offerors' past performance will be evaluated on the basis of the following factors:

- (a) **Quality:** How well the contractor conformed to the performance standard in providing the research services or achieved the stated objective of the contract or grant. Quality will be evaluated by the personnel provided, the level of effort agreed to in the contract statement of work or grant, and quality of final products (e.g., written reports).
- (b) **Timeliness:** How well the contractor adheres to time-tables and delivery schedules in providing the research services or products. Consideration is given to contractor's effort to recommend and/or take corrective actions to keep the contract or grant on schedule.
- (c) **Customer-satisfaction:** Rates the professional and cooperative behavior of the contractor or grantee with the client.
- (d) **Cost control:** Rates the cost-effectiveness of the contractor or grantee in conducting the research.

Assessment of the offeror's past performance will be one means of evaluating the credibility of the offeror's proposal, and relative capability to meet performance requirements.

The completed questionnaires will provide a basis for determining past performance evaluation as well as information obtained from the references listed in the proposal, other customers known to the Government, consumer protection organizations, and others who may have useful and relevant information. Information will also be considered regarding any significant subcontractors and key personnel records. Past performance will be scored on a range from 0 to 20, with 20 being the most favorable.

Evaluation of past performance will often be quite subjective based on consideration of all relevant facts and circumstances. It will not be based on absolute standards of acceptable performance. The Government is seeking to determine whether the offeror has consistently demonstrated a commitment to customer satisfaction and timely delivery of services at fair and reasonable prices.

The assessment of the offeror's past performance will be used as a means of evaluating the relative capability of the offeror and the other competitors. Thus, an offeror with an exceptional record of past performance may receive a more favorable evaluation than another whose record is acceptable, even though both may have acceptable technical proposals.

By past performance, the Government means the offeror's record of conforming to specifications and to standards of good workmanship; the contractor's record of forecasting and controlling costs; the offeror's adherence to contract schedules, including the administrative aspects of performance; the offeror's reputation for reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the offeror's business-like concern for the interest of the customer.

The Government will consider the number or severity of an offeror's problems, the effectiveness of corrective actions taken, the offeror's overall work record, and the age and relevance of past performance information.

The lack of a performance record may result in an unknown performance risk assessment, which will neither be used to the advantage nor disadvantage of the offeror.

The Government reserves the right to evaluate relevant past performance information not specifically provided by the offeror.

(6) Small Disadvantaged Business Participation Plan

5

The evaluation will be based on information obtained from the plan provided by the offeror, the realism of the proposal, other relevant information obtained from named SDB concerns, and any information supplied by the offeror concerning problems encountered in SDB participation.

Evaluation of the SDB Participation Plan will be a subjective assessment based on a consideration of all relevant facts and circumstances. It will not be based on absolute standards of acceptable performance. The Government is seeking to determine whether the offeror has demonstrated a commitment to use SDB concerns for the work that it intends to perform as the prime contractor.

The assessment of the offeror's SDB Participation Plan will be used as a means of evaluating the relative capability and commitment of the offeror and the other competitors. Thus, an offeror with an exceptional record of participation with SDB concerns may receive more points and a more favorable evaluation than another whose record is acceptable, even though both may have acceptable technical proposals.

SDB participation will be scored with offerors receiving points from 0 to 5, with 5 being the most favorable.

ATTACHMENT 1- PERFORMANCE EVALUATION AND AWARD FEE

The contract will be awarded and managed as a Performance-Based Service Contract (PBSC), using the Award Fee mechanism.

1. Performance Evaluation Factors

The Government will evaluate the following factors of the Contractor's performance:

Performance Factor	Related SOW Tasks	Weight
1. Develop and Update Detailed Knowledge Transfer and Application Strategy for Program Areas Specified by AHRQ	Task 2, Task 6	25
2. Plan, Design, Develop and Implement Knowledge Transfer and Application Programs	Task 3, Task 4	40
3. Provide Logistics for Knowledge Transfer and Application Programs	Task 3, Task 4	10
4. Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy	Task 5	15
5. Prepare Plans (Budgets, Schedules), Reports and Briefings of Project Activities	Task 7, Task 8	10

B. Performance Requirements Summary

Exhibit 1 summarizes the performance standards and Government surveillance methods for each of the above performance factors.

Exhibit 1- Performance Requirements Summary

Performance Factor	Key Performance Standards	Surveillance Methods
<p>1. Develop and Update Detailed Knowledge Transfer and Application Strategy for Program Areas Specified by AHRQ</p>	<p>a. Knowledge Transfer and Application Strategy is detailed and complete and includes the following elements: (1) knowledge transfer goals; (2) intended audiences; (3) analysis of stakeholder resources; (4) mix and sequence of interventions and associated activities; (5) general technical approaches for each intervention; (6) supporting references; (7) organizational responsibilities; (8) schedules; (9) budget; (10) staffing plan; and (11) approach for promoting AHRQ as a science partner and resource.</p> <p>b. Knowledge Transfer and Application Strategy is effective and supported by knowledge transfer and diffusion literature and practice with respect to the program area specified by AHRQ. Interventions and other elements of the strategy are appropriate given the nature of the program area and policy issues specified by AHRQ.</p>	<p>Peer review of deliverables by PO, other AHRQ staff, and appropriate experts in the field.</p>

<p>1. Develop and Update Detailed Knowledge Transfer and Application Strategy for Program Areas Specified by AHRQ (cont'd)</p>	<p>c. Knowledge Transfer and Application Strategy is innovative and reflects comprehensive understanding of the principles of knowledge transfer, diffusion of innovations, training and learning transfer, and related disciplines.</p> <p>d. Knowledge Transfer and Application Strategy is submitted on a timely basis, in accordance with the Schedule of Deliverables.</p> <p>e. Final Knowledge Transfer and Application Strategy is responsive to comments by PO and other AHRQ staff on draft.</p> <p>f. Contractor's updated Knowledge Transfer and Application Strategy appropriately reflects results of evaluations and program implementation experience. Updated strategy is submitted on a timely basis in accordance with Schedule of Deliverables.</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p>
--	---	--

<p>2. Plan, Design, Develop and Implement Knowledge Transfer Programs</p> <p>(Programs may include Knowledge Transfer Networks; Workshops, Conferences and Other Meetings; Technical Assistance; Distance Learning, Simulation and Decision Support Programs; Email List Servers and Newsletters; Research Synopses, Policy Briefs and other Documents; and other knowledge transfer vehicles.)</p>	<p>a. Program <u>planning meetings</u> (e.g., needs assessment and resource assessment, meetings) are effective in eliciting specific, comprehensive and relevant information on the needs, interests, and expectations of the target audience, as well as the available research, tools and other resources in the field. Contractor effectively facilitates such meetings such that: (1) relevant issues are discussed and inputs provided; (2) all participants have an opportunity to express their views; and (3) a consensus or other type of direction is obtained to support the design of the program.</p> <p>b. Agendas for planning sessions and workshops, conferences and other meetings are clear and complete and reflect the following: (1) objectives and desired outcomes are clearly spelled out; (2) time periods are provided for each agenda item; (3) presenters are listed for each agenda item; and (4) agenda items reflect the inputs from the planning meeting(s). Final meeting agenda are responsive to comments by AHRQ.</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Feedback from participants.</p>
---	---	---

<p>2. Plan, Design, Develop and Implement Knowledge Transfer Programs (cont'd)</p>	<p>c. Program design documents are clear, complete and methodically sound with respect to the nature of the program, and contain the following: (1) statement of AHRQ's strategy/program intent;(2) (2) key needs and resource assessment findings; (3) statement of the problem the strategy/program will address; (4) strategy/program goals and outcomes; (5) participant learning objectives; (6) outline of sessions, modules, and other activities; (7) methods and aides to be employed; (8) working agenda(s), as appropriate; (9) evaluation design; and (10) marketing plan. Final design documents are responsive to comments by AHRQ on draft.</p> <p>d. Contractor conducts program meetings efficiently and effectively. This includes facilitating selected sessions; giving selected presentations, as appropriate; and providing or coordinating all technical services. Facilitation is conducted such that:</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Feedback from participants.</p>
--	--	---

<p>2. Plan, Design, Develop and Implement Knowledge Transfer Programs (cont'd)</p>	<p>an opportunity to express their views and provide input; and (3) a consensus or other type of common understanding is obtained regarding the nature of the issues for application on the job.</p> <p>e. Program summary report is complete, well-written, suitable for publication on the AHRQ Web site; and effective in summarizing the program process and contents, audience, significant issues, suggested program improvements, and (for selected national programs), key take home issues. Final summary report is responsive to PO comments on draft.</p> <p>f. Program audiotape or other electronic recording is clear and complete.</p> <p>g. Network building activities conducted by Contractor through meetings or electronic media are useful in creating opportunities for participants to establish networks or support pre-existing networks. New networks are established or pre-existing networks are enhanced, as indicated by mission statements, member lists, meetings, formation and use of list serves</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Feedback from participants.</p>
--	---	---

<p>2. Plan, Design, Develop and Implement Knowledge Transfer Programs (cont'd)</p>	<p>communication vehicles, and other activities of networks.</p> <p>h. Technical assistance (TA) activities and products provided by Contractor (e.g., on site meetings, conference calls, training, publications, etc.) are clear, complete, appropriate and useful in terms of the nature and needs of the target audience. Final products are responsive to AHRQ comments on draft.</p> <p>i. Distance learning programs, simulations, decision support systems and other performance support tools provided by the Contractor are clear, complete, appropriate and useful in terms of the nature and needs of the target audience. Final products are responsive to AHRQ comments on draft.</p> <p>j. List Serves, Electronic Newsletters and Other Electronic Communication products provided by Contractor are clear, complete, technologically sound and current, appropriate and useful in terms of the nature and needs of the target audience. Final products are responsive to AHRQ comments on draft.</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Surveys/feedback from participants.</p>
--	---	---

<p>2. Plan, Design, Develop and Implement Knowledge Transfer Programs (cont'd)</p>	<p>k.. Research Synopses, Policy Briefs and Other Written Documents provided by Contractor are clear, complete, appropriate and useful in terms of the nature and needs of the target audience. Final products are responsive to AHRQ comments on draft.</p> <p>l. Contractor effectively utilizes content and functional experts in designing and developing knowledge transfer programs.</p> <p>m. All deliverables are submitted on timely basis, in accordance with Schedule of Deliverables.</p> <p>n. Participants actually use the information disseminated through the knowledge transfer programs on the job. Policies or other actions are developed, changed or otherwise impacted as a result of the use of information disseminated via the workshop.</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Feedback from participants.</p> <p>Peer review of selection of experts by PO and other AHRQ staff.</p> <p>Monitoring by PO.</p> <p>Surveys/feedback from participants.</p> <p>Peer review by PO, other AHRQ staff and appropriate experts in the field.</p>
--	--	---

<p>3. Provide Logistics for Knowledge Transfer Programs</p>	<p>a. Logistics for planning meetings (needs and resource assessments) for knowledge transfer programs are conducted efficiently.</p> <p>b. Contractor logistical services and products for conduct of knowledge transfer programs (e.g., invitation letters; electronic marketing tools; pilot tests/ rehearsals/talk throughs; speaker presentation materials; site selection; arrangement of travel, lodging and meals; registration data base and collection of registration fees; assembly and distribution of materials; logistics during program; coordination of recording of program, etc.) are developed and conducted efficiently and effectively support program objectives.</p> <p>c.. Contractor special logistical services and products for teleconferences (e.g., hiring a moderator; preparing a script; selecting and providing the appropriate technology, computer and audio equipment; provision of full streaming archive with open or</p>	<p>Peer review by PO, other AHRQ staff and appropriate experts in the field.</p> <p>Feedback from participants.</p>
---	---	---

<p>4. Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy</p>	<p>a. Evaluation Plan is detailed and complete and includes the following elements: (1) program area(s) to be evaluated; (2) questions to be addressed by the evaluation; (3) measures (process and impact) for addressing questions; (4) information to be gathered to address questions; (5) sources of information; (6) approach for obtaining information; (7) types of analyses to be performed; (8) general outline of report(s) to be produced; (9) potential evaluation problems and methods to resolve them; and (10) timeline for major evaluation tasks.</p> <p>b. Evaluation Plan is appropriate with respect to the program area and related policy issues specified by AHRQ.</p> <p>c. Evaluation Plan provides a sound, thorough and feasible method for assessing the extent to which the goals of AHRQ and the Contractor's knowledge transfer and application strategy are achieved. Evaluation Plan includes an effective approach for assessing the following knowledge transfer components</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p>
---	---	--

<p>4. Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy (cont'd)</p>	<p>the knowledge transfer initiative intended to support; (2) extent to which knowledge transfer initiative was appropriately targeted to the needs and interests and met the expectations of the participants; (3) effectiveness of the presenters, materials and logistics of the knowledge transfer initiative judged by the participants; (4) extent to which the participants actually used the information disseminated by the knowledge transfer initiative and (5) impact of the information disseminated and used on changes in policies or other actions.</p> <p>d. Evaluation Plan is submitted on a timely basis, in accordance with the Schedule of Deliverables. Final Evaluation Plan is responsive to comments by AHRQ on draft.</p> <p>e. Evaluation Plan is implemented in a efficient and effective manner, consistent with the Plan. Contractor conducts an appropriate pilot test and incorporates the results of the pilot test into the Evaluation Plan.</p> <p>f. Evaluation report(s) provide detailed,</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p>
--	--	--

<p>4. Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy (cont'd)</p>	<p>useful and methodologically sound information on the extent to which the goals of AHRQ and the Contractor's knowledge transfer and Application strategy were achieved. (See above for types of information to be provided.)</p> <p>g. Final evaluation report(s) are responsive to comments by AHRQ on draft(s).</p>	<p>Peer review of deliverables by PO, other AHRQ staff and appropriate experts in the field.</p>
--	---	--

<p>5. Prepare Plans (Budgets, Schedules), Reports and Briefings of Project Activities</p>	<p>a. Schedules and budgets for each project task assignment are detailed and complete, and include the following: (1) list, schedule and sequence of activities; (2) labor hours by staff category; (3) labor costs; (4) indirect costs; (5) breakdown of ODCs; and (6) fee.</p> <p>b. Schedules and budgets for each project task assignment are reasonable given the nature of the program.</p> <p>c. Schedules and budgets for each project task assignment are submitted in a timely manner in accordance with the Schedule of Deliverables.</p> <p>d. Progress reports are informative and complete and contain the items listed in the SOW. Progress reports are submitted in a timely manner in accordance with the Schedule of Deliverables.</p> <p>e. Briefings of deliverables are well organized and appropriate in content, format and length according to the nature of the subject and audience. Briefings are effective in conveying the key elements of the deliverable to the audience.</p>	<p>Monitoring of deliverables by PO and other AHRQ staff.</p>
---	---	---

3. Award Fee Plan

(Note to Offerors: The Government anticipates a Cost-Plus-Award Fee (CPAF) contract to result from this solicitation. In this type of contract, the Contractor will receive a small base fee. In addition to the base fee, award fee will be tied to the evaluation of specific products and services in accordance with Exhibit 1- Performance Requirements Summary, presented above.)

The Agency's decision to pay or not to pay Award Fee in no way alters the Contractor's responsibilities to perform any services or produce any deliverables required by this contract. The Agency's decision to pay or not to pay Award Fee in no way alters the Agency's obligation to pay the Contractor for satisfactory deliverables in accordance with this contract.

Award Fee is available for services and products identified below.

EACH CONTRACT YEAR

Service/Task/ Award Fee Pool	Award Evaluation Unacceptable Below 61% Rating score of below 60 % reduces Base Fee by 50% for rating period	Award for Evaluation Acceptable 0% 61-69	Award for Evaluation Satisfactory 40% 70-79	Award for Evaluation Excellent 80% 80-89	Award for Evaluation Superior 100% 90-100
Develop and Update Detailed Knowledge Transfer and Application Strategy for Program Areas Specified by AHRQ (25%)					
Plan, Design, Develop, and Implement Knowledge Transfer and Application Programs (40%)					
Provide Logistics for Knowledge Transfer and Application Programs (10%)					
Design and Implement Evaluation Plan for Assessing the Effectiveness of the Knowledge Transfer and Application Strategy (15%)					
Provide Reports and Plans of Project Activities (10%)					

On a semi-annual basis, the Contractor's products and services will be evaluated in terms of the above six performance factors by an Award Fee Evaluation Group (AFEG). The AFEG will consist of the Government Project Officer, the Contracting Officer or his/her designee, and, as appropriate, other Government officials selected by the Project Officer (depending on specific expertise) and approved by the Contracting Officer.

Each member of the Award Fee Evaluation Group will evaluate the Contractor's performance against the performance standards of quality and timeliness listed in Exhibit 1.

A numerical rating scale of 0 to 100 will be used. The scale is defined as follows:

Definition of Rating	Adjective Rating	Numerical Rating	Fee %
Outstanding - Contractor's performance exceeds standards by substantial margin; the performance monitor can cite few areas for improvement, all of which are minor.	Outstanding	90 - 100	100%
Exceeds Expectations - Contractor's performance exceeds standards, and although there may be several areas for improvement, these are more than offset by better performance in other areas.	Exceeds Expectations	80 - 89	80%
Satisfactory - Contractor's performance is generally satisfactory, and areas for improvement are approximately offset by better performance in other areas.	Satisfactory	60 - 79	40%
Unacceptable - Contractor's performance is less than standards by a substantial margin, and the performance monitor can cite many areas for improvement which are not offset by better performance in other areas.	Unacceptable	Below 60	Base Fee Reduced by 50%

Each member of the AFEG will give each performance factor a numerical rating, and those ratings will be averaged. An average score of less than 60 (Unacceptable) will result in a reduction in the base fee of 50% for the performance factor for the rating period. An average score of 60-79 (Satisfactory) will result in award of 40% of the Award Fee for the performance factor. An average score of 80-89 (Exceeds Expectations) will result in award of 80% of the Award Fee, and an average of 90-100 (Outstanding) will result in award of 100% of the Award Fee for the performance factor. **The Award Fee determinations are not subject to the disputes clause.**

ATTACHMENT 2

PAST PERFORMANCE QUESTIONNAIRE

PART ONE: INSTRUCTIONS

The offeror listed below has submitted a proposal in response to the Agency for Healthcare Research and Quality (AHRQ) Solicitation No. AHRQ-03-0002, entitled "AHRQ Publications Clearinghouse." Past performance is an important part of the evaluation criteria for this acquisition, so input from previous customers of the offeror is important. This office would greatly appreciate you taking the time to complete this form. **This information is to be provided to Mrs. Smary Haines, the AHRQ Contracting Officer and is NOT to be disclosed to the offeror either verbally or in writing.** Please provide an honest assessment and return to AHRQ to the address shown below, no later than **September 16, 2003**. If you have any questions, please contact Mrs. Mary Haines at (301) 427-1786.

Mrs. Mary Haines
Agency for Healthcare Research and Quality
Contracts Management
540 Gaither Road
Rockville, Maryland 20850
FAX: (301) 427-1786

NAME OF OFFEROR: _____

ADDRESS: _____

Contractor Performance Form

1. Name of Contractor: _____

2. Address: _____

3. Contract Number: _____

4. Contract Value (Base Plus Options): _____

5. Contract Award Date: _____

6. Contract Completion Date: _____

7. Type of Contract/Grant: (Check all that apply) () Firm-Fixed Price;
() Cost-Plus Fixed Fee Completion; () Cost-Plus Fixed Fee -Term; () Cost-Plus Incentive
Fee; () Cost-Plus Award Fee; () Indefinite Delivery/Indefinite Quantity (Task Order);
() Blanket Ordering Agreement; () Labor-Hour; () Time & Materials; () Small Business
Set-Aside; () 8(a); () Small Business Innovative Research; () Sealed Bid; () Negotiated;
() Competitive; () Non-Competitive; () Other

8. Brief Description of Requirement:

CONTRACTOR’S PERFORMANCE RATING

Ratings: Summarize contractor performance and circle in the column on the right the number which corresponds to the performance rating for each rating category. Please see next page for explanation of rating scale.

Quality of Product or Service	Comments	0 1 2 3 4 5	
Cost Control	Comments	0 1 2 3 4 5	
Timeliness of Performance	Comments	0 1 2 3 4 5	
Business Relations	Comments	0 1 2 3 4 5	

Customer Satisfaction - Is/was the Contractor committed to customer satisfaction? ___Yes___ No ;
 Would you use this Contractor again? ___Yes___No
 Reason:

NAME OF EVALUATOR: _____

TITLE OF EVALUATOR: _____

SIGNATURE OF EVALUATOR: _____

DATE: _____

MAILING ADDRESS: _____

PHONE #: _____

Rating Guidelines: Summarize contractor performance in each of the rating areas. Assign each area a rating 0(Unsatisfactory), 1(Poor), 2(Fair), 3(Good), 4(Excellent) 5(Outstanding). Use the following instructions as guidance in making these evaluations.

	Quality	Cost Control	Timeliness of Performance	Business Relation
	<ul style="list-style-type: none"> Compliance with contract requirements -Accuracy of reports -Technical excellence 	<ul style="list-style-type: none"> -Within budget(over/under target costs) -Current, accurate, and complete billings -Relationship of negotiated costs to actual -Cost efficiencies -Change orders issue 	<ul style="list-style-type: none"> -Met interim milestones -Reliable -Responsive to technical direction -Completed on time, including wrap-up and contract adm -No liquidated damages assessed 	<ul style="list-style-type: none"> -Effective management -Businesslike correspondence -Responsive to contract requirements -Prompt notification of problems -Reasonable/cooperative -Flexible -Pro-active -Effective small/small disadvantaged business sub-contracting program
0-Unsatisfactory	Nonconformances are jeopardizing the achievement of contract requirements, despite use of Agency resources	Ability to manage cost issues is jeopardizing performance of contract requirements, despite use of Agency resources	Delays are jeopardizing the achievement of contract requirements, despite use of Agency's resources	Response to inquiries, technical/service/administrative issues is not effective
1-Poor	Overall compliance requires major Agency resources to ensure achievement of contract requirements	Ability to manage cost issues requires major Agency resources to ensure achievement of contract requirements	Delays require major Agency resources to ensure achievement of contract requirements	Response to inquiries, technical/service/administrative issues is marginally effective
2-Fair	Overall compliance requires minor Agency resources to ensure achievement of contract requirements	Ability to manage cost issues requires minor Agency resources to ensure achievement of contract requirements	Delays require minor Agency resources to ensure achievement of contract requirements	Response to inquiries, technical/service/administrative issues is somewhat effective
3-Good	Overall compliance does not impact achievement of contract requirements	Management of cost issues does not impact achievement of contract requirements	Delays do not impact achievement of contract requirements	Response to inquiries, technical/service/administrative issues is usually effective
4-Excellent	There are no quality problems	There are no cost management issues	There are no delays	Response to inquiries, technical/service/administrative issues is effective

5-Outstanding. The Contractor has demonstrated an outstanding performance level that justifies adding a point to the score. It is expected that this rating will be used in those rare circumstances where Contractor performance clearly exceeds the performance levels described as "Excellent."

ATTACHMENT 3
PROPOSAL INTENT RESPONSE SHEET

RFP No. AHRQ-04-0001

Please review the attached request for proposal. Furnish the information requested below and return this page by **August 16, 2003**. Your expression of intent is not binding but will greatly assist us in planning for the proposal evaluation.

[] INTEND TO SUBMIT A PROPOSAL

[] DO NOT INTEND TO SUBMIT A PROPOSAL FOR THE FOLLOWING REASONS:

COMPANY/INSTITUTION NAME:

AUTHORIZED SIGNATURE:

TYPED NAME AND TITLE:

DATE: _____

Please return to:

Mary Haines
Agency for Healthcare Research and Quality
Contracts Management
540 Gaither Road
Rockville, Maryland 20850

ATTACHMENT 4

BREAKDOWN OF PROPOSED ESTIMATED COST (PLUS FEE) AND LABOR HOURS

INSTRUCTIONS FOR USE OF THE FORMAT

1. Refer to Business Proposal Instructions, Section L of this solicitation. The Instructions contain the requirements for proper submission of cost/price data which must be adhered to.
2. This sample format has been prepared as a universal guideline for all solicitations. It may require amending to meet the specific requirements of this solicitation. For example, this solicitation may require the submission of cost/price data for three years listed on this form. (See Section L, Instructions, Conditions and Notices to Offerors, for the estimated duration of this project.) If this solicitation is phased, identify each phase in addition to each year. Total each year, phase, and sub-element.
3. This format must be used to submit the breakdown of all proposed estimated cost elements. List each cost element and sub-element for direct costs, indirect costs and fee, if applicable. In addition, provide detailed calculations for all items. For example:
 - a. For all personnel, list the name, title, rate per hour and number of hours proposed. If a pool of personnel is proposed, list the composition of the pool and how the cost proposed was calculated. List the factor used for prorating Year One and the escalation rate applied between years.

Offeror's proposal should be stated in the same terms as will be used to account for and record direct labor under a contract (i.e. percentage of effort is used for most faculty and professional employees at educational institutions). If percentages of effort are used, the basis to which such percentages are applied must also be submitted by the offeror. The attached format should be revised to accommodate direct labor proposed as a percentage of effort.
 - b. For all materials, supplies, and other direct costs, list all unit prices, etc., to detail how the calculations were made.
 - c. For all indirect costs, list the rates applied and the base the rate is applied to.
 - d. For all travel, list the specifics for each trip.
 - e. For any subcontract proposed, submit a separate breakdown format.
 - f. Justification for the need of some cost elements may be listed as an attachment, i.e., special equipment, above average consultant fees, etc.
4. If the Government has provided "uniform pricing assumptions" for this solicitation, the offeror must comply with and identify each item.

RFP Number: _____

Organization: _____

Date: _____

BREAKDOWN OF PROPOSED ESTIMATED COST (PLUS FEE) AND LABOR HOURS

<u>COST ELEMENT</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Total</u>
<u>DIRECT LABOR:</u>								
<u>Labor Category</u> (Title and Name-- use additional pages as necessary)	<u>Rate</u>	<u>Hours</u> <u>Amt</u>						

<u>DIRECT LABOR COST:</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>MATERIAL COST:</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>TRAVEL COST:</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>OTHER (Specify)</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>OTHER (Specify)</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>TOTAL DIRECT COST:</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>FRINGE BENEFIT COST:</u>								
(if applicable)								
__% of Direct Labor Cost		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>INDIRECT COST:</u>								
(if applicable)								
__% of Total Direct Cost		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>TOTAL COST:</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>FIXED FEE:</u>								
(if applicable)								
__% of Total Est. Cost		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>AWARD FEE:</u>								
(if applicable)								
__% of Total Est. Cost		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>GRAND TOTAL EST COST</u>		\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____	\$ ____
<u>(PLUS FIXED FEE AND AWARD FEE)</u>								