

1. REQUEST NO. NHLBI-PB(HG)2007-001/KLW	2. DATE ISSUED 10/3/06	3. REQUISITION/PURCHASE REQUEST NO.	4. CERT. FOR NAT. DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1 <input type="checkbox"/>	RATING
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5a. ISSUED BY National Institutes of Health, National Heart, Lung, and Blood Institute, Office of Acquisitions	6. DELIVER BY (Date)
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5b. FOR INFORMATION CALL (NO COLLECT CALLS)		7. DELIVERY <input checked="" type="checkbox"/> FOB DESTINATION <input type="checkbox"/> OTHER (See Schedule)	
NAME Kesha L. Williams, Contract Specialist	TELEPHONE NUMBER AREA CODE: 301 NUMBER: 435-2605	9. DESTINATION	

8. TO:		a. NAME OF CONSIGNEE NIH, NHGRI	
a. NAME	b. COMPANY	b. STREET ADDRESS 31 Center Drive	
c. STREET ADDRESS		c. CITY Bethesda	
d. CITY	e. STATE	f. ZIP CODE	d. STATE MD
			e. ZIP CODE 20892-2152

10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS (Date)
November 30, 2006

IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in Block 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to the Request for Quotations must be completed by the quoter.

11. SCHEDULE (Include applicable Federal, State and local taxes)

ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)
1	Request for Quotation / Proposal for the National Human Genome Research Institute's Project: "Community Genetics Forum: A Model Community Engagement Program" ACQUISITION SCHEDULE: Request for Quotation/Proposal Issued: October 3, 2006 Offeror's Intent to Submit a Proposal Due: October 31, 2006 Proposals / Quotation Due: November 30, 2006 Notification of Award: December 8, 2006 Period of Performance: December 15, 2006 through December 14, 2007				

12. DISCOUNT FOR PROMPT PAYMENT	a. 10 CALENDAR DAYS (%)	b. 20 CALENDAR DAYS (%)	c. 30 CALENDAR DAYS (%)	d. CALENDAR DAYS
				NUMBER PERCENTAGE

NOTE: Additional provisions and representations are are not attached

13. NAME AND ADDRESS OF QUOTER			14. SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION		15. DATE OF QUOTATION	
a. NAME OF QUOTER			16. SIGNER		b. TELEPHONE	
b. STREET ADDRESS						
c. COUNTY			a. NAME (Type or print)		AREA CODE	
d. CITY			e. STATE		f. ZIP CODE	
			c. TITLE (Type or print)		NUMBER	

**National Human Genome Research Institute/NIH
Request for Proposals
Community Genetics Forum: A Model Community Engagement Program**

Title

NHGRI Community Genetics Forum: Continued Development, Implementation, and Evaluation of a Model Collaborative Community Engagement Program

1.0 Mission

The National Human Genome Research Institute (NHGRI) led the National Institutes of Health's (NIH) contribution to the International Human Genome Project, which had as its primary goal the sequencing of the human genome. This project was successfully completed in April 2003. Now, the NHGRI's mission has expanded to encompass a broad range of studies aimed at understanding the structure and function of the human genome and its role in health and disease.

To that end the NHGRI supports the development of resources and technology that will accelerate genome research and its application to human health. A critical part of the NHGRI mission continues to be the study of the ethical, legal and social implications (ELSI) of genome research. The NHGRI also supports the training of investigators and the dissemination of genome information to the public and to health professionals.

The Education and Community Involvement Branch (ECIB) leads the Institute's public education efforts. ECIB also advises the NHGRI director and senior staff on a broad range of issues regarding public education and community involvement. The branch initiates, develops, implements and evaluates education and community involvement programs to engage a broad range of the public in understanding genomics and its translation to health and society. The branch also acts as the liaison between the NHGRI and communities to further its mission, and oversees programs and initiatives for minorities and special populations.

2.0 Background of the Project

In the spring of 2005, ECIB, in conjunction with the University of Washington, held the first annual Community Genetics Forum (<http://www.genome.gov/14514654>). The goals of this Forum were: to engage Northwest communities in dialogue about genetics and the ethical, legal and social implications of genetics research (ELSI); to create a forum and environment for future dialogue independent of federal sponsorship; and to create a model community engagement program and supportive materials that would be adapted by others wishing to plan, develop, implement, and evaluate a public genetics forum with community outreach in their respective communities. More than 300 members of the public participated in three days of activities.

In September of 2006, the second annual Community Genetics Forum was held in North Carolina, in collaboration with the University of North Carolina and Duke University (<http://genome.gov/19517845>). The goals of this Forum were to engage communities across North Carolina, including African American communities, Hispanic communities, and student and faculty audiences from North Carolina Historically Black Colleges and Universities.

The outcomes and lessons learned from both Community Genetics Forums contribute to the establishment of a model community engagement program. ECIB plans to use this developing model to support future annual Community Genetics Forums. For more information please visit <http://genome.gov/19518473>.

Geographic Region:

In an effort to reach different geographic areas of the country, the NHGRI has selected DHHS regions V and VII as appropriate locations for the next Forum. An objective of the Forum is to extend beyond the immediate geographic reach of the NIH. This region is defined to include

Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Ohio, and Michigan.

Please refer to www.hhs.gov/about/regions for more specific information about other regions.

3.0 Objectives for Project

The NHGRI is seeking an organization to host, plan, develop, implement and evaluate a public genomics community outreach program using a community forum as the core component of the program. The materials developed and example set by the Community Genetics Forums held in 2005 and 2006 should be used to learn from those experiences. The overall goal of the project is to develop models of community engagement or enhance existing models (i.e. previous Forums or other community engagement projects) of public engagement and public participation within the geographic communities targeted for the project. It is a further goal to develop and evaluate genetics education and public participation supportive materials for the community that can be adapted by others wishing to plan, develop, implement, and evaluate a public genetics forum with community engagement in their respective communities.

The Community Genetics Forum project is to be a collaborative effort between the NHGRI and the contractor. It is expected that the NHGRI's Education and Community Involvement Branch will participate actively in the planning and development of the program, and that members of the NHGRI will participate in the Forum itself, as appropriate.

The objectives of the community genetics forum include:

- To identify existing community groups, organizations, representatives, etc, with which to engage and consult throughout planning of the Forum;
- To facilitate the establishment of ongoing community relationships that continue beyond the Forum itself;
- To create a Forum that reflects the interests, concerns, and questions of the target community;
- To build upon existing relationships between the community and the contractor;
- To establish methods and opportunities by which community members can participate and contribute to planning of the Forum;
- To engage community groups to facilitate a dialogue to identify questions, concerns, and education needs related to genomics;
- To engage communities to provide input into initiatives of the NHGRI and the NIH in genomic research;
- To facilitate sustainable relationships between the community, the contractor, and the NHGRI;
- To involve a target audience inclusive of minorities and special populations;
- To increase awareness, interest, and understanding of the field of genetics, genomics, and the ethical, legal, and social implications of genetics research;
- To increase awareness of current research and scientific advances in genetics;
- To increase awareness of current health education advances in genetics;
- To increase students' awareness of career options in genomics, genetics, and ELSI research;
- To increase awareness and understanding of the implications of genomic science for health care and society; and
- To have ongoing collaboration with the NHGRI in the Forum program development and implementation.

4.0 Scope of Project

The selected organization will host, plan, develop, implement, and evaluate a genetics public forum with community outreach. In doing such, the contractor will develop community engagement reference materials for public dissemination, known here as the "final project product." This final product may be reproduced and distributed to assist other individuals in the

planning, development, implementation, and evaluation of other genetics public symposia with community outreach in their respective communities. The contractor will work with ECIB to develop the structure of these resources. Generally, this product will add insight to previous lessons learned about how to engage communities around genetics.

In the project proposal, the contractor should be able to demonstrate previous collaborations or partnerships with community groups and members of the public who will participate in the planning of the Community Genetics Forum. The proposal should also describe existing relationships with community based organizations, and a willingness of these organizations to participate in Forum planning. The goal of this Forum is not simply to present topics or information believed to be of importance to the community but, rather to actively involve community members from the outset, so that they may help to inform topics, formats, and agendas.

Independently, and not as an agent of the Government, the selected organization (referred to as "Contractor") will furnish all the necessary services, qualified personnel, material, equipment, and facilities not otherwise provided by the Government, as needed to perform the specific tasks delineated below.

5.0 Tasks Required of Project

Task 1: Planning

The Contractor will prepare a document that will be based on the Contractor's proposal and this Statement of Work (SOW) and will include activity timelines, detailed methods of community engagement, and how identified partners will be involved. In addition, the planning document should include a description of an evaluation plan for the community outreach activities and the forum including the goals and objectives to be measured, how they will be measured, and data collection, compilation, analyses, and reporting activities to be conducted.

The final planning document will be due to the NHGRI six weeks after the contract is awarded.

Task 2: Development and Implementation

The development of Forum activities and format should be carried out in consultation with community groups. Because a main objective of this Forum is to create a program that reflects the interests, questions, and concerns of the community, the planning of this Forum should involve comprehensive community consultation. For example, this may be in the form of Focus groups, a community working group or advisory committee, or ongoing meetings with members of the public or representatives of community based organizations. These activities should also be used to encourage members of the public to attend the Forum event.

The Contractor will provide and/or conduct a range of services and activities leading to the implementation of the public forum with community outreach. These services and activities include:

- Carrying out the community outreach activities to assist in identifying and defining community needs, forum themes and appropriate formats, and advertising strategies;
- Securing meeting space for the forum;
- Securing lodging space for forum speakers and participants, as needed;
- Making travel arrangements for forum speakers and participants, as needed;
- Determining and arranging for any special needs of speakers and participants;
- Determining and arranging for AV needs of forum speakers and facilitating on-site AV support;
- Handling pre-forum registration;
- Preparing forum aids, such as name badges and directional signs;
- Preparing fact sheets and other appropriate public education materials to support the Forum;
- Compiling and reproducing materials for the forum packets;

- Providing on-site support on the day(s) of the forum to include participant registration and distribution of materials;
- Providing a final registration report and a final attendance report to the NHGRI no later than one month after the forum. This report should include demographic information on attendees;
- Reimbursing forum speakers for all expenses incurred during travel to the forum according to Federal government regulations;
- Providing forum speakers with an honorarium, as appropriate;
- Establishing and handling a scholarship fund and/or reimbursement fund for the community outreach activities and forum participants;
- Providing reimbursements to forum speakers and participants within two weeks of receiving the voucher;
- Providing the NHGRI with a final highlights or summary document of the community outreach activities and the forum no later than three months after the forum; and
- Securing and providing the appropriate personnel and resources needed to document the planning and conduct of the public forum with community outreach to be able to create the final product of the project.

During the course of this task, a representative from the selected organization will communicate twice monthly with a representative from the NHGRI. This communication can take the form of a phone call or e-mail and will provide the NHGRI with regular updates on the progress of the activities identified above, as well as others that will be conducted as part of the development and implementation process of this project. The twice monthly communication will also serve as an opportunity for problem solving and strategizing throughout the collaboration, including the development and implementation phase. The organization's representative and an NHGRI representative will establish a schedule for the twice monthly communication.

Task 3: Evaluation

The Contractor will secure the qualified personnel needed to conduct the evaluation activities as described in the planning document (see Task 1). The Contractor will obtain the appropriate approvals, if any, needed to conduct an evaluation including individuals participating in the community outreach activities and individuals attending the public forum. The Contractor will carry out evaluation activities to measure each objective of the community outreach and the public forum, including the development, testing and implementation of appropriate measurement tools, collection of data, compilation of data, analyses of data, and generation of an evaluation report.

The Contractor will provide the NHGRI with a final evaluation report no later than three months following the last data collection activity.

Task 4: Creation of the Project Product

The Contractor will secure the qualified personnel and resources needed to create the final project product, which will document the public forum and community outreach. This product could take the form of a book, DVD, or CD-ROM, be web-based or have another format as discussed and agreed upon with ECIB. The purpose of the project product is to provide the government and others with a model for planning, developing, implementing, and evaluating any future genetics public forums with community outreach in their respective communities. Additionally, the purpose of this product is to enhance the lessons learned from previous Forums about engaging communities around genetics. This product should improve on models created from previous Community Genetics Forums. Users of the project product should be able to easily follow the information provided and adapt the relevant information to their project at a level of effort appropriate to their project's scope. Examples of the concept of the project product include *A Planner's Guide: Making Health Communication Programs Work* from the National Cancer Institute and *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign* from the Centers for Disease Control and Prevention.

The Contractor will provide the NHGRI with the final project product no later than three months following the completion of the project's evaluation activities.

6.0 Deliverables

- Planning document, providing a time line for events and outlining who will be involved in the forum, and how (see Task 1 for details);
- Fact sheets and other appropriate public education materials to support the Forum;
- A Forum event, open to the public, to discuss aspects of genetics that are of importance and relevance to attendees;
- A final highlights or summary document of the community outreach activities and the Forum;
- A final registration report and a final attendance report to the NHGRI;
- A final evaluation report of the Forum (see Task 3 for details); and
- A final project product that can be used to create other Community Genetic Forums in future locations (see Task 4 for details).

7.0 Government Furnished Equipment

None

8.0 Period of Performance

December 15, 2006 through December 14, 2007

9.0 Scope of the Requirement

NHGRI will consider a scope of services of less than \$100,000.

10.0 Payment Schedule

An invoice schedule will be agreed upon at the time the contract is awarded. Upon approval of the technical progress, the project officer will approve partial payments.

11.0 Invoice Submission

1. The Contractor must submit an original, separate, itemized invoice for each order for supplies or services.
2. Invoices shall not be submitted until goods have been received or services performed.
3. An invoice must be submitted for each partial payment requested.
4. The invoice shall be prepared in ink or typewritten as follows:
 - a. Paying office and address
 - b. Invoice Number
 - c. Date of Invoice
 - d. Contract Number
 - e. Period of Performance
 - f. Payee's name and address. Show the Contractor's name (as it appears in the contract), correct address, and the title and phone number of the responsible official to whom payment is to be sent. When an approved assignment has been made by the Contractor, or a different payee has been designated, then insert the name and address of the payee instead of the Contractor.
 - g. Description of goods or services, quantity, unit price, (where appropriate), and total amount.
 - h. Charges for freight or express shipments other than F.O.B. destination. (If shipped by freight or express and charges are more than \$25, attach prepaid bill.

5. The Contractor shall submit an original and one (1) copy of the invoice to the **Office of Financial Management (OFM) Commercial Accounts, Suite 4B432, MSC 8500, 2115 E. Jefferson Street, Bethesda, MD 20892-8500.**
6. The Contractor shall submit a photocopy of the invoice by mail or fax directly to the **Project Officer.** The Project Officer will review, approve / deny, and forward the invoice to the DELPRO Ordering Office for entry of the receiving authorization into the ADB system.
7. The Contractor shall submit a photocopy of the invoice by mail or fax (301) 480-3345 to the **Contracting Office,** National Heart Lung, and Blood Institute, DEA, OA, Procurement Branch, 6701 Rockledge Drive, Suite 6042, MSC 7902, Bethesda, MD 20892-7902.
8. Inquiries relating to payment may be made directly to Commercial Accounts, Telephone: (301) 496-6088
9. All NIH contracts are expressed in United States dollars. Where expenditures are made in a currency other than United States dollars, billings on the contract shall be expressed, and reimbursement by the United States Government shall be made, in that other currency at amounts coincident with actual costs incurred. Currency fluctuations may not be a basis of gain or loss to the Contractor. Notwithstanding the above, the total of all invoices paid under this contract may not exceed the United States dollars authorized.

12.0 Project Officer

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

Vence L. Bonham, J.D., Chief, Education and Community Involvement Branch, National Human Genome Research Institute, National Institutes of Health, 2 Center Drive, Rm 4W05, Bethesda, MD 20892-0249.

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 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 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 designation.

13.0 Key Personnel

The personnel specified in this contract are considered to be essential to the work to be 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 article. The contract may be amended from time to time during the course of the contract to either add or delete personnel, as appropriate.

The following individuals are considered to be essential to the work being performed hereunder:

NAME	TITLE
[To be specified prior to award]	

INSTRUCTIONS TO OFFERORS

1. **SELECTION OF OFFERORS**

- a. The acceptability of the technical portion of each offer will be evaluated by a technical review committee. The committee will evaluate each proposal in strict conformity with the evaluation criteria of the solicitation, 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 offer may be subjected to a cost and price analysis, management analysis, etc.
- c. All aspects of an offer are subject to discussion, including cost, technical approach and terms and conditions.
- d. If award will be made without conducting discussions, offerors may be given the opportunity to clarify certain aspects of their proposal (e.g., the relevance of an offeror's past performance information and adverse past performance information to which the offeror has not previously had an opportunity to respond) or to resolve minor or clerical errors.
- e. Best-Buy Analysis. A final best-buy analysis will be performed taking into consideration the results of the technical evaluation, cost analysis, and ability to complete the work within the Government's required schedule. The Government reserves the right to issue an order to the best advantage of the Government, technical merit, cost, and other factors considered.
- f. The NHLBI reserves the right to make a single award, multiple awards, or no award at all as a result of the solicitation. In addition, the solicitation may be amended or canceled as necessary to meet NHLBI requirements.

2. **TECHNICAL PLAN INSTRUCTIONS**

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Proposal Details:

Proposals should be in the form of a 10-15 page document, outlining how each of the tasks and deliverables of the Forum will be met. The document should outline methods of community engagement, as well as outline targeted community groups. In addition, the document should describe what existing community relationships exist, and how these might be utilized in the planning of the Forum.

The proposal should include key personnel, a description of their roles, and a detailed budget (as appendices).

The proposal should outline the following key points:

- Proposed objectives and goals for the public forum;
- Proposed draft agenda for the public forum;
- Description of community outreach goals and objectives;
- Description of community engagement activities to inform the topics and format of the Forum;
- Description of the target audience(s)/communities for the public forum;
- Description of existing community based relationships;
- Potential project partners and the role(s) of each partner and letters of support from project partners;
- Potential locations for the public forum and maximum audience capacity;
- Description of the proposed advertising or marketing activities for the public forum;
- Description and outline of the product to be developed that will describe the planning, development, implementation and evaluation of the public forum with community outreach;
- Description of how the public forum supports public participation and community engagement theories of working with communities; and
- Description of the plan to continue community engagement and collaboration beyond the Forum.

3. BUSINESS PROPOSAL (COST BREAKDOWN)

The Offeror shall submit a detailed breakdown by labor category of an estimate number of hours, the loaded hourly rate for the work to be completed as outlined in the Statement of Work.

The cost breakdown shall be in the format as shown below:

<i>Cost / Business Proposal</i>			
Direct Labor Category	Estimated Number of Hours	Hourly Rate	Total Amount
			\$
			\$
			\$
Other Direct Costs <i>(List all other costs not otherwise included in the direct labor category (e.g., special tooling, travel, training, equipment, computer and consultant services) and provide bases for pricing.</i>			\$
Total Amount:			\$

4. EVALUATION FACTORS FOR AWARD

a. General

You are advised that, in the selection of the contractor(s) for this acquisition, paramount consideration shall be given to the evaluation of technical approach rather than cost or price. The evaluation will be based on the demonstrated capabilities of the prospective offerors in relation to the needs of the project as set forth in the Solicitation. The merits of each quotation will be evaluated carefully, based on responsiveness to the Solicitation and the thoroughness and feasibility of the technical approach taken. Offerors must submit information sufficient to evaluate their quotations based on the detailed criteria listed below. Failure to provide the information required to evaluate the quotation may result in rejection of that quotation without further consideration.

Listed below are mandatory qualification criteria, if applicable, and technical evaluation criteria. The mandatory qualification criteria establishes conditions that must be met in order for your quote to be considered. The technical evaluation criteria below are listed in the order of relative importance with weights assigned for evaluation purposes.

b. Technical Evaluation Criteria

NO.	EVALUATION FACTORS	TOTAL POSSIBLE POINTS
1.	Project Objectives: <ul style="list-style-type: none"> • The success of proposal to respond to the objectives of the Community Genetics Forum. • The success of the proposal to effectively describe a plan to engage and develop long-term. relationships with communities. • An adequate description of the target community. • The demonstration of existing partnerships and relationships with the targeted community, or a clear plan on how new relationships will be established. • The success of the proposed contractor to demonstrate an ability to work effectively with this community. 	20
2.	Approach: <ul style="list-style-type: none"> • The development, integration, reasoning, and appropriateness of the conceptual framework, design, methods, and analyses of the proposal. • The appropriateness of the milestones and evaluation procedures. 	20
3.	Innovation: The level of innovation and originality of the project.	20

NO.	EVALUATION FACTORS	TOTAL POSSIBLE POINTS
4.	Investigators: The training and capabilities of the Principal Contractor to coordinate and manage the proposed project.	20
5.	Environment: The demonstration of sufficient access to resources (e.g., equipment, facilities, capabilities).	20
TOTAL POSSIBLE POINTS --		100

5. PROPOSAL SUBMISSION:

- a. The proposal must be received not later than the due date electronically to williamk@nhlbi.nih.gov (Kesha Williams) and hawkinsd@nhlbi.nih.gov (Debra Hawkins) .
- b. The proposal must be received not later than the due date electronically to the Education and Community Involvement Branch (nhgriecib@mail.nih.gov) .
- c. Six (6) printed copies of proposals must be received not later than the due date with to:

Vence Bonham, J.D.
 Education and Community Involvement Branch
 National Human Genome Research Institute
 National Institutes of Health
 31 Center Drive
 Building 31, Rm 4B09
 Bethesda, MD 20892

6. REQUESTS FOR CLARIFICATION:

Requests for clarification may be submitted electronically to the electronically to williamk@nhlbi.nih.gov , Kesha Williams, Contract Specialist, not later than November 20, 2006. Responses will be provided electronically not later, November 27, 2006 .