



Public Information and Communication Services

**NIH**  
**Public Information and Communication Services**  
**PICS Contract**

Vendor Kick-Off Meeting  
January 30, 2013



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# Purpose

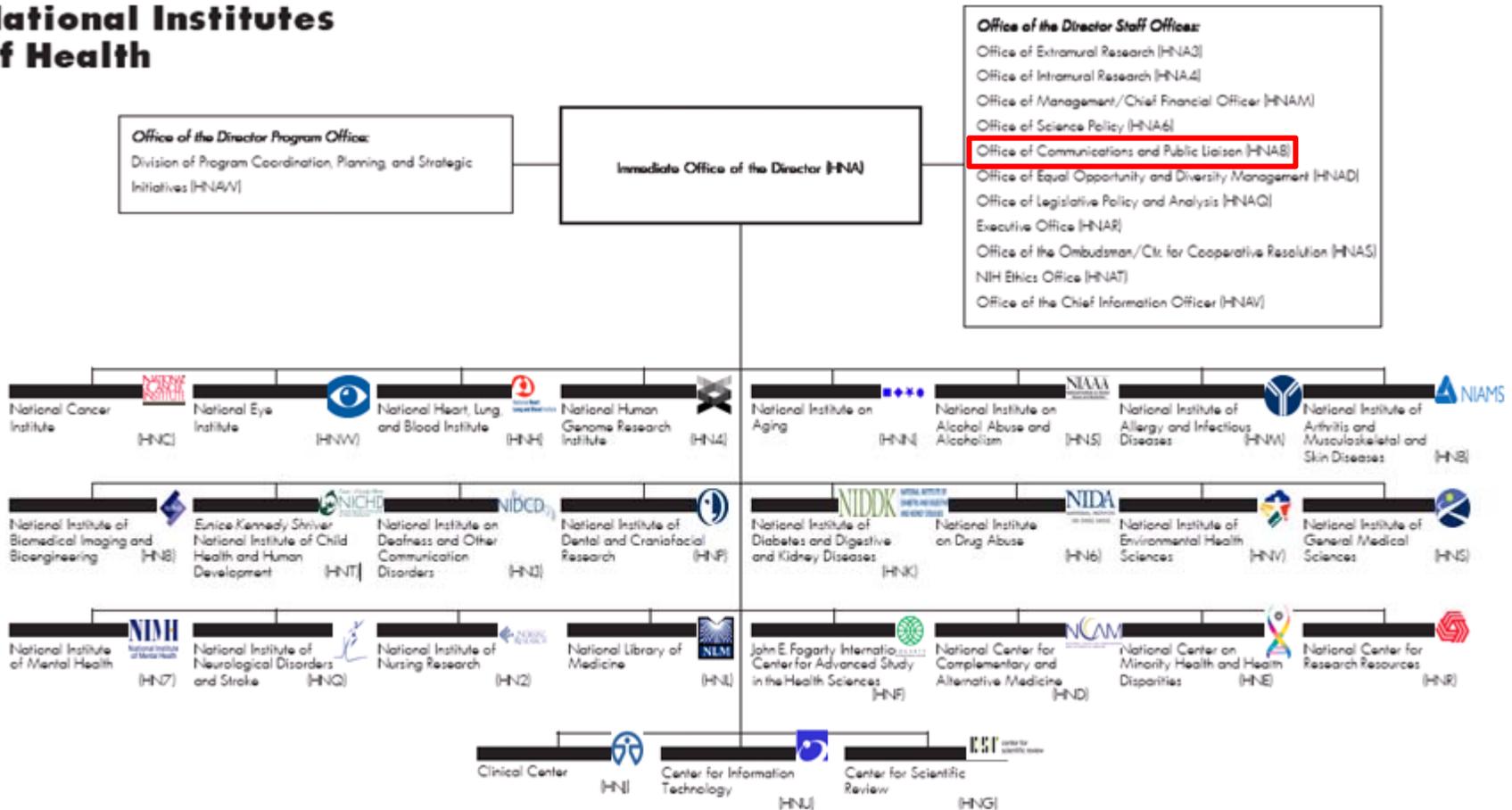
- The purpose of this presentation is to provide an informational overview of the NIH Public Information and Communications Services (PICS) contract vehicle.
- This presentation will cover the following topics:
  - NIH Overview
  - OCPL Overview
  - PICS Overview
  - Stakeholder Roles
  - Task Order Procedures
  - Key Consideration
  - Questions



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# NIH Overview

## National Institutes of Health



**PICS supports the entirety of the NIH organization.**



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### LATEST NEWS

25 Jan/ 2013



There will be a PICS vendor kickoff at Natcher on January 30, 2013 from 10am to 2pm. Come out and meet the vendors!

31 Dec/ 2012



There are 25 vendors who can provide services on this vehicle. Click on the "Vendors" button on the menu to view the vendor listing and their respective Websites.

18 Dec/ 2012



**Conferences** must be **approved** as per the the [NIH Guidance](#). The appropriate approval form must be completed and approved **before** a TORP is submitted to the PICS Program Support Team.

### ABOUT US



The NIH Public Information and Communication Services contract is an IDIQ vehicle that may be utilized to procure information and communication services in several task areas and has 25 qualified small business vendors to provide services.



Click here to access the TORP package and instructions to begin your order! Currently the task order process is manual and will be handled via paper documentation and email. The electronic Government Ordering System (eGOS) is currently being developed and orders will be placed via the system at that time. Check back for updates!

### \* SERVICES

The following four groups of task areas are covered under this contract. You can click to see tasks under an individual group or a full listing of all services:

- ▶ [Communications and Outreach Support](#)
  - ▶ [Materials Development and Distribution Support](#)
  - ▶ [Graphic Design, Web, and Database Support](#)
  - ▶ [Exhibit Support](#)
- ▶ [\\*\\*Full Listing of Services](#)



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# PICS Overview





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# Awardees

AFYA, Inc.

A&T Systems, Inc.

Banyan Communications, Inc.

Betah Associates, Inc.

BLH Technologies

Cadmus Group

Campbell & Co.

Capital Consulting Corp.

Circle Solutions, Inc.

CSR, Inc.

DB Consulting

ESI Solution

HMA Associates

Information Ventures, Inc.

IQ Solutions

JBS International

Kauffmans & Associates Inc.

Lux Consulting

Nova Research

Palladian Partners, Inc.

PSA

Reingold Associates JR

Seamon Corporation

Scientific Consulting Group, Inc.

Vigilant Services



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# Service Areas

- 1 Communications and Outreach**
  - Communications Research (Task Area 1)
  - Media Analysis and Outreach (Task Area 2)
  - Outreach and Promotion Activities (Task Area 3)
  - Press, Public Information, Integrated Marketing, and Media Support (Task Area 4)
  - Outreach to Target Populations/Health Disparities Programs (Task Area 5)
  - Foreign Language, Translation, and Interpretation (Task Area 9)
  - Media Crisis Communication Training (Task Area 10)
  - Information Referrals ("Clearinghouses") (Task Area 11)
  
- 2 Materials Development and Distribution**
  - Materials and Product Development (Task Area 6)
  - Inventories / Warehouse / Distribution Services (Task Area 18)
  - Cost-Recovery Support and Services (Task Area 19)
  
- 3 Graphic Design, Web, and Database**
  - Graphic Design (Task Area 7)
  - Web Design, Development, and Management (Task Area 8)
  - IT Requirements (Task Area 14)
  - Security (Task Area 14b)
  - Database and Web Design, Development, and Management (Task Area 15)
  - Information Tracking and Referral (Task Area 16)
  - Website Usability Testing (Task Area 17)
  
- 4 Exhibit and Conference**
  - Exhibit Development, Design, Production, and Transport (Task Area 12)
  - Meeting, Conference, and Event Support (Task Area 13)



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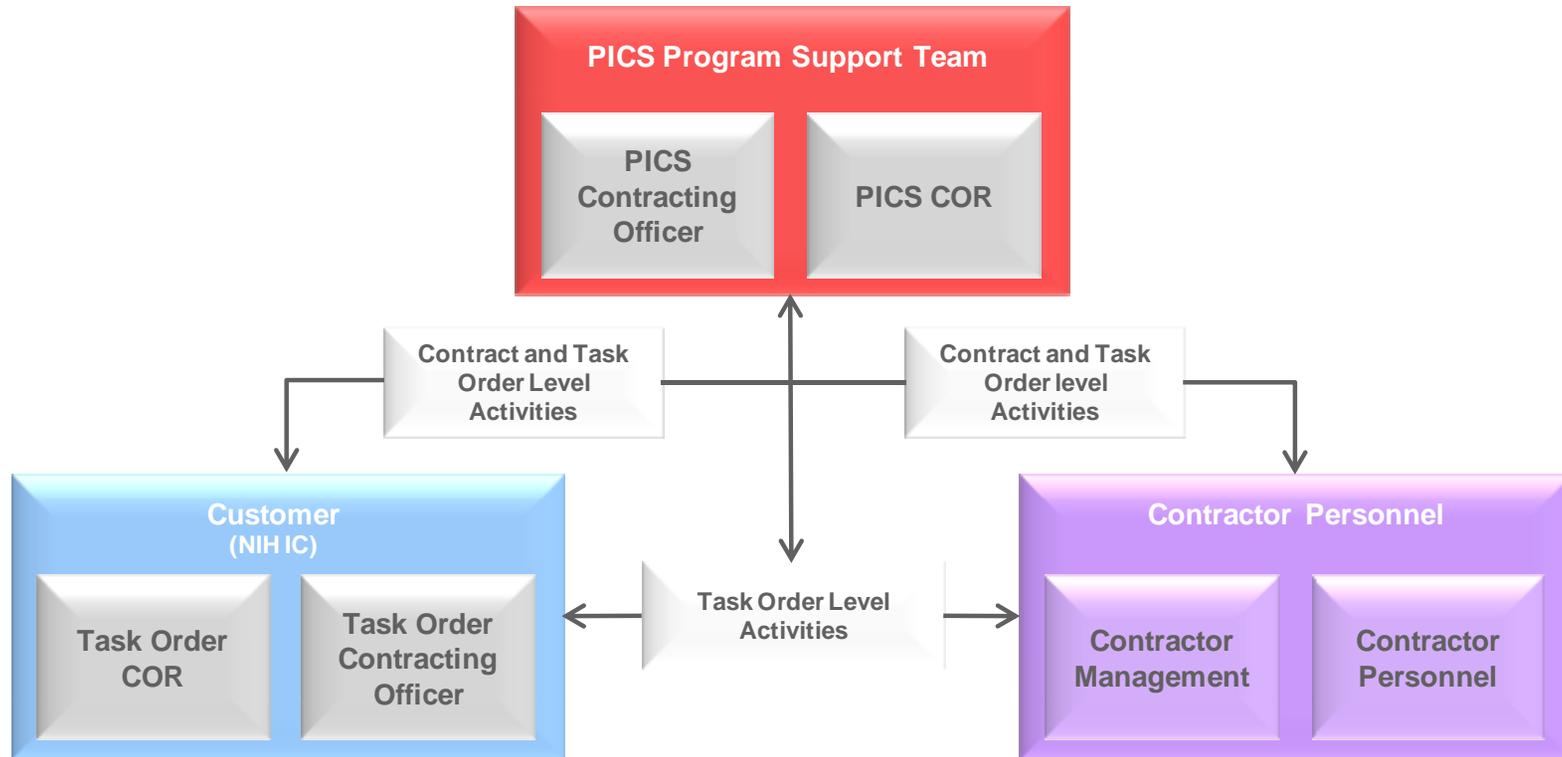
# Resources

- A **PICS Website** (<http://PICS.olao.od.nih.gov>) is available and offers users access to helpful documents and templates
  - Standard Operating Procedures
  - Task Order Procedure Handout
  - Fact Sheet
  - Task Order Request Package (TORP) Form
  - Selection Recommendation Document (SRD) Template
- A Web-based **electronic Government ordering system** (eGOS) is being developed that will facilitate the task order process
- A **general PICS e-mail account** ([PICS1@mail.nih.gov](mailto:PICS1@mail.nih.gov)) has been created
  - Information will be pushed out to customers and contractors
  - Questions will be directed to this account so they can be responded to in a timely manner
  - Account may be used to support the task order process until eGOS is ready



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# Roles

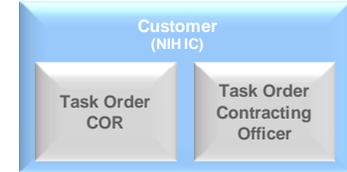


ROLES AND RESPONSIBILITIES



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# Customer



## CUSTOMER

- Responsibilities include, but are not limited to:
  - Develop the Task Order Request Package (TORP)
  - Collect, consolidate, and respond to questions
  - Evaluate proposals and prepare Selection Recommendation Document (SRD)
  - Process task order awards
  - Monitor overall task order performance



Task Order Contracting Officer

### Task Order Contracting Officer (CO)

**Role:** The Task Order CO will have the authority to act as an agent of the Government under a particular task order and have the right to negotiate changes to the Statement of Work. The Task Order CO will support the Task Order COR through the task order process.

**Primary Responsibilities:**

- Submit TORP to PICS CO and COR
- Assist in the task order proposal evaluation
- Monitor and assess task order performance
- Responsible for all pre-award, award, administration, and close-out activities



Task Order COR

### Task Order Contracting Officer's Representative (COR)

**Role:** The individual requiring PICS contract services and represents the Government as the main interface between NIH and the contractor during the delivery of services.

**Primary Responsibilities:**

- Develop TORP
- Monitor the contractor's task order progress
- Interface with contractor management staff
- Complete contractor performance evaluation



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# PICS Team

PICS Program Support Team

PICS Contracting Officer

PICS COR

## PROGRAM SUPPORT TEAM

- Responsibilities include, but are not limited to:
  - Provide contract-level management and oversight while maintaining contractual relationships between NIH and the contractors



Mr. Anthony R. Brown

### PICS Contracting Officer (CO)

**Role:** OLAO representatives who can negotiate changes to the Statement of Work (SOW), delivery schedule, and Period of Performance for the PICS contract vehicle. Act as the Point of Contact (POC) for contractual issues.

**Primary Responsibilities:**

- Review and approve TORPs submitted by customers
- Release approved TORPs to vendors
- Coordinate and liaison between vendors and customers
- Announce task orders awards



Mr. Jeff Klein

### PICS Contracting Officer's Representative (COR)

**Role:** Support the PICS Contracting Officer by monitoring the technical progress of the contractors and assisting in the resolution of technical problems.

**Primary Responsibilities:**

- Log and maintain task order records
- Track and guide contract performance over the life of the PICS contracts



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# Contractor



## CONTRACTOR PERSONNEL

- Responsibilities include, but are not limited to:
  - Request clarification to the TORPs using questions
  - Respond to the TORPs with proposals and/or “No Response” statements
  - Accept task order awards to provide services to NIH
  - Perform the required work outlined in the task order SOW according to the approach detailed in the proposal

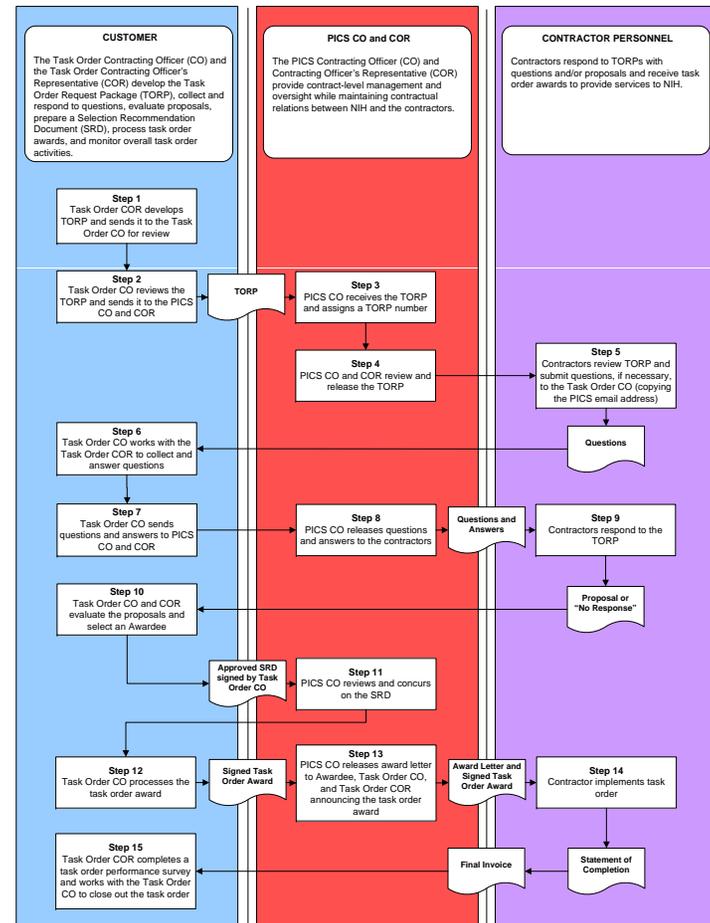


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# Task Order Procedure

## TASK ORDER PROCEDURE

Task Order Procedures are subject to change; please refer to the latest version of the SOP on the website.





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# Steps



**(Customer action)**

**Step 1 – Task Order COR develops TORP and sends it to the Task Order CO for review**

**Step 2 – Task Order CO reviews the TORP and sends it to the PICS CO and COR**



**(PICS Team action)**

**Step 3 – PICS CO receives the TORP and assigns a TORP number**

**Step 4 – PICS CO and COR review and release the TORP**

- Review the TORP for completion and scope
- Release approved TORP to all contractors via the PICS1 e-mail in accordance with the Fair Opportunity Process (the Task Order CO and COR will be copied on this e-mail)



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**(Contractor action)**

# Steps

## **Step 5 – Contractors review TORP and submit questions, if necessary, to the Task Order CO (copying the PICS email address)**

- Submit questions for clarification by the date listed on the TORP form (questions received after the deadline will not be addressed)
- Review Task Order SOW thoroughly before submitting questions
- Remain anonymous in your questions because Q&A will be sent to all contractors



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# Steps



**(Customer action)**

**Step 6 – Task Order CO works with the Task Order COR to collect and answer questions**

**Step 7 – Task Order CO sends questions and answers to PICS CO and COR**



**(PICS Team action)**

**Step 8 – PICS CO releases questions and answers to the contractors**

- Perform cursory review of responses before releasing to the contractors via the [PICS1@mail.nih.gov](mailto:PICS1@mail.nih.gov) account



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# Steps



**(Contractor action)**

## Step 9 – Contractors respond to the TORP

- Must submit a written proposal or a “No Response” statement to the Task Order CO via e-mail copying the PICS e-mail (proposals received past the proposal deadline in the TORP will not be considered in your evaluation)
- Must use labor categories listed in Section B of the master contract when responding

### Vendor Proposal

- Technical Proposal
- Business Proposal

Proposals must be submitted electronically via email; oral proposals will not be accepted.

Proposals will consist of two parts: a technical proposal and business proposal

### No Response Statement

A "No Response" statements shall be submitted if a contractor is unable or otherwise cannot perform a requirement.

All "No Response" statements shall include a brief statement as to why the contractor has elected to forego the opportunity.

Note: Responses will be tracked.



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**(Customer action)**

## **Step 10 – Task Order CO and COR evaluate the proposals and select an Awardee**

# Steps

### **Selection Recommendation Document (SRD)**

The Selection Recommendation Document (SRD) will include:

- 1) the selection criteria for evaluating submitted proposals as originally defined in the TORP package
- 2) list of contractors that responded to the TORP
- 3) evaluation results and rationale for the recommendation of the awardee
- 4) Task Order Contracting Officer signature



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# Steps



**(PICS Team action)**

**Step 11 – PICS CO reviews and concurs on the SRD**



**(Customer action)**

**Step 12 – Task Order CO processes the task order award**



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# Steps



**(PICS Team action)**

## **Step 13 – PICS CO releases the award letter to the Awardee, Task Order CO, and Task Order COR announcing the task order award**

- Release the award letter along with the signed task order award to the winning contractor via the PICS1 e-mail

A red graphic of a document or envelope with a folded corner, containing the text "Task Order" in white.

### **Task Order**

The Task Order will contain:

- (1) contract number
- (2) task order number
- (3) order date
- (4) billing point of contact
- (5) statement of work (SOW)
- (6) appropriation/funding citation
- (7) amount of funds obligated
- (8) billing and delivery addresses
- (9) period of performance

Note: Task order awards will not be considered official unless they have been sent to the contractor from or on behalf of the PICS Contracting Officer (CO). Contractors shall contact the PICS CO if they have received a PICS task order award from another source.



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# Steps



**(Contractor action)**

## **Step 14 – Contractor implements the task order**

- Contact the Task Order COR to start the work



**(Customer action)**

## **Step 15 – Task Order COR completes a task order performance survey and works with the Task Order CO to close out the task order**



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# Key Considerations

- PICS is an IDIQ contract offering awardees an exclusive opportunity to compete for future task orders
- Contractors may be provided with Government Furnished Property on individual task orders
- Labor category rates are ceiling rates; ceiling rates proposed on task orders shall not exceed these rates
- Task Order Procedures are subject to change; please refer to the latest version of the SOP on the website



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# Questions?





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## Question #1

Question: If contractors are required to meet deliverables under the master contract, what is the due date for delivery to PICS/NIH? Will electronic delivery to the PICS1 email be an acceptable delivery location?



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## Question #1

Question: If contractors are required to meet deliverables under the master contract, what is the due date for delivery to PICS/NIH? Will electronic delivery to the PICS1 email be an acceptable delivery location?

**Answer: All reporting requirements will be clarified at a later date by correspondence coming from the PICS1 email box with specific dates for when the reports are due. Yes, future submissions can be sent electronically to the PICS1 email box.**



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## Question #2

Question: If a prime would like to add partners (subcontractors) that were not listed on the original proposal, does the prime have to submit a modification to add them to the master contract or can the prime add a new subcontractor at the task order level?



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## Question #2

Question: If a prime would like to add partners (subcontractors) that were not listed on the original proposal, does the prime have to submit a modification to add them to the master contract or can the prime add a new subcontractor at the task order level?

**Answer: The Government does not require subcontracting plans from small businesses so therefore we will not monitor your subcontractors. The Government does not need to be notified of any changes in your partners.**



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## Question #3

Question: Are any other vendor meetings or events planned for PICS contractors in which we can market to or meet NIH staff?



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## Question #3

Question: Are any other vendor meetings or events planned for PICS contractors in which we can market to or meet NIH staff?

**Answer: None are scheduled at this time but we anticipate having more in the future as the need arises.**



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## Question #4

Question: Will task order awards be announced/tracked on the new NIH PICS website on an ongoing basis?



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## Question #4

Question: Will task order awards be announced/tracked on the new NIH PICS website on an ongoing basis?

**Answer: Task order awards will be identified on the PICS Website. Check back periodically.**



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## Question #5

Question: B.3(c) states that local travel will not be reimbursed under the contract. Does that include local travel for kick off and other government required task order meetings that are local?



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## Question #5

Question: B.3(c) states that local travel will not be reimbursed under the contract. Does that include local travel for kick off and other government required task order meetings that are local?

**Answer: This is the cost of doing business with the Government. The base contract does not allow for any cost to be billed against it.**



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## Question #6

Question: The PICS umbrella contract was competed under NAICS 511199 -- All Other Publishers which has a size standard of 500 employees. At the task order level will contractors have to meet the small business size standard of the designated task order NAICS?



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## Question #6

Question: The PICS umbrella contract was competed under NAICS 511199 -- All Other Publishers which has a size standard of 500 employees. At the task order level will contractors have to meet the small business size standard of the designated task order NAICS?

**Answer: Whatever you were designated at time of award, you will be for the life of this contract.**



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## Question #7

Question: Do you have any plans or ambitions to expand the vehicle beyond NIH?

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## Question #7

Question: Do you have any plans or ambitions to expand the vehicle beyond NIH?

**Answer: This will be considered as part of the market research for the re-compete. Current contract as written does not allow this vehicle to be used outside of the NIH.**



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## Question #8

Question: Will there be a forecast of PICS opportunities provided to contract holders? If so, how forecasts be provided - annually, semi-annually, or quarterly?



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## Question #8

Question: Will there be a forecast of PICS opportunities provided to contract holders? If so, how forecasts be provided - annually, semi-annually, or quarterly?

**Answer: No, we do not know when requirements are going to be submitted until we have received them for review.**



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## Question #9

Question: Please advise on any PICS marketing parameters, i.e. - will there be guidance in place on when and how we may engage prospective PICS customers?



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## Question #9

Question: Please advise on any PICS marketing parameters, i.e. - will there be guidance in place on when and how we may engage prospective PICS customers?

**Answer: No guidance currently exists in reference to marketing parameters.**



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## Questions?

For any questions not covered today,  
please refer to the FAQ on the PICS Website

<http://PICS.olao.od.nih.gov>