

A.1. INTRODUCTION:

- (a) In accordance with Federal Acquisition Regulation (FAR) 52.215-3, "Request for Information or Solicitation for Planning Purposes" This Sources Sought (SS) Notice/Request for Information (RFI) is for information and planning purposes only at this time and shall not be construed as a solicitation or as an obligation on the part of the Department of Veterans Affairs (VA).
- (b) The Department of Veterans Affairs, Program Contracting Activity Central (PCAC) is conducting market research and is seeking written responses with information to assist the Government with identifying potential sources that are interested in and capable of performing the work described herein and as described in the draft Performance Work Statement (PWS) (see **ATTACHMENT 2**). The Government is also seeking to obtain industry comments and questions regarding the planned PWS.

A.2. REQUIREMENT DESCRIPTION:

- (a) The Department of Veterans Affairs, Program Contracting Activity Central (PCAC) is in the process of planning a procurement for the management and coordination of various forms of communication activities for The Veterans Health Administration (VHA), Office of Informatics and Analytics (OIA).
- (b) This requirement is intended to provide development and implementation for effective outreach and strategic internal and external communications for VHA OIA and its sub-divisions: Health Informatics (HI), Analytics and Business Intelligence (ABI), Health Information Governance (HIG), Connected Health (CH) and Support Operations (Support Ops) and programs or initiatives supported by OIA or its parent office, the VHA Office of Policy and Services, as appropriate. The intent is to support the goals of VHA and the Under Secretary for Health's mission of providing patient centered care, while forwarding VA's mission-priority programs to increase access to VA services, provide a foundation for Veteran-centric and e-connected health care for targeted audiences including Veterans, Service members, their beneficiaries, employees and other stakeholders.
- (c) The work requirement will encompass the following:
 - (1) Implementation of comprehensive outreach and communications strategies for partnering with internal and external communities and stakeholders;
 - (2) Writing, editing and developing communications products;
 - (3) Video, podcast and photography services;
 - (4) Design of multimedia tools, including social media tools and graphic elements;
 - (5) Web design and development support; and
 - (6) Producing metrics for monitoring progress and measuring success.

A.3. **GENERAL INSTRUCTIONS:**

(a) **SUBMISSION:**

- (1) Responses shall be submitted electronically via the eCMS VENDOR PORTAL. Only electronic responses will be accepted (see **ATTACHMENTS 3 & 4**).
- (2) Responses shall be received on or before March 19, 2013 at 3:00 PM (EST).

(b) **GENERAL QUESTIONS:**

All general questions shall be submitted electronically via email to Shaun McWeeny at shaun.mcweeny@va.gov. The cut-off date and time for receipt of general questions is March 14, 2013 at 12:00 PM (EST). Questions received after this date and time may not be answered.

(c) **TECHNICAL QUESTIONS:**

Questions of a technical nature will be handled via the "QUESTION AND ANSWER" function within the eCMS VENDOR PORTAL (see **ATTACHMENTS 3 & 4**). Questions of a technical nature submitted via e-mail will not be accepted. Oral questions of a technical nature are not acceptable due to the possibility of misunderstanding or misinterpretation. The cut-off date and time for receipt of technical questions is March 14, 2013 at 12:00 PM (EST). Technical Questions received after this date and time may not be answered.

A.4. **SUBMISSION INSTRUCTIONS:**

(a) **RESPONSE PREPARATION COSTS:**

The Contracting Officer is the only individual legally authorized to commit the Government to the expenditure of public funds in connection with any procurement. This SS/RFI does not commit the Government to pay any costs for the preparation and submission of a response in response to this SS/RFI notice.

(b) **GENERAL:**

All potential sources with the capability to provide the requirements referenced in this SS/RFI and in the draft PWS are invited to submit, in writing, sufficient information within the page & format limitation (listed below). This information must demonstrate the responder's ability to fulfill the requirements and be responsive to the technical questions in this SS/RFI, as indicated below.

(c) **FORMAT:**

The response shall be clearly indexed and logically assembled. Arial or Times New Roman fonts are required. Characters shall be set at no less than normal spacing and 100% scale. Font size shall be no smaller than 12-point. The response must be submitted as a single application-generated (not scanned) PDF document that is less than or equal to 15MB in size.

(d) **CONTENT REQUIREMENTS:**

All information shall be confined to the appropriate tab. The requirements for each tab are shown in the Table below:

Tab	Information
Tab I	Cover Page
Tab II	Capability Information
Tab III	PWS Responses

(e) **TAB I – COVER PAGE REQUIREMENTS:** The cover page shall include the following information:

- (1) SS/RFI Title & Number (VA701-13-I-0102);
- (2) Company Name;
- (3) Company Address;
- (4) Company Point of Contact (Name, Phone Number, email address)
- (5) Company Data Universal Numbering System (DUNS) Number;
- (6) Company Business Size;
- (7) Company Business type (i.e., Large Business, Small Business, Service-Disabled Veteran-Owned Small Business, Small Disadvantaged Business, Woman-Owned Small Business, Hub Zone Small Business, etc.).
- (8) Company's Federal Supply Schedule (FSS) Contract (*If applicable*). Provide the GSA Contract Number and relevant Special Item Number(s) (SINs) applicable to this requirement.

(f) **TAB II – CAPABILITY INFORMATION REQUIREMENTS:** Respondents shall provide a general capabilities statement to address the following information:

- (1) Provide no more than five (5) contracts that your company has performed within the last three (3) years that are of comparable size, complexity, and scope to this requirement. Please include the following information at a minimum:
 - I. Contract Name;
 - II. Contract Scope;
 - III. Awarded Price/Cost;

- IV. Government's technical representative/Contracting Officer's Representative (COR) and current e-mail address, telephone and fax numbers (or commercial point of contact equivalent);
- V. Describe your self-performed** effort (as either a Prime or Subcontractor). Describe self-performed work in terms of dollar value and description;

*****Self-Performed means work performed by the company themselves, NOT work performed by another company for them for any of the project examples provided.***

- VI. A brief narrative that describes the details of each project and why it is relevant to this requirement, including difficulties and successes.

(g) TAB III – RESPONSES TO GOVERNMENT PWS : Respondents shall provide responses to the following questions concerning the attached PWS:

- (1) Provide any comments and/or questions your company may have regarding the draft PWS.
- (2) What else has your company seen that could help better structure the VA PWS?
- (3) What is the suggested North American Industry Classification System (NAICS) code for this requirement?
- (4) Provide an example of a Contract Line Item Number (CLIN) Structure that your company feels would be the most efficient and effective for this award.
- (5) Provide your company's pricing model (if applicable).

A.5. **DISCLAIMER:**

- (a) This SS/RFI notice is issued solely for information and planning purposes and does not constitute a solicitation or obligation on the part of the Government. Per FAR 15.201(e), responses to this notice are not considered offers, shall not be used as a proposal, and cannot be accepted by the Government to form a binding contract. Neither unsolicited proposals nor any other kinds of offers will be considered in response to this notice. No evaluation letters and/or results will be issued to the respondents; however, the Government does reserve the right to contact any respondent and/or respondent reference to obtain additional information. At this time no solicitation exists; therefore, please do not request a copy of the solicitation.
- (b) Any resulting procurement action will be the subject of a separate, future announcement. The information is provided for discussion purposes and any potential strategy for this acquisition may change prior to any solicitation release. The acquisition strategy, evaluation methodology, contract type, and other acquisition decisions are to be determined.
- (c) Responders are advised that the Government will not pay for any information or administrative costs incurred in response to this SS/RFI. All costs associated with responding to this SS/RFI will be solely at the responding party's expense.