RQUEST FOR QUOTATION

RFQ-26-PHX-045

FAR PART 12 – SINGLE-AWARD BPA

1. SYNOPSIS INFORMATION

Agency: Department of Health and Human Services (HHS), Indian Health Service (IHS)
Office: Phoenix Area Indian Health Service (PAIHS)
Type of Action: Combined Synopsis / Solicitation
Authority: FAR Part 12 – Acquisition of Commercial Products and Commercial Services (Blanket Purchase Agreement)
Set-Aside: Women-Owned Small Business (WOSB)
Contract Type: Single-Award Blanket Purchase Agreement (BPA)
BPA Calls: Firm-Fixed Price
Anticipated BPA Ordering Period: Five (5) Years
Number of BPAs Anticipated: One (1)
NAICS Code: 541850 - Indoor and Outdoor Display Advertising

Commercial Services Determination: The services acquired under this solicitation are commercial services as defined in FAR 2.101 and are being acquired in accordance with FAR Part 12.
This Combined Synopsis/Solicitation constitutes the only solicitation issued for this requirement.

2. DESCRIPTION OF REQUIREMENT

The Phoenix Area Indian Health Service requires subscription-based Health Promotion Television Services supporting multiple Service Units and healthcare facilities throughout the Phoenix Area.

The Contractor shall provide culturally tailored American Indian and Alaska Native (AI/AN) health education programming, content delivery services, local messaging capability, remote content administration, technical support, and associated services in accordance with the Performance Work Statement (PWS).

Participating facilities may include, but are not limited to:

- Phoenix Indian Medical Center (PIMC), including Ft. McDowell Health Center
- Hopi Health Care Center (HHCC)

- Whiteriver Service Unit (WRSU), including Cibecue Health Center
- Ft. Yuma Service Unit (FYSU)
- Uintah-Ouray Health Center (U&O)
- Southern Bands Health Center (SBHC/Elko)
- Colorado River Service Unit (CRSU), includes Parker Indian Health Center and Peach Springs Health Center

The Government does not guarantee a minimum quantity of services under this BPA.

The Performance Work Statement is provided as an attachment to this solicitation.

3. BPA ORDERING PERIOD

The BPA ordering period shall be five (5) years from date of award.

BPA Calls may be issued throughout the ordering period.

Orders issued prior to expiration of the BPA ordering period may extend beyond the BPA ordering period in accordance with applicable FAR provisions.

This BPA shall have a five (5) year ordering period.

This BPA does not contain a base period, option periods, option years, or option CLINs.

Offerors shall not structure pricing as a base period plus option periods.

Pricing shall be submitted in accordance with the BPA Pricing Schedule and shall reflect the Offeror's pricing applicable to the five-year BPA ordering period.

4. ELIGIBILITY

This acquisition is restricted to Women-Owned Small Businesses (WOSBs).

Offerors shall be actively registered in SAM.gov and represent WOSB status at the time quotations are submitted.

The Government reserves the right to verify WOSB eligibility prior to award.

5. SUBMISSION INSTRUCTIONS

Quotations shall be submitted electronically to:

Dekovan Cook
Contract Specialist
Phoenix Area Indian Health Service

Email: dekovan.cook@ihs.gov

Quotations shall be submitted no later than the date and time specified in the solicitation posting.

Technical quotations shall be submitted in searchable PDF format.

Price quotations shall be submitted separately in Microsoft Excel format.

Quotations shall remain valid for ninety (90) calendar days.

The Government may make award based on initial quotations, seek clarifications, conduct exchanges, or request revised quotations if determined necessary.

6. QUOTATION CONTENT

Quotations shall be clear, concise, and complete and shall contain sufficient detail to permit evaluation in accordance with the criteria identified in this solicitation.

Offerors may submit supplemental pricing documentation in support of the BPA Pricing Schedule.

A. Technical Capability and Approach

Describe the Offeror's approach to meeting the requirements of the Performance Work Statement (PWS).

At a minimum, address:

- AI/AN-focused health education programming;
- Content delivery platform;
- Local messaging capability;
- Remote content administration;
- Technical support approach;
- Multi-facility support capability;
- Section 508 accessibility compliance;
- Information technology and cybersecurity controls applicable to the proposed solution.

The Government is particularly interested in the Offeror's ability to provide culturally tailored health education programming specifically designed for American Indian and Alaska Native populations.

B. Relevant Experience and Past Performance

Describe recent experience providing services similar in scope, complexity, and nature to the requirements described in the PWS.

Include experience supporting:

- Indian Health Service facilities;
- Tribal healthcare organizations;
- Urban Indian Organizations;
- Healthcare systems;
- Multi-location subscription services;
- Health education programming services.

Offerors may provide up to three (3) examples performed within the past five (5) years.

For each example provide:

- Customer name;
- Period of performance;
- Description of services;
- Customer point of contact (if available).

The Government may consider information obtained from references, CPARS, or other sources.

C. Price

Provide a completed pricing schedule.

Pricing shall identify:

- Subscription services;
- Contractor-furnished equipment, if applicable;
- Technical support services;
- Optional services, if applicable;
- Any assumptions affecting pricing.

Price quotations shall be submitted separately from non-price information.

Offerors shall complete the BPA Pricing Schedule exactly as provided.

Pricing shall not be submitted using a base year and option year structure.

The Government intends to establish a BPA with a five-year ordering period and no option periods.

Offerors may propose annual pricing, commercial price escalation, or other commercial pricing structures if provided for in the BPA Pricing Schedule.

D. WOSB Representation

Offerors shall be actively registered in SAM.gov and represent WOSB status at the time quotations are submitted.

E. Accessibility Compliance

Provide documentation demonstrating Section 508 compliance, if applicable.

7. EVALUATION FACTORS AND BASIS FOR AWARD

The Government intends to establish a single-award BPA with the responsible WOSB Offeror whose quotation represents the best overall value to the Government.

7.1 Eligibility and Compliance Review

Prior to evaluation, the Government will review quotations for compliance with solicitation requirements.

Quotations that fail to comply with material solicitation requirements may be removed from further consideration.

7.2 Evaluation Factors

The Government will evaluate quotations using the following factors listed in descending order of importance:

Factor 1 – Technical Capability and Approach

The Government will evaluate the extent to which the quotation demonstrates the ability to successfully perform the requirements of the PWS.

The evaluation may consider:

- AI/AN-focused health education programming;
- Content delivery capability;
- Local messaging capability;
- Remote content administration;
- Technical support approach;
- Multi-facility support capability;
- Accessibility compliance;
- Information technology and cybersecurity approach.

Greater consideration may be given to demonstrated experience providing culturally tailored health education programming specifically designed for American Indian and Alaska Native populations.

The Government may consider the maturity of the proposed content library, healthcare deployment experience, and demonstrated capability supporting Tribal, Urban Indian, or IHS healthcare environments.

Factor 2 – Relevant Experience and Past Performance

The Government will evaluate the relevance, quality, and similarity of prior experience performing services comparable to the requirements of the PWS.

The evaluation may consider:

- AI/AN health education experience;
- Healthcare experience;
- Tribal experience;
- IHS experience;
- Multi-facility service capability;
- Similar subscription-based service experience.

Past performance information may be obtained from references, CPARS, or other Government sources.

Factor 3 – Price

Price will be evaluated for reasonableness, completeness, and overall value in relation to the Government's requirements.

The Government may evaluate whether pricing reflects a clear understanding of the requirement and represents a fair and reasonable price.

The Government may evaluate pricing using the BPA pricing schedule and any assumptions identified by the Offeror.

7.3 Comparative Assessment

The Government will perform a comparative assessment of quotations to determine which quotation provides the best overall value to the Government.

The Government may compare quotations against one another and consider the relative strengths, weaknesses, benefits, risks, and advantages associated with each quotation.

The Government is not required to assign adjectival ratings, numerical scores, rankings, or point values.

The Government will make an integrated assessment of Technical Capability and Approach, Relevant Experience and Past Performance, and Price in determining the quotation that represents the best value to the Government.

7.4 Relative Importance

Factor 1, Technical Capability and Approach, is more important than Factor 2, Relevant Experience and Past Performance.

Factors 1 and 2, when combined, are significantly more important than Price.

As quotations become more equal under the non-price factors, Price will become increasingly important in the award decision.

7.5 Best Value Tradeoff

The Government may select a higher-priced quotation if the additional benefits, reduced performance risk, superior technical capability, or demonstrated experience warrant any associated price premium.

The Government reserves the right to:

- Make award based on initial quotations, seek clarifications, conduct exchanges, or request revised quotations if determined necessary.;
- Conduct exchanges if determined necessary;
- Establish a BPA with the Offeror whose quotation represents the best overall value to the Government.

8. SINGLE-AWARD BPA STATEMENT

The establishment of a single BPA is intended to promote standardization of health education programming, reduce administrative burden, support centralized contract administration, and provide consistent service delivery across participating Phoenix Area facilities.

Establishment of a BPA does not guarantee placement of BPA Calls.

9. APPLICABLE PROVISIONS AND CLAUSES

The following provisions and clauses are incorporated into this solicitation and any resulting BPA and BPA Calls.

A. Solicitation Provisions

FAR 52.212-1 (RFO Version), Instructions to Offerors—Commercial Products and Commercial Services

Addendum:
Offerors shall submit quotations in accordance with Section 5 and Section 6 of this solicitation.

FAR 52.212-2 (RFO Version), Evaluation—Commercial Products and Commercial Services

The evaluation criteria are set forth in Section 7 of this solicitation.

B. Contract Clauses

FAR 52.212-4 (RFO Version), Terms and Conditions—Commercial Products and Commercial Services

FAR 52.219-30 (RFO Version), Notice of Set-Aside for, or Sole-Source Award to, Women-Owned Small Business Concerns Eligible Under the Women-Owned Small Business Program

FAR 52.222-90 (DEVIATION APR 2026), Addressing DEI Discrimination by Federal Contractors

FAR 52.240-91 (RFO Version), Security Prohibitions and Exclusions

FAR 52.240-93 (RFO Version), Basic Safeguarding of Covered Contractor Information Systems

C. Electronic Information Technology Accessibility

HHSAR 352.239-73, Electronic and Information Technology Accessibility Notice

HHSAR 352.239-74, Electronic and Information Technology Accessibility

The Contractor shall comply with all applicable Section 508 accessibility requirements identified in the Performance Work Statement (PWS).

D. Electronic Invoicing

HHSAR 352.232-71, Electronic Submission of Payment Requests

All payment requests shall be submitted electronically through the Invoice Processing Platform (IPP) unless otherwise directed by the Contracting Officer.

E. System for Award Management (SAM)

Offerors shall maintain active registration in the System for Award Management (SAM.gov) throughout the solicitation, award, and performance periods.

The following statement applies to this solicitation:

"System updates may lag policy updates. The System for Award Management (SAM) may continue to require entities to complete representations based on provisions that are not included in this solicitation. Contracting officers will rely on representations from offers based on provisions in the solicitation. Entities are not required to, nor are they able to, update their entity registration to remove these representations in SAM."

F. Ordering Procedures

The BPA will be administered in accordance with FAR Part 12 commercial acquisition procedures, the terms and conditions of the BPA, and applicable ordering procedures established by the Contracting Officer.

Establishment of a BPA does not guarantee placement of BPA Calls.

Individual BPA Calls may be issued throughout the BPA ordering period.

G. Attachments

Attachments:
Attachment 1 – Performance Work Statement (PWS)
Attachment 2 – BPA Pricing Schedule
Attachment 3 – Section 508 Documentation Requirements (if applicable)
Attachment 4 – BPA Terms and Conditions