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2 CONTRACT	NO		3. AWARD/ 4. ORDER NUM EFFECTIVE DATE	мвея -10-0080	-	****	5 SOLICITATION NUMBE CPSC-Q-10-00		E SOLICITATION ISSUE DATE 04/28/2010		
	OR SOLICITATION	a NAME Renita	Smith .		TELEPHONE	NUMB	ER (No collect calls)	8. OFFER	DUE DATE/LOCAL TIME		
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ITEM NO.		SCHEDU	LE OF SUPPLIES/SERVICES		QUANTITY	UNIT	UNIT PRICE		AMOUNT		
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2 of 13

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ITEM NO.	SCHEDULE OF SUPPLIES/SER	VICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
001	(3) Focus Group~CPSC public dat	cabase'	1	LO	26,150.00	26,150.00
	Accounting Info:					
	0100A10DPS-2010-1332800000-EXF		nd:			
	0100A10DPS FISCAL YEAR: 2010 B					
	Organization: EXFM002400 Object	Class: 251A0				
	Funded: \$26,150.00					
002	Optional Item -		1	LO	9,400.00	9,400.00
	Manfacuturer Focus Group Option	n (option can be				
	exercised within overall period of performance,					
	not to go beyond September 30,	2010 ).				
	Accounting Info:					
	0100A10DPS-2010-1332800000-EXF	nd:				
	0100A10DPS FISCAL YEAR: 2010 BH					
	Organization: EXFM002400 Object					
	Funded: \$9,400.00					
	The total amount of award: \$35,550.00. The					
	obligation for this award is sh					
					<u> </u>	
a. QUANTIT		D, AND CONFORMS TO THE C	ONTRACT, EXCEP	t as		
() 	RE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE 32	d, PRINTED NAME	AND 1	TITLE OF AUTHORIZED GO	DVERNMENT REPRESENTATIVE
e MAILING A	DDRESS OF AUTHORIZED GOVERNMENT REPRESENTAT	IVE 32	IT. TELEPHONE NU	MBER	OF AUTHORIZED GOVER	NMENT REPRESENTATIVE
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SHIP NUME	34. VOUCHER NUMBER 35. A	MOUNT VERIFIED 36	S. PAYMENT			37. CHECK NUMBER
	COR	RECT FOR				
PARTIAL	FINAL	[	COMPLETE		PARTIAL FINAL	
a succession.						i

 1a I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT
 42a RECEIVED BY (Print)

 1b SIGNATURE AND TITLE OF CERTIFYING OFFICER
 41c. DATE

 42b. RECEIVED AT (Location)

 42c. DATE REC'D (YY/MM/DD)

 42d. TOTAL CONTAINERS

### FOCUS GROUP – CONSUMER PRODUCT SAFETY COMMISSION PUBLIC DATABASE

#### 1. BACKGROUND:

(1) The Consumer Product Safety Commission (CPSC) protects the public against unreasonable risks of injury associated with consumer products. In 2008, Congress passed the Consumer Product Safety Improvement Act (CPSIA) that required CPSC to create a searchable database of reports of harm from consumer products. Specifically, the database must include reports of harm from:

a) consumers;

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- b) local, State, and Federal government agencies;
- c) health care professionals;
- d) child care providers;
- e) public safety entities.

(2) Once the database is online, each of these constituencies will fill out thousands of reports of harm each year. CPSC seeks to solicit feedback on proposed reporting forms to help inform our database and user interface design. The information the Commission seeks to solicit includes:

- a) whether each form includes every useful data field, including data fields specific to each profession;
- b) whether each form requests each field in the optimal sequence;
- c) whether each form uses drop-down menus and other techniques to ensure data integrity;
- how long it takes a user to complete each form and the percentage drop-off CPSC might expect from users who fail to complete each form, and the relationship between those two variables;
- e) whether the public reporting form adequately supports minors who might be completing a form on behalf of a consenting adult;
- f) whether the forms support users who prefer to complete the forms in languages other than English
- g) other feedback that would help us design intuitive and thorough reporting forms.

#### 2. DESCRIPTION OF SERVICES:

(1) The contractor shall organize, conduct and summarize findings from three (3) or more Focus Groups on feedback from end users of the searchable public database called for in the Consumer Product Safety Improvement Act (CPSIA) and in accordance with the Statement of Work. The U.S. Consumer Product Safety Commission's (CPSC) Project Officer will provide government furnished property.

### **3. CONTRACT TYPE:**

This is a firm fixed price contract for services in accordance with the attached Statement of Work.

### 4. OBJECTIVES:

The objectives of this procurement are:

a. To seek feedback from ordinary consumers and other specialized professionals, end users, that are identified in the CPSIA on the completeness and ease of use of the proposed incident reporting forms and other forms related to the public database. The contractor shall conduct at least three (3) Focus Groups which will commence in May 2010, July 2010 and August 2010. These databases are subject to change to align with the CPSRMS schedule, with at least one group comprised of parents of young children focused on children's products. The contractor shall work with the CPSC's Project Officer to determine how the subjects will be solicited and the format and questions that will be used to conduct the Focus Groups. The groups will be audio taped and videotaped and the tapes shall be made available to the CPSC. The Contractor will provide CPSC with a written final report including a summary of the findings and conclusive statements and recommendations based on study findings as well as the interpretation of the moderator/project analyst who is knowledgeable in the area of consumer behavior.

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### 5. STATEMENT OF WORK:

a. Independently, and not as an agent of the Consumer Product Safety Commission (CPSC), the Contractor shall furnish all necessary personnel, materials, services, and facilities to perform the specific work set forth below.

b. Contractor shall support the development of the Paperwork Reduction Act of 1980, Pub. Law 96-511 (44 U.S.C. Chapter 35).

c. Contractor shall support the assurance of confidentiality, none of the participants will be specifically identified by their full name. To facilitate open conversations, individual's first names will be used during the session and therefore may be recorded on the audio and video tapes. However, the audio and video tapes will not be released to the public. Only demographic information will be generalized in the final report and none of the responses in the final report will be attributed to any specific individual. The contractor for the focus groups will include specific guidance for the security and privacy of the participants and their contact information. Upon completion of the contract the contractor shall be required to return all previously provided databases and will provide documentation demonstrating that no other copies and references to the personal data of the potential and actual focus group participants is maintained. Upon approval of the final report, the contractor shall provide all copies of audio/video data collected for this contract.



d. CPSC will have (3) three sets of Focus Groups to provide feedback from professional constituencies, which will include ordinary consumers, and other specialized end users identified by the CPSIA on the usability of the forms. The timeline for the research on usability is laid out below.

e. Contractor's key contact person, (that person who will be most directly involved in supervising the work on a daily basis), shall meet with the CPSC Project Officer within one (1) week after the effective date of the contract, to discuss the requirements of the contract. This one-day meeting will be held at CPSC headquarters in Bethesda, Maryland. At this meeting, the contractor's work plan shall be reviewed and discussed to assure the objectives of the contract will be met within the time constraints specified. The work plan shall demonstrate an understanding of the objectives of the contract, how they are to be met, and the schedule of work to be completed.

f. Contractor shall within two (2) weeks after the effective date of the contract award, submit a revised work plan, if necessary, which incorporates and addresses all changes, agreed upon at the initial meeting (See Section 5,e) and during follow-up discussions between the contractor and CPSC Project Officer.

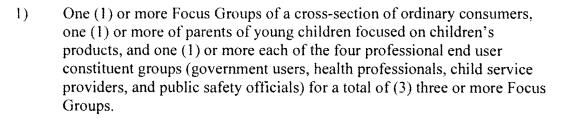
g. Contractor shall within two (2) weeks after the effective date of the contract award, commence verbal telephone updates to the CPSC Project Officer, which shall occur once every week or as required by the CPSC Project Officer, in accordance with Section 6, Reporting Requirements.

h. Contractor shall within two (2) weeks after the effective date of the contract award, commence email updates to the CPSC Project Officer, which shall occur once every week or as required by the CPSC Project Officer, in accordance with Section 6, Reporting Requirements.

i. Contractor shall within three (3) weeks after date of the contract award, prepare and submit through electronic mail the final-draft version of the topic guide to be used by the focus group moderator when leading the discussion groups to the CPSC Project Officer, in accordance with Section 6, Reporting Requirements. This topic guide shall state all targeted participants for Focus Groups' required, including education, social, economic and job functions (e.g. parents of young children, government users, health professionals, child service providers, public safety officials). These Focus Groups should not be geographically diverse but be compiled of a formal local jurisdiction.

j. Contractor shall within one (1) week after contract award, commence recruitment of 8 to 10 subject participants in each group.

k. Contractor shall within three (3) weeks after contract award, commence the Focus Groups. The contractor shall conduct:



1. Contractor shall within five (5) days of the completion of each Focus Group, provide a written summary document containing the results of the Focus Group and conclusive statements and recommendations based on study findings as well as the interpretation of the moderator/project analyst who is knowledgeable in the area of consumer behavior. The contractor shall prepare and submit through electronic mail the first-draft of the summary report on the Focus Groups as described in Section 5 k. to the CPSC Project Officer, in accordance with Section 6, Reporting Requirements. This electronic version shall be a Microsoft Word document that is compatible with Windows® XP Professional.

m. Contractor shall provide within ten (10) days of final Focus Group, the CPSC Project Officer with one (1) original and three (3) copies of the final version of the written document on the Focus Groups as described in Section 5, g and h. It should identify themes, results and recommendations from all (3) three Focus Groups.

### 6. REPORTING REQUIREMENTS:

#### a. Oral Reports:

(1) Contractor shall within three (3) weeks after the effective date of contract award prepare and submit an outline proposing what content will be entailed in the update reports submitted to the CPSC Project Officer.

(2) Contractor shall within three (3) weeks after the contract award, provide a verbal telephone update along with a written report sent electronically to the CPSC Project Officer every week, or as required by the CPSC Project Officer (see Section 5,g and h) including the content proposed in the outlined update report.

#### b. Electronic Reports:

(1) The contractor shall prepare and submit through electronic mail the topic guide to be used by the focus group moderator when leading the discussion groups to the CPSC Project Officer (see Section 5, i) no later than (3) three weeks after the effective date of the contract Final draft version.

(2) The contractor shall submit one (1) written summary report to the CPSC Project Officer, with a copy of the cover letter to the Contracting Officer within (5) five days after completion of each Focus Group and electronically submit(1) one summary report in accordance with Section 6, Reporting Requirements.

c. Written Draft/Final Reports describing work performed by contractor for duration of contract.

(1) The contractor shall submit one (1) original and three (3) copies of the following written reports to the CPSC Project Officer, with cover letter.

a. Final report: No later than (10) ten days after the completion of last Focus Group.

(2) The reports shall be printed on paper, and in the following format:

- a) Standard 8 ½ inches x 11 inches paper size
- b) One-inch margins
- c) Word processed
- d) Reproducible

(3) The reports shall contain the following:

a. Cover in heavier stock paper than inner pages (only necessary for originals)

- b. Title page, which includes:
  - (1) Contract number
  - (2) Title of the report
  - (3) Name of the Contractor
  - (4) Version of the report (i.e., First Draft, Second Draft, or Final)
- c. Names of all personnel who worked on the contract
- d. Table of contents

e. All data including methodology, qualitative and quantitative results, and all other detailed findings that address the issues and objectives set forth in the Statement of Work

f. Descriptions of unresolved problems encountered by the Contractor, and recommendations for future research and/or special projects that may resolve these problems

g. Recommendations for future work, research, or projects to further enhance the effectiveness of product recall notification and consumer compliance.

h. Verbatim transcripts of all focus group questions and feedback.

(4) The contractor shall submit one (1) original and three (3) copies of the verbatim transcripts for all Focus Groups in the same format as the report including contact information for all participants.

## 7. PERIOD OF PERFORMANCE:

The period of performance of work shall commence on the effective date of the award of this contract and shall not extend beyond five (5) months.



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# 8. DELIVERY OR PERFORMANCE:

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The following items shall be performed or delivered in accordance with the following schedule:

	ITEM DESCRIPTION	QUANTITY	DELIVERY/PERFORMANCE
a.	Initial meeting with CPSC Project Officer (see Section 5,e)	One (1)	Within (1) one week from the effective date of contract
Ь.	Revised work plan (see Section 5, f) incorporate and address agreed changes	One (1)	Within (2) two weeks from the effective date of contract
c.	Verbal telephone updates to CPSC Project Officer (see Section 5,g)	N/A	Within (2) two weeks from the effective date of contract, and once every week thereafter, or as required
d.	Email updates to CPSC Project Officer (see Section 5, h)	One (1)	Within (2) two weeks from the effective date of contract, and once every week thereafter, or as required
e.	Final-draft version of a topic guide (see Section 5, i)	One (1) electronic version	Within (3) three weeks from the effective date of contract
f.	Commence recruitment (see Section 5, j)	N/A	Within (1) one week from the effective date of the contract
g.	Commence Focus Groups (see Section Section 5, k)	N/A	Within (3) three weeks from the effective date of the contract
h.	Written summary report (see Section 5, 1)	One (1) electronic version	Within 5 days of completion of each focus group
i.	One (1) written summary report in accordance to Section 6. reporting requirements	One (1) electronic version	Once (1) a week, to start within (3) three weeks of effective date of contract

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j. Final written report (see Section Or 5, m) or

One (1) set of original and three (3) sets of copies Within (10) ten days after completion of final Focus Group

# 9. Manufacturer Focus Group Option (optional, if exercised)

If the Government exercises as an option the Contractor shall provide feedback from (1) one additional Focus Group to develop and strengthen its customer service orientation, and partnerships with manufacturers under the new terms of engagement post CPSIA. This group will be comprised of manufacturers from diverse product areas from a local jurisdiction. The time line for the research on manufacturers should follow the same schedule laid out above (see Section 6).

## **10. INSPECTION AND ACCEPTANCE:**

- 1. Acceptance of Deliverables
  - a. All materials submitted for approval will be reviewed by the Commission staff within 21 working days after date of receipt.
  - b. Acceptance/rejection will be transmitted to the Contractor by the CPSC Project Officer, in writing, within five (5) working days after review of deliverables.
  - c. Acceptance/rejection will be based on conformance with Section 5, Statement of Work, and with professional standards.
  - d. Upon submission of any contract deliverable, including reports specified in Section 6, Reporting Requirements, the Contractor shall submit to the Contracting Officer a copy of the dated cover letter transmitting such deliverable.

## 11. PLACE OF DELIVERY OR PERFORMANCE:

Items specified in paragraph 8 above, DELIVERY OR PERFORMANCE, shall be mailed, emailed or hand delivered to:

U.S. Consumer Product Safety Commission Division of Information Technology Policy Planning 4330 East West Highway Bethesda, MD 20814

### **12. PROJECT OFFICER DESIGNATION:**

The Project Officer · Amelia Morrissey (301) 504-7172

A. The Project Officer is responsible for:

(1) Monitoring the Contractor's technical progress, including surveillance and assessment of performance, and notifying the Contracting Officer within one week when deliverables (including reports) are not on schedule in accordance with paragraph 8, DELIVERY OR PERFORMANCE.

(2) Performing technical evaluation as required, assisting the Contractor in the resolution of technical problems encountered during performance; and

(3) Inspection and acceptance of items required by the contract.

B. The Project Officer is not authorized to and shall not:

(1) Make changes in scope of work, contract schedules and/or specifications to meet the changes and requirements,

(2) Direct or negotiate any change in the terms, conditions, or amounts cited in the contract; and

(3) Take any action that commits the Government or could lead to a claim against the Government.

### LC 1A CONTRACTOR'S NOTE

#### **A. BILLING INSTRUCTIONS**

Pursuant to the Prompt Payment Act (P.L. 97-177) and the Prompt Payment Act Amendments of 1988 (P.L. 100-496) all Federal agencies are required to pay their bills on time, pay interest penalties when payments are made late, and to take discounts only when payments are made within the discount period. To assure compliance with the Act, vouchers and/or invoices shall be submitted on any acceptable invoice form which meets the criteria listed below. Examples of government vouchers that may be used are the Public Vouchers for Purchase and Services Other Than Personal, SF 1034, and Continuation Sheet, SF 1035. At a minimum, each invoice shall include:

1. The name and address of the business concern (and separate remittance address, if applicable).

2. Taxpayer Identification Number (TIN).



3. Invoice date (use of invoice number in addition to invoice date is prudent but not required).

4. The contract or purchase order number (see block 2 of OF347 and block 4 of SF1449 on page 1 of this order), or other authorization for delivery of goods of services.

5. Description, price and quantity of goods or services actually delivered or rendered.

- 6. Shipping cost terms (if applicable).
- 7. Payment terms.

8. ACH Vendor Information which includes: the Financial Institution, routing transit number, and depositor account number. In addition please specify whether account is a checking account or savings account.

9. Other substantiating documentation or information as specified in the contract or purchase order.

10. Name, title, phone number and mailing address of responsible official to be notified in the event of a deficient invoice.

ORIGINAL VOUCHERS/INVOICES SHALL BE SENT TO:

Accounting Officer Div. of Financial Services, Room 522 U.S. Consumer Product Safety Commission 4330 East-West Hwy Bethesda, MD 20814

Invoices not submitted in accordance with the above stated minimum requirements will not be processed for payment. Deficient invoices will be returned to the vendor within seven days or sooner. Standard forms 1034 and 1035 will be furnished by CPSC upon request of the contractor.

Inquiries regarding payment should be directed to the Finance Office at 301-504-7172 or 301-504-7130.

### C. PAYMENT

Payment will be made as close as possible to, but not later than, the 30<sup>th</sup> day after receipt of a proper invoice as defined in "Billing Instructions," except as follows:

When a time discount is taken, payment will be made as close as possible to, but not later than, the discount date. Discounts will be taken whenever economically justified. Otherwise, late payments will include interest penalty payments. Inquiries regarding payment should be directed to the Accounting Officer at (301) 504-7203 or 301-504-7130 or at the following address:





Accounting Officer Div. of Financial Services, Room 522 U.S. Consumer Product Safety Commission 4330 East-West Hwy Bethesda, MD 20814

Complaints related to the late payment of an invoice should be directed to Deborah Peebles Hodge, Director, Division of Financial Services at the same address (above).

# **D.** INSPECTION & ACCEPTANCE PERIOD

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Unless otherwise stated in the Statement of Work or Description, the Commission will ordinarily inspect all materials/services within three (3) working days after the date of receipt. The CPSC contact person will transmit disapproval, if appropriate. If other inspection information is provided in the Statement of Work or Description, it is controlling.

# E. ALL OTHER INFORMATION RELATING TO THE PURCHASE ORDER

Contact: Renita Smith (301) 504-7045

# F. PROCESSING INSTRUCTIONS FOR REQUESTING OFFICES

The Purchase Order/Receiving Report (Optional Form 347 or Standard Form 1449) must be completed at the time the ordered goods or services are received. Upon receipt of the goods or services ordered, each item should be inspected, accepted (partial or final) or rejected. The Purchase Order/Receiving Report must be appropriately completed, signed and dated by the authorized receiving official. In addition, the acceptance block shall be completed (Blocks 32 a, b & c on the SF 1449 and column G and page 2 of the OF 347).

The receiving report shall be retained by the requesting office for confirmation when certifying invoices.

# G. PROPERTY/EQUIPMENT PURCHASES

In the case of Purchase Orders/Receiving Reports involving the purchase and receipt of property/equipment, a copy of the Purchase Order/Receiving Report must also be immediately forwarded directly to the Administrative Services Specialist (Ron Welch) in the Facilities Management Support Services Branch (Room 416). The transmittal of Purchase Orders/Receiving Reports to the property management officer is critical to the integrity and operation of CPSC's Property Management System. Receiving officials should also forward copies to their local property officer/property custodian consistent with local office procedures.

LC 21B Disclosure of Information - Restricted Publication

a. The Contractor shall submit to the Commission any report, manuscript or other document containing the results of work performed under this contract. This document shall not be published or otherwise disclosed by the contractor.

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b. Should the contractor subsequently apply to the Consumer Product Safety Commission for permission to publish documents containing the results of this work and the release is approved in writing, any publication of, or publicity pertaining to, the Contractor's document shall include the following statement: "This project has been funded with federal funds from the United States Consumer Product Safety Commission under contract number CPSC-[\_\_\_\_]. The content of this publication does not necessarily reflect the views of the Commission, nor does mention of trade names, commercial products, or organizations imply endorsement by the Commission.