



All of Us Research Program Communications and Marketing Partners Funding Opportunity Additional Questions and Answers

Question: Does NIH have a preferred font for the technical response?
Does NIH have a preferred font size for the technical response?

Answer (Ms. Cotler): No, NIH does not have a preferred font or font size. Responses should be legible.

Question: Does NIH require a project plan in the response? If required, in what section should the project plan be included?

Answer (Ms. Cotler): The Other Transaction funding opportunity announcement is different than contract RFPs. Please see the "Required Application Instructions" for the required elements. A project plan is not required, though applications should include sufficient detail to allow the Government to assess applicants' capabilities to provide the requested services.

Question: Does NIH require a management plan section? If required, in what section should the management plan be included?

Answer (Ms. Cotler): The Other Transaction funding opportunity announcement is different than contract RFPs. Please see the "Required Application Instructions" for the required elements. A management plan is not required, though applications should include sufficient detail to allow the Government to assess applicants' capabilities to provide the requested services.

Question: Does government want vendors to propose 1 or multiple years of funding?
Should vendors propose budgets across the anticipated total project period of 5 years?

Answer (Ms. Cotler): The cost proposal should cover the full project period, anticipated to be five years.

Question: How many participants came into the study through the beta testing period?
How many participants came into the study since May 2018?

Answer (Ms. Cotler): During the beta testing period, more than 50,000 people registered with the program and more than 25,000 completed all of the steps of the initial protocol. Now, more than 185,000 have registered, and more than 110,000 have completed the initial protocol.

Question: Are there any current success stories that NIH can point to since the beta testing period or since the launch?

Answer (Ms. Cotler): The program has observed many successes and milestones, many of which are highlighted on our website in the section containing announcements and director's updates: <https://allofus.nih.gov/news-events-and-media>. For this funding opportunity announcement, we look to applicants to propose their own approaches to support the program's continued success.

Question: How did NIH identify and recruit the current study participants?
What existing, institutions, data sets, or patient databases were leveraged to identify participants?

Answer (Ms. Cotler): Participants are recruited through a variety of strategies and tactics, including through local events, our mobile engagement assets, paid and earned media, social media, etc. We have a national network of partner organizations that support community engagement and participant enrollment. Please see <https://allofus.nih.gov/about/program-partners>. Program partners employ a wide variety of tactics to raise broad awareness about the program and the opportunity to enroll, with a special focus on communities that have been historically underrepresented in biomedical research.

Question: Do you have a budget template or preferred format?

Answer (Ms. Cotler): No.

Question: Is there an archive or transcript of the February 26th webinar?

Answer (Ms. Cotler): Slides from the webinar and a record of the questions and answers are available on our website: <https://allofus.nih.gov/funding/current-funding-opportunities>

Question: There are a couple of references to "regional approach" in the funding opportunity. How are you defining "regions" as it related to the All of Us program?

Answer (Ms. Cotler): We reference a regional approach in contrast to a national one. Regions may vary in size, referring to a city and its surrounding areas or a group of several adjacent states. They are envisioned to be within a discrete media market (or in a close cluster of markets). The intent is to develop locally-relevant campaigns, working within these communities to raise awareness and drive enrollment in a more concentrated way.

Question: You indicated that 175,000 people have registered to take part in All of Us and more than 100,000 have completed all three (3) steps. Other than timing, are there "screen failures", individuals lost to follow up, etc. that explains the delta? Do you have a summary explanation or are the reasons detailed in an accessible report?

Answer (Ms. Cotler): There are several steps along the participant journey, and volunteers progress at their own pace. Additionally, some participants have completed most steps of the initial protocol but have not yet provided blood and urine samples because there are not local clinic sites at the present time.

Question: How will the awardees from the Engagement and Retention Innovators and Communications and Marketing Partners work together? What is the delineation of responsibilities?

Answer (Ms. Cotler): All awardees of the All of Us Research Program are considered partners within our national consortium and expected to work collaboratively. Please see the funding opportunity announcements for details about the specific responsibilities for each awardee.

Question: In terms of indirect costs, we plan to partner with several organizations and wonder if we should account for their negotiated indirect rates, individually or in a blended fashion in the budget? Also, for those with no negotiated indirect rate, is there a de minimis rate?

Answer (Ms. Fleisher): Please refer to the [Other Transaction Award Policy Guide for the NIH Precision Medicine Initiative Research Programs](#) for a more detailed response. In general, applicants should include the approved negotiated indirect rates. If no indirect rate has been established, the applicant may propose an indirect rate for NIH review and consideration.

Question: We sent a registration request March 5th for Era Commons but we learned today that the registration process can take up to 2-4 weeks and cannot be expedited. Which means the fastest we could get it is March 19. Putting an RFP together can be very time consuming for an organization and I was wondering if you were confident we could get our Era Commons registration approved in two weeks max?

Answer (Ms. Fleisher): We have clarified with eRA that registration for OT awards should be much faster. Please make sure that when submitting the eRA Commons registration, you specifically indicate OT activity. There is a potential that if you are completing a new eRA Commons registration and indicating OT and grant activity, the registration process could take longer.

Question: Would the Government please confirm the yearly anticipated other direct costs (ODCs) amounts excluding travel (e.g production costs and digital and media production) for “OT-PM-19-002 All of Us Research Program Communications and Marketing Partners” for the entire five year period of performance?

Answer (Ms. Cotler): We have not identified any additional other direct costs. Applicants should account for anticipated costs in their cost proposals, based on their recommended technical approach.

Question: According to the FOA, p. 8, the budget is based on funds available, but is not expected to exceed \$15m annually in direct costs. Can you please clarify whether that \$15m includes the cost of ad buys or other media spends?

Answer (Ms. Cotler): Yes, that’s correct. There is not a separate budget for paid media.

Question: Due to the complexity of the work and the nature of the OT mechanism, would the Government consider an Excel submission for the cost proposal portion of this proposal or eliminating the two page limitation without adjustment to the current cost proposal requirements?

Answer (Ms. Fleisher): Please see the “Cost Proposal” paragraph of the “Required Application Instructions” section of the award on page two (2) and the “Instructions for Application Submission” section on page three (3). The cost proposal should not exceed two (2) pages. Applications must be

submitted via the NIH eRA ASSIST System, which does not allow an Excel submission. Going beyond the stated page limits or submission format will render the proposal ineligible.

Question: Will the Government please confirm Time & Materials (T&M) is an acceptable contract type?

Answer (Ms. Fleisher): Any award resulting from this funding announcement will be funded via the other transaction award mechanism. The resulting award will not be a grant or contract. Contract requirements do not apply. Please refer to the funding opportunity-for the budget requirements.

Question: Federal contractors are required to maintain an acceptable subcontracting plan if they are a large business and the estimated dollar value of the base contract and all option periods exceeds, or is expected to exceed, \$700,000. Can you please confirm if a small business subcontracting plan is required for the OTA submission?

Answer (Ms. Fleisher): Any award resulting from this funding announcement will be funded via the other transaction award mechanism. The resulting award will not be a grant or contract. Contract requirements do not apply. Please refer to the funding opportunity for the budget requirements and the [OT Policy Guide](#) for further information.

If there are any additional questions, please e-mail pmicpfoainquiries@mail.nih.gov.