

# Communications Support for the National Highway Traffic Safety Administration

ACTIVE

## Contract Opportunity

### Notice ID

693JJ921RQ000006

### Related Notice

### Department/Ind. Agency

TRANSPORTATION, DEPARTMENT OF

### Sub-tier

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

### Office

693JJ9 NHTSA OFFICE OF ACQUISITION

## General Information

- **Contract Opportunity Type:** Sources Sought (Original)
- **All Dates/Times are:** (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Dec 15, 2020 01:15 pm EST
- **Original Response Date:** Dec 28, 2020 10:00 am EST
- **Inactive Policy:** 15 days after response date
- **Original Inactive Date:** Jan 12, 2021
- **Initiative:**
  - None

## Classification

- **Original Set Aside:**
- **Product Service Code:** R701 - SUPPORT- MANAGEMENT: ADVERTISING
- **NAICS Code:** 541810 - Advertising Agencies
- **Place of Performance:**

Washington , DC 20590

USA

## Description

Action Code: Sources Sought

Classification Code: R701, SUPPORT- MANAGEMENT: ADVERTISING

Solicitation: 693JJ921RQ000006

Agency/Office: National Highway Traffic Safety Administration (NHTSA)

Location: National Highway Traffic Safety Administration HQ

NAICS Code: 541810, Advertising Agencies \$16.5.M

Point of Contract: Vincent Lynch, Contracting Officer, ph(202) 366-9568

Title: Communications Support for the National Highway Traffic Safety Administration

**Description(s):**

The National Highway Traffic Safety Administration (NHTSA) is issuing this Sources Sought Notice to identify potential qualified 8(a) Small Disadvantaged Business (SDB) concerns that may be interested in and capable of performing the work described herein to assist NHTSA's Office of Office of Communications and Consumer Information to develop, design, provide graphics, maintain content for website distribution, and other communication materials that help achieve goals set by the agency.

NHTSA welcomes all qualified 8(a) Certified SDB concerns, with the appropriate NAICS Code and past experience to submit their Corporate Capability Statements that demonstrate their ability to successfully accomplish the goals of the project as listed below. Special consideration will be afforded to government-wide initiatives calling for less redundancy through Category Management and annual increases to Best-In-Class (BIC) & Spend Under Management (SUM) goals for the Department of Transportation. Therefore, the agency will implement acquisition guidelines to maximize any opportunities for increased efficiencies using 8(a) Certified SDB set-aside multiple award contract vehicles prior to consideration of soliciting on the open market.

**Introduction:**

The National Highway Traffic Safety Administration (NHTSA) is an operating mode of the U.S. Department of Transportation. NHTSA's mission is to save lives, prevent injuries, and reduce traffic-related deaths and economic costs. Pursuant to its authority under 23 U.S.C. 401, et. Seq., The agency develops, promotes, and implements effective educational, engineering and enforcement programs with the goal of ending preventable tragedies and reducing economic costs associated with motor vehicle use and highway travel.

**Objective:**

The objective of this contract is to obtain professional services to support NHTSA's digital and traditional publication, marketing, and media efforts.[1]

**Capabilities:**

The Contractor shall perform services that include but are not limited to the following:

- Providing technical and management oversight for the Contractors who will all work off site staff and be on site when necessary;
- Developing, designing, and maintaining web landing page and event pages, web graphics, and traditional media materials;
- Supporting NHTSA's convention and virtual press events;
- Supporting writing, proofreading, and editing services for websites, speeches, and other written materials;
- Furnishing staff fluent in Spanish to provide adaptation and translating services for digital, traditional, and social media communication products, said staff will be able to use computer-assisted translation software in meeting this requirement,
- Producing and distributing through digital and social media venues, original, high-quality, state-of-the-art multimedia products, contemporary designs, layouts, graphics, logos, and presentations for internal clients to support the agency's communication efforts;
- Exceptional writing skills and the ability to translate technical information into plain language as well as organize and structure digital content for optimal usability;
- Ensure publications and assets meet NHTSA's branding standards and all web postings are 508 compliant; and

Managing expectations, particularly surrounding production and review timelines.

### **Format of Corporate Capabilities Statement:**

Any interested qualified certified 8(a) SDB firms should submit their Corporate Capability Statement, which demonstrates the firm's ability and past experience in no more than 10 pages to perform the key requirements described above to the identified NHTSA point of contact listed herein.

Any proprietary information should be marked as such. All respondents are asked to certify the type and size of their business organization is in-line with the requirements of this Sources Sought Notice, and must be received no later than 10 calendar days from the date of publication of this notice.

[1] Digital media includes the internet, email, mobile, blogging, digital photography or video, and social networking channels, also known as social media. Traditional media encompasses conventional forms of advertising media such as television, print, radio, and outdoor media.

### **Attachments/Links**

## Download All Attachments/Links

### Attachments

Document	File Size	Access	Updated Date
<a href="#">Draft SOW - Communications Graphics Support (693JJ921RQ000006).pdf (opens in new window)</a>	333 KB	Public	Dec 15, 2020
<a href="#">Sources Sought Notice (693JJ921RQ000006) Communications Services Bowhead Recomplete.pdf (opens in new window)</a>	158 KB	Public	Dec 15, 2020

## Contact Information

### Contracting Office Address

- OFFICE OF ACQUISITION MANAGEMENT 1200 NEW JERSEY AVE SE, ROOM W51-30
- WASHINGTON , DC 20590
- USA

### Primary Point of Contact

- **Vincent Lynch**
- [vincent.lynch@dot.gov](mailto:vincent.lynch@dot.gov)
- Phone Number 2023669568