

Development of Pupil Transportation Educational Materials for Schools

ACTIVE

Contract Opportunity

Notice ID

693JJ921RQ000427

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-04:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Apr 27, 2021 05:58 pm EDT
- **Original Response Date:** May 10, 2021 04:00 pm EDT
- **Inactive Policy:** 15 days after response date
- **Original Inactive Date:** May 25, 2021
- **Initiative:**
 - None

Classification

- **Original Set Aside:**
- **Product Service Code:** U008 - EDUCATION/TRAINING-TRAINING/CURRICULUM DEVELOPMENT
- **NAICS Code:** 611430 - Professional and Management Development Training
- **Place of Performance:**

Washington , DC 20590

USA

Description

Action Code: S

Classification Code: U008, Education/Training- Training/Curriculum Development

Solicitation: 693JJ921RQ000427

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

Location: National Highway Traffic Safety Administration HQ

NAICS Code: 611430, Professional and Management Development Training, \$12.0M

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

Title: Development of Pupil Transportation Educational Materials for Schools

Description(s):

The National Highway Traffic Safety Administration (NHTSA) is issuing this Sources Sought Notice to identify potential qualified Small Business (SB), Small Disadvantaged Business (SDB), 8(a) Certified SDB, HUBZone SB, SDVOSB, or WOSB concerns that may be interested in and capable of performing the work described herein to develop and disseminate educational materials for school-age children and resources focused on pupil transportation (school bus safety).

NHTSA welcomes all qualified certified Small Business 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 proposed project as listed below. In addition to soliciting on the open market, the government may decide to later limit its competition to those qualified GSA MOBIS Schedule holding contractors listed under SIN 874-1, Integrated Consulting Services, 874-4, Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships, and/or 874-7, Integrated Business Program Support Services. NHTSA does not intend to award a contract on the basis of responses to this notice or otherwise pay for the preparation of any information submitted. Acknowledgement of receipt of responses will not be made; and no formal evaluation of the information received will be conducted by NHTSA. NHTSA may; however later on issue a Request for Proposals (RFP). However, should such a requirement fail to materialize, no basis for claims against NHTSA shall arise as a result of a response to this notice.

BACKGROUND:

The National Highway Traffic Safety Administration (NHTSA) is an agency of the U.S. Department of Transportation (DOT). NHTSA's mission is to save lives, prevent injuries and reduce traffic-related health care and other economic costs. 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 vehicle use and highway travel.

Safety for students on and around the school bus is a growing concern of the public, communities, school districts, and parents. Students are about 70 times more likely to get to school safely when taking a bus instead of traveling by car. That is because school buses are the most regulated vehicles on the road and they're designed to be safer than passenger vehicles in preventing crashes and injuries. The greatest risk to a child isn't riding a bus, but approaching or leaving one.

Between 2009 to 2018 there were 1,207 people killed in school-transportation-related crashes, an average of 121 fatalities per year. Over half (52%) of the school-age pedestrians killed in school transportation related crashes from 2009 to 2018 were 5 to 10 years old. A school-transportation-related crash is a crash that involves, either directly or indirectly, a school bus body vehicle, or a non-school bus functioning as a school bus, transporting children to or from school or school-related activities. From 2009 to 2018 there were 249 school-age children killed in school related crashes—an average of 52 were occupants of school transportation vehicles, 92 were occupants of other vehicles, 100 were pedestrians, 4 were pedal-cyclists, and 1 was another nonoccupant.

OBJECTIVE:

The goal of this project is to develop new school bus safety educational materials for school-age children to be used by NHTSA, their partners, stakeholders, and educators. The materials, to be approved by NHTSA, will include the following: fact sheets, posters, lesson plans and current media mediums that will be “evergreen” in that they can be used for a period of time before being updated. After consultation with their partners and NHTSA, the Contractor shall develop current best practices and/a safety training toolkit for schools addressing school bus occupants, behavior of occupants, and pedestrians around school buses.

Capabilities:

The corporate capability statement must address the capabilities necessary to accomplish the scope outlined above as well as the additional tasks listed in the attached draft SOW.

Format of Corporate Capabilities Statement:

Any interested qualified Small Business (SB), Small Disadvantaged Business (SDB), 8(a) Certified SDB, HUBZone SB, SDVOSB, or WOSB concerns 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.

Attachments/Links

Download All Attachments/Links

Attachments

Document	File Size	Access	Updated Date
Sources Sought Notice (693JJ921RQ000427) Development of PT Educ.pdf (opens in new window)	124 KB	Public	Apr 27, 2021
Draft SOW - (693JJ921RQ000427).pdf (opens in new window)	184 KB	Public	Apr 27, 2021

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
- Phone Number 2023669568