

Media Services for Traffic Safety Public Safety Campaigns

ACTIVE

Contract Opportunity

Notice ID

693JJ921RQ000253

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:** Special Notice (Original)
- **All Dates/Times are:** (UTC-04:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Apr 27, 2021 07:10 pm EDT
- **Original Response Date:** May 11, 2021 04:00 pm EDT
- **Inactive Policy:** 15 days after response date
- **Original Inactive Date:** May 26, 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

Notice Type: Special Notice

Notice Number: 693JJ921RQ000253

Synopsis: Request for Information (RFI) for the National Highway Traffic Safety Administration (NHTSA)

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

PSC Code: R701, Support- Management: Advertising

Title: Media Services for Traffic Safety Public Safety Campaigns

I. BACKGROUND

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

Motor vehicle travel is the primary means of transportation in the United States. Yet for all its advantages, motor vehicle crashes are a leading cause of death for people living in the United States. In response to this issue, NHTSA promotes programs that encourage drivers and passengers to wear their seat belt and to abstain from unsafe behaviors such as impaired driving and texting.

The success of these safety programs requires working with various partners and State agencies to help encourage safer behaviors of drivers, occupants, cyclists, and pedestrians. Since traffic safety problems affect people in all communities, the effort to implement programs to improve safety involves people at all levels of the Government, within businesses and organizations, and both organizational and individual volunteers. It also requires successful communications programs.

NHTSA has developed its communications programs in a process that is first grounded in sound Agency policy and program, and then relies on the development and implementation of national traffic safety campaigns to encourage targeted road users to adopt positive traffic safety behaviors. Communication focused on getting people to change their behavior is more successful in an environment that includes continuous and consistent messaging. While that strategy has proven extremely effective; limited budgetary resources prevent NHTSA from being able to use paid advertising to support many of its outreach and educational efforts. Therefore, the Agency must rely on

donated media public service advertising (PSA) campaigns that raise awareness about specific risky traffic safety behaviors among a large national target audience.

Objective:

The objective of this Contract is to raise awareness about traffic safety issues through large-scale, fully integrated, donated media public service advertising (PSA) campaigns.

Contract Requirements:

Contract Kickoff Meeting

Although specific requirements shall be identified in each individual Task Order, the Contractor shall participate in a Base Contract Kickoff Meeting within (14) days after Contract Award. Key members of the Contractor's staff shall meet with key NHTSA personnel (at NHTSA Headquarters in Washington, DC) to discuss the performance and administration of this Contract and awarded Task Orders. More specifically, the terms and conditions of the Contract, the review of Task Orders and award process, and the invoice submission and approval process will be discussed.

General Requirements

As discussed, specific project requirements will be assigned to the Contractor through execution of Contract Task Orders. In general terms, Task Order requirements could include the following:

- Develop and implement communication strategies.
- Develop national, large-scale, fully integrated social norming PSA campaigns that rely on donated media and are designed to raise awareness about traffic safety issues.
- Develop strategic campaign materials for diverse platforms and audiences to carry out campaign strategies. Content includes, but is not limited to television, radio, print, outdoor, digital, social, mobile, video, and web. All content must be in compliance with Federal standards for plain language, usability, and Section 508.
- Partner with world renowned advertising, interactive, public relations, and social media agencies. Premier creative and industry leaders shall donate labor time to develop strategies and messages, and offer deeply discounted production costs.
- Conduct research at various stages of the campaigns to enable NHTSA and its partners to effectively and efficiently reach target audiences.

- Prepare documents necessary to obtain approval from the Office of Management and Budget (OMB) for federally sponsored data collections as required by the Paperwork Reduction Act (PRA).
- Develop and execute multi-million-dollar-value donated media distribution strategies that include roadblocks with the Television Broadcasters Association (TVB) and Outdoor Advertising Association of America (OAAA).
- Develop and execute social media strategies and tools.
- Develop, cultivate, and support new and existing strategic partnerships.
- Manage talent rights and fees for existing and new creative materials.
- Conduct ongoing tracking studies and research that measure campaign effectiveness and behavior change.
- Monitor and measure the performance and effectiveness of all campaign materials and submit reports on placement, reach, and value.
- Provide public relations, media outreach, and event support.
- Conduct and participate in meetings, conferences, and conference calls in support of campaign activities and provide notes in a timely manner.
- Produce and submit reports that provide well-organized and detailed analyses of campaign activities.
- Provide technical assistance to NHTSA in all areas of integrated communication.

II. DISCLAIMER TO PROSPECTIVE RESPONDENTS

THIS IS A REQUEST FOR INFORMATION (RFI). This is **NOT** a solicitation for proposals, proposal abstracts, or quotations. The purpose of this RFI is to obtain knowledge and information for project planning purposes. Interested parties are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense. Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted. Those not responding to this RFI are not prohibited from participation in any future RFP, if any. If a solicitation is released, it will be synopsisized on the beta.SAM.gov (Beta SAM) website as the Government's official government-wide point of entry (GPE).

III. INFORMATION FROM INDUSTRY

NHTSA is seeking information from industry regarding the following questions. Interested organizations are asked to provide their input regarding:

A. Development of Public Service Advertising (PSA) campaigns: Currently NHTSA relies very heavily on the use of donated media for full blown PSA's with the goal of ending preventable tragedies and reducing economic costs associated with motor vehicle use and highway travel with limited annual appropriations.

B. Diverse talent pool for rich creative content: The agency looks forward to having strategic campaign materials developed for multiple diverse platforms and audiences in order to carry out its national safety awareness campaigns and strategies. Please provide organizational experience with and benefits of creativity and diversity working with all types of mediums and audiences?

Provide input regarding constraints or challenges in operating without large budgets while still attracting a diverse and talented pool of marketing specialists from various creative sources?

C. Ability to negotiate approvals for Paperwork Reduction Act (PRA): NHTSA vehicle safety campaigns often require the assistance of skilled public relations marketing firms that understand the difficulties in preparing documents necessary to obtain approval from the Office of Management and Budget (OMB) for federally sponsored data collections as required by the Paperwork Reduction Act (PRA). Please provide questions your organization has regarding the NHTSA's requirements. Additionally, please review and comment as appropriate on the proposed requirements to develop and execute multi-million-dollar-value donated media distribution strategies that include roadblocks with the Television Broadcasters Association (TVB) and Outdoor Advertising Association of America (OAAA).

IV. DESCRIPTION OF INFORMATION REQUESTED

Interested parties shall furnish the following minimum information:

- Name, Address of Organization, and Organizations webpage;
- Name, title, and email address, of Business and Technical Point(s) of Contact;
- DUNS Number;
- Business Size of Organization;
- Socio-economic status of Organization;
- Indicate whether or not your Organization is registered in System for Award Management (SAM);
- Nature of the interested Organization (Examples include but are not limited to: University, Non-profit, General Partnership, Joint Venture, Limited Liability Company (LLC), Limited Liability Partnership (LLP), Sole Proprietorship, Corporation (C or S);
- Your interest as either the prime or subcontractor;
- If replying as a subcontractor, please indicate which areas of work are you interested in performing;

Examples of questions include, but are not limited to:

Public Service Advertising (PSA)

NHTSA Q&A

In what areas do you develop PSA campaigns?

What agencies have you worked with for your PSA campaigns?

What capabilities do you look for in an agency for your PSA campaigns?

Examples of questions include, but are not limited to:

Creative Campaign Content

NHTSA Q&A

What content do you create for your campaigns?

What agencies have you worked with that do best in supporting your needs?

What capabilities do you look for in development of your campaign materials?

Examples of questions include, but are not limited to:

Paperwork Reduction Act (PRA)

NHTSA Q&A

Do you go through the full PRA/ICR process?

Are you familiar with the Generic Clearance process and if so, how often do you use it?

What tips can you offer in following the PRA process?

Examples of questions include, but are not limited to:

Multi-Million Dollar Donated Media Distribution

NHTSA Q&A

For what campaigns do you have multi-million dollar distribution requirements?

What agencies are capable of meeting your needs?

Do you know the potential reach of the agency that meets your needs?

How long have you been working with the agency?

- A discussion of any subcontracting arrangements, partnerships, collaborations, research or university consortiums or other teaming arrangements that your organization may consider for this effort; and,
- *A discussion of the Organization's capabilities to perform the activities identified above in Capability Assessment Information (i.e. Corporate Capability Statement).*

*You must submit your response electronically in a MS Word or Adobe Portable Document Format (PDF) in no more than ten (10) pages, with standard 1" margins, and 12-point Times New Roman font. Any pages exceeding the page limitation designated herein may not be reviewed. **The due date for the submission of responses to this RFI is 4:00 PM EST on Tuesday, May 11, 2021.***

*The RFI response must be sent via e-mail to vincent.lynch@dot.gov with subject line "Response to RFI Notice Number: **693JJ921RQ000253**". Any questions related to this RFI should be directed to vincent.lynch@dot.gov with the subject line entitled: "Question to RFI Notice Number: 693JJ921RQ000253".*

Note: *Additionally, a follow up discussion with the public concerning all of the aspects for this project and the proposed contract award will be scheduled for interested parties on **MS Teams** from **1:30p.m. to 3:00p.m. EST on Thursday, May 06th, 2021**. Furthermore, at 1:25p.m. there will be a 5-minute early systems compatibility check-in prior to the meeting; which will start promptly at 1:30p.m. (see meeting invite link below)*

Microsoft Teams meeting

Join on your computer or mobile app

Click here to join the meeting

Or call in (audio only)

+1 509-931-1572,,267993555# United States, Spokane

Phone Conference ID: 267 993 555#

Find a local number | Reset PIN

V. ATTACHMENTS

Attachment 1 – (if, any)

CONFIDENTIALITY:

No proprietary, classified, confidential, or sensitive information should be included in your response. The Government reserves the right to use information provided by respondents for any purpose(s) it deems necessary and legally appropriate.

Attachments/Links

Download All Attachments/Links

Attachments

Document	File Size	Access	Updated Date
RFI Notice - (693JJ921RQ000253).pdf (opens in new window)	326 KB	Public	Apr 27, 2021
Draft SOW (693JJ921RQ000253).pdf (opens in new window)	214 KB	Public	Apr 27, 2021

Contact Information

Contracting Office Address

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- WASHINGTON , DC 20590
- USA

Primary Point of Contact

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