

Older Driver Research Feasibility Study

ACTIVE

Contract Opportunity

Notice ID

693JJ922R000005

Related Notice

693JJ921RQ001063

Department/Ind. Agency

TRANSPORTATION, DEPARTMENT OF

Sub-tier

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Office

693JJ9 NHTSA OFFICE OF ACQUISITION

General Information

- **Contract Opportunity Type:** Presolicitation (Original)
- **All Dates/Times are:** (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Nov 03, 2021 07:07 am EDT
- **Original Response Date:**
- **Inactive Policy:** Manual
- **Original Inactive Date:** Dec 12, 2022
- **Initiative:**
 - None

Classification

- **Original Set Aside:**
- **Product Service Code:** R410 - SUPPORT- PROFESSIONAL: PROGRAM EVALUATION/REVIEW/DEVELOPMENT
- **NAICS Code:** 541611 - Administrative Management and General Management Consulting Services
- **Place of Performance:**

Washington , DC 20590

USA

Description

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. NHTSA develops, promotes, and implements educational, engineering, and enforcement programs with the goal of preventing tragedies and reducing economic costs associated with vehicle use and highway travel.

NHTSA has been directed by Congress to explore the efficacy of smart phone apps as an intervention for older drivers. Congressional staff expressed a particular interest in Road Coach, a smart phone app originally developed to reduce risky driving in teens, based on findings from *Older Driver Support System Field Operational Test* (Libby, D., Morris, N. L., & Craig, C. M., 2019)[1] that tested effects of the app on a sample of 28 participants with an average age of 69.5. Libby and colleagues reported that RoadCoach use resulted in reduced hard braking events and stop sign violations. Participants' attitudes toward RoadCoach were generally positive, but some noted that the app's setting for hard braking and stop sign running were too sensitive. While RoadCoach may prove beneficial to older drivers, NHTSA is concerned that an app that provides in-vehicle assistance could pose a distraction to the oldest drivers and that the behaviors the app addresses are not well matched to the behaviors that contribute to crashes among the oldest drivers.

The objective of this contract is to provide a thorough description of the RoadCoach app's functions, specifically how the system detects and alerts drivers to risky behaviors, identify and describe other driver support smart phone apps, conduct a literature review and crash data analysis to identify driving behaviors commonly associated with crashes among young adult, and older adults drivers, and report the findings in a report that discusses the likelihood that each identified system would be effective in reducing risky driving behaviors among these cohorts of drivers. Because the app was initially developed to reduce risk for teen drivers, the study will also include similar research on teen and young adult drivers. The contract will also involve conducting a literature review that explores the kinds of errors most likely to result in crashes among two (2) groups of drivers: those 18-25 (young adult) and those 75 older (older adult). The literature review will be accompanied by an analysis of NHTSA's Crash Report Sampling System (CRSS) data to determine specific driving errors associated with crash contribution among young adult and older adult drivers. These activities will inform a final report that maps RoadCoach's and the other apps' features on to the errors associated with crashes among young adult and older adult drivers.

Solicitation Information:

This acquisition is being offered for full and open competition. The NAICS Code for the anticipated contract is **541611**. Contractors must be registered in the Systems for Award Management Database located at <http://www.sams.gov>, and must complete electronic representations and certification on the ORCA database located at <http://orca.bpn.gov> to be considered for contract award. It is the Government's intent to award a Cost Plus Fixed Fee (CPFF) type contract resulting from the solicitation, with or without discussions, to the responsible offeror whose proposal, conforming to the solicitation, is most advantageous to the Government based on the evaluation factors contained in the solicitation. It is the Offeror's responsibility to monitor the <https://sam.gov/> for the release of the solicitation and amendments (if any). Potential Offerors will be responsible for downloading their own copy of the solicitation and amendments (if any). Requests for paper copies of the RFP will not be accepted. The estimated date for release of the solicitation is on or about **December 1, 2021**.

Period of Performance: Twenty-four (24) months.

Contract Award: The anticipated award date for the resultant contract is expected to be on or about April 2022.

[1] Libby, D. A., Morris, N. L., & Craig, C. M. (2019). *Older Driver Support System Field Operational Test*. Final Report CTS 19-13. Roadway Safety Institute.

<https://rosap.ntl.bts.gov/view/dot/42705>

Attachments/Links

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Attachments

| Document | File Size | Access | Updated Date |
|---|-----------|--------|--------------|
| Presolicitation 693JJ922R000005.pdf (opens in new window) | 97 KB | Public | Nov 03, 2021 |

Contact Information

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