

Region 1 Media Support Services

ACTIVE

Contract Opportunity

Notice ID

693JJ923RQ000066

Related Notice

Department/Ind. Agency

TRANSPORTATION, DEPARTMENT OF

Sub-tier

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Office

693JJ9 NHTSA OFFICE OF ACQUISITION

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General Information

- **Contract Opportunity Type:** Sources Sought (Original)
- **All Dates/Times are:** (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Original Published Date:** Nov 17, 2022 09:51 am EST
- **Original Response Date:** Nov 28, 2022 10:00 am EST
- **Inactive Policy:** 15 days after response date
- **Original Inactive Date:**
- **Initiative:**
 - None

Classification

- **Original Set Aside:**
- **Product Service Code:** R701 - SUPPORT - MANAGEMENT: ADVERTISING
- **NAICS Code:**
 - 541840 - Media Representatives
- **Place of Performance:**

Washington , DC 20590

USA

Description

Action Code: Sources Sought

Classification Code: R701, Support- Management: Advertising

Solicitation: 693JJ923RQ000066

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

Location: National Highway Traffic Safety Administration HQ

NAICS Code: 541840, Media Representatives \$18.5M.

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

Title: Region 1 Media Support Services

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, Historically Underutilized Business Zone Small Business (HUBZone SB), Service-Disabled-Veteran-Owned Small Business (SDVOSB), or Woman Owned Small Business (WOSB) concerns that may be interested in and capable of performing the work described herein to provide communication support for the NHTSA Region 1, consisting of the following states: Massachusetts, Vermont, Maine, New Hampshire and Rhode Island to support seat belt and impaired driving program efforts as well as other priority highway safety programs.

NHTSA welcomes all qualified 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 project as listed below. 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; 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. Prior to consideration of soliciting on the open market, the government will conduct market research to identify opportunities to satisfy the requirement through use of Government contract resources such as: GSA's Multiple Award Schedule (MAS) and One Acquisition Solution for Integrated Services (OASIS).

Background:

The National Highway Traffic Safety Administration's (NHTSA) mission is to save lives, prevent injuries, and reduce traffic-related health care and other economic costs due to road traffic crashes, through education, research, safety standards, and enforcement activity. The agency develops, promotes, and implements effective educational, engineering, and enforcement programs with the goal of ending vehicle crash tragedies and reducing economic costs associated with vehicle use and highway travel. This is accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment as well as fuel economy standards, investigating safety defects in motor vehicles, conducting research on driver behavior and traffic safety, and providing grants to State and local governments to enable them to conduct effective local highway safety programs.

Objective:

The objective of this project is to provide NHTSA with access to a Contractor that can develop large-scale, fully integrated, donated media public service campaigns that support NHTSA's traffic safety programs, and has extensive and successful experience in providing the full-range of activities associated with researching, developing, producing, delivering, and evaluating program-related public service materials for both internal and external stakeholders.

(see attached draft SOW)

SUPPLIES/SERVICES

In support of the Region's Communication Activities, the contractor will provide direct technical assistance and consultation to the regional office, but not limited to:

- Media and communication recommendations to execute Region 1's priority programs by providing a regionwide media analysis.
- Awareness surveys.
- Conduct focus groups to target media.
- Guide staff on the use of social media and other new emerging media technologies as a low-cost method to reach key populations, including rural, multi-cultural and high-risk communities.
- Consult on media advisories and releases, B-roll, editorial boards, media events and other means to promote traffic safety messages. Occasionally pitch stories and events to media outlets.
- Write and/or interpret traffic safety talking points and materials consistent with trafficsafetymarketing.gov resources and content into multiple languages as appropriate.

- Consult on and coordinate press for press conferences, meetings/summits/Administrator events in Region 1, and other special outreach events.
- Identify major events such as sporting events and festivals that reach identified demographic audiences and recruit organizations and venues to take part in events.
- Coordinate with Federal Agencies to create, develop, and produce creative traffic safety outreach materials for their employees and stakeholders.
- Write, create, develop, design and/or produce creative traffic safety outreach materials.
- Offer graphic design support for Region 1 campaigns and initiatives.
- Provide training and continuing education to the regional staff on how to effectively communicate with the press and public.
- Assess media coverage, conduct analyses, and provide summary reports following regional press events/program initiatives that may include clips and other reporting methods.
- Consult with the Region on buy plans, special media purchases, and regional/local traffic safety ad or PSA development.
- Develop media-related presentations and facilitate discussions for Region 1 meetings, conferences, etc.
- Provide media/communications technical assistance and or training for region 1 staff,
- Provide specialized media recording services (e.g., photographer, videographer, digital feeds, etc.).
- Create resources and materials to support Preventing Roadside Deaths and In Driver/Officer Safety
- The contractor may attend Transportation Safety Institute (TSI) trainings as appropriate.

The contractor will use OCC's communications planning resources that include:

- Traffic and enforcement statistics
- Market research
- Strategic plan
- Calendar of activities
- Marketing-related campaign materials (general and time-specific resources)
- Communications assessment and reporting

Format of Corporate Capabilities Statement:

Any interested qualified Small Business firms, 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 the closing date of this notice.

Attachments/Links

Download All Attachments/Links

Attachments

Document	File Size	Access	Updated Date
Sources Sought Notice (693JJ923RQ000066) Reg. 1 Media Support Services.pdf (opens in new window)	150 KB	Public	Nov 17, 2022
Draft SOW Media R1 (693JJ923RQ000066).pdf (opens in new window)	331 KB	Public	Nov 17, 2022

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