

Request for Information (RFI) and Industry Day Notice for the National Highway Traffic Safety Administration (NHTSA) for National Communications, Marketing, and Media Support

ACTIVE

Contract Opportunity

Notice ID

693JJ923RQ000208

Related Notice

Department/Ind. Agency

TRANSPORTATION, DEPARTMENT OF

Sub-tier

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Office

693JJ9 NHTSA OFFICE OF ACQUISITION

General Information View Changes

- **Contract Opportunity Type:** Sources Sought (Updated)
- **All Dates/Times are:** (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Updated Published Date:** Jan 20, 2023 07:57 pm EST
- **Original Published Date:** Dec 01, 2022 04:54 pm EST
- **Updated Response Date:** Jan 31, 2023 10:00 am EST
- **Original Response Date:** Jan 09, 2023 10:00 am EST
- **Inactive Policy:** 15 days after response date
- **Updated Inactive Date:**
- **Original Inactive Date:**
- **Initiative:**
 - None

Classification

- **Original Set Aside:**
-
- **Product Service Code:** R701 - SUPPORT- MANAGEMENT: ADVERTISING

- **NAICS Code:**
- **Place of Performance:**

Washington , DC 20590

USA

DescriptionView Changes

******* 3rd RESCHEDULING OF INDUSTRY DAY DISCUSSION *******

This Amendment is issued to provide Q&A Responses and related documents from the Industry Day virtual discussion held on January 11, 2023; additionally, transmit request for up to 10 page Corporate Capability Statement and Responses to Technical Questions (see below):

List of Attachment:

Meeting Agenda

Doing Business with NHTSA Briefing

Industry Day Marketing and Media Support Briefing

Industry Day Question and Answer Document

Industry Day Registration

*Technical Questions Required for Response to this RFI

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;
- Unique Entity Identifier (UEI) 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;
 - 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*).
- Prepared responses to questions listed in Section IV, Information from Industry above concerning qualifications and level of experience conducting National paid advertising campaigns.

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 11 Ariel font. The cover page is not included. Any pages exceeding the page limitation designated herein may not be reviewed. Agencies are encouraged to provide a concise response specifically responding to the questions above. **The due date for the submission of responses to this RFI is 10a.m. EST on Tuesday, January 31, 2023.** The RFI response must be sent via e-mail to vincent.lynn@dot.gov with subject line **“Response to RFI Notice Number: 693JJ923000208, National Communications, Marketing, and Media Support.”**

Notice Close / Response Date: Your 10 page Corporate Capability Statements and responses to Technical Questions will be due on **January 31, 2023 at 10a.m.**

***** All Other Items Remain Unchanged *****

Notice Type: Request For Information (RFI)

Notice Number: 693JJ923RQ000208/ Amendment No. 002

Title: Request for Information (RFI) and Industry Day Notice for the National Highway Traffic Safety Administration (NHTSA) for National Communications, Marketing, and Media Support

Product Service Code: R701, Support- Management: Advertising

NAICS code: 541810 – Advertising Agencies; \$22.5M

Attachments/Links

Download All Attachments/Links

Attachments

Document	File Size	Access	Updated Date
Industry Day Agenda- Nat. Comm. Marketing, and Media Support (Final).pdf (opens in new window)	149 KB	Public	Jan 20, 2023
Doing Business with NHTSA Briefing (Final) 01-11-2023.pptx (opens in new window)	2 MB	Public	Jan 20, 2023

Document	File Size	Access	Updated Date
Industry Day Presentation 01-11-2023 (Final).pptx (opens in new window)	7 MB	Public	Jan 20, 2023
Industry Day Questions and Responses (Final).pdf (opens in new window)	218 KB	Public	Jan 20, 2023
Industry Day Registration List (Final).xlsx (opens in new window)	26 KB	Public	Jan 20, 2023
Draft SOW for Market Research (693JJ923RQ000208).pdf (opens in new window)	186 KB	Public	Dec 01, 2022
Technical Questions for Market Research (693JJ923RQ000208).docx (opens in new window)	23 KB	Public	Dec 01, 2022

Contact Information

Contracting Office Address

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- USA

Primary Point of Contact

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