

Traffic Safety Banner Project

ACTIVE

Contract Opportunity

Notice ID

693JJ923RQ000XXX

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:** Mar 22, 2023 12:42 pm EDT
- **Original Response Date:** Mar 31, 2023 09:00 am EDT
- **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:**
 - 541850 - Indoor and Outdoor Display Advertising
- **Place of Performance:**

Washington , DC 20590

USA

Description

Action Code: Sources Sought Notice

Classification Code: R701, Support- Management: Advertising

Solicitation: 693JJ923RQ000XXX

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

Location: National Highway Traffic Safety Administration HQ

NAICS Code: 541850, Indoor and Outdoor Display Advertising, \$34.5 M.

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

Title: Traffic Safety Banner Project

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 provide visibility of traffic safety messaging in order to save lives and prevent injuries.

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 limit its competition to those qualified GSA OASIS or MAS Schedule holding contractors.

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's (NHTSA) 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 vehicle crash tragedies and reducing economic costs associated with vehicle use and highway travel.

The services outlined under this contract are an integral part of NHTSA's mission to maintain visibility of traffic safety messaging in order to save lives and prevent injuries. The project will make traffic safety messages visible and reinforce the messaging by the installation of banners that promote traffic safety programs. The banners will be installed on light poles surrounding the U.S. Department of Transportation headquarters' buildings. The installation of these traffic safety messaging banners will in turn reinforce their messages to DOT

employees and other passersby. Specifically, banners with traffic safety messaging will be installed covering the following areas: Alcohol/Drugs, Seat Belts, Click It or Ticket, Distraction, Child Passenger Safety, Motorcycle Safety, Bicycle Safety, Pedestrian Safety, and Move Over.

The Contractor will provide for the installation and removal of traffic safety messaging banners that will be placed on light poles surrounding the U.S. Department of Transportation (DOT) headquarters' buildings. The banners will be specifically placed on the poles located at 1200 New Jersey Ave SE and on Tingey St. SE. Additionally, the Contractor will install and remove all traffic safety messaging banners according to the time table specified in the SOW.

OBJECTIVE:

The purpose of this contract is to provide support for NHTSA's mission to save lives and prevent injuries by making traffic safety messages visible through installation of banners that promote traffic safety programs.

Capabilities:

The corporate capability statement must address the capabilities necessary to accomplish the scope outlined herein as well as the specific tasks listed in the attached SOW. (see attached)

Installation and Removal of Traffic Safety Banners

1. The Contractor must provide proper installation and removal of 9 sets of 12 banners on 12 poles surrounding the DOT headquarters' buildings, specifically located at 1200 New Jersey Ave SE and on Tingey St. SE.
2. The installation of the banners requires proper hardware to do the actual installation. Details follow below.
3. NHTSA will provide the banners but the contractor is responsible for installation and storage.

Specifics regarding the banners:

There are 9 sets of 12 banners covering the following traffic safety messaging areas: Alcohol/Drugs, Seat Belts, Click It or Ticket, Distraction, Child Passenger Safety, Motorcycle Safety, Bicycle Safety, Pedestrian Safety, and Move Over.

1.
 1. The dimensions of the banners are as follows: Banner Trim Size: 18"x45".
2. Specifics regarding the hardware for installation of the banners:
 1. The contractor must provide the necessary hardware for the installation of the banners as follows:

- i. Pole Mounting Bracket Base: Black Aluminum 2"x4"
- ii. Bracket Arm Pole: 20" .5 x .75 dia
- iii. Steel Bands: Black Coated 5/8 x 41"
- iv. End Cap: Ball Finial 2" dia w/2 Pins with rings

Storage of Traffic Safety Banners

The Contractor must be able to provide adequate storage for the 9 sets of 12 banners for the following traffic safety messaging campaigns: Alcohol/Drugs, Seat Belts, Click It or Ticket, Distraction, Child Passenger Safety, Motorcycle Safety, Bicycle Safety, Pedestrian Safety, and Move Over. The storage must be secure, free from moisture, and safe from any potential damage. The banners may be stored rolled up but must be flattened prior to installation.

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 the closing date for responses to this notice.

Attachments/Links

Download All Attachments/Links
Attachments

Document	File Size	Access	Updated Date
Draft SOW- Traffic Safety Banners.pdf (opens in new window)	251 KB	Public	Mar 22, 2023

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