

# National Communications, Marketing, and Media Support

ACTIVE

## Contract Opportunity

### Notice ID

693JJ924R0000013

### Related Notice

693JJ923RQ000208

### 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:** Presolicitation (Updated)
- **All Dates/Times are:** (UTC-04:00) EASTERN STANDARD TIME, NEW YORK, USA
- **Updated Published Date:** Mar 06, 2024 02:22 pm EST
- **Original Published Date:** Jan 24, 2024 03:05 pm EST
- **Updated Response Date:**
- **Original Response Date:**
- **Inactive Policy:** Manual
- **Updated Inactive Date:** May 25, 2024
- **Original Inactive Date:** Mar 25, 2024
- **Initiative:**
  - None

## Classification

- **Original Set Aside:** Partial Small Business Set-Aside (FAR 19.5)
- **Updated Set Aside:** Total Small Business Set-Aside (FAR 19.5)
- **Product Service Code:** R701 - SUPPORT- MANAGEMENT: ADVERTISING
- **NAICS Code:**
  - 541810 - Advertising Agencies
- **Place of Performance:**

Washington , DC 20590

## DescriptionView Changes

### **National Communications, Marketing, and Media Support**

**Solicitation Number:** 693JJ924R0000013

**Department:** Department of Transportation

**Agency:** National Highway Traffic Safety Administration (NHTSA)

**Location:** 1200 New Jersey Ave., S.E., Washington, DC 20590

**Notice Type:**

Presolicitation

**Posted Date:**

January 24, 2024

**Classification Code:** R701 - Support – Management: Advertising

**NAICS Code:** 541810, Advertising Agencies

This is a Presolicitation notice (synopsis) for a procurement in accordance with FAR Part 5.203; to provide notice of the Government's proposed contract action listed herein.

**Description:**

The mission of the National Highway Traffic Safety Administration (NHTSA), an operating administration of the Department of Transportation (DOT), is to save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity. NHTSA supports a coordinated approach in:

- Researching and demonstrating pilot, promising and evidence-based strategies to encourage positive traffic safety behaviors;
- Planning, disseminating, and executing countermeasures to support program activities; and
- Providing outreach, guidance, and media support to enable others to conduct effective national highway safety programs.

The purpose of this Contract is to acquire integrated media, marketing, and advertising services to enhance NHTSA's behavioral safety programs through NHTSA's Office of Communications and Consumer Information (OCCI). This support will be used by NHTSA, state partners, highway safety and public health advocates throughout the United States to promote traffic safety messages; raise traffic safety awareness; and increase positive traffic

safety behaviors among segmented targeted populations through the combination of enforcement and related media support for the national seat belt and impaired driving campaigns. In addition, support is needed for strategically designed communication initiatives that support programs relating to child passenger safety, motorcycles, pedestrians, bicycles, school buses, distracted driving, older drivers, teen driver safety, and other NHTSA-based communication initiatives as identified.

The objective of this Contract is to provide timely, efficient, effective and expert marketing, and advertising support to NHTSA, and its partners, in the management of its national seat belt and alcohol impaired driving campaigns and other highway traffic safety programs regarding child passenger safety, distracted driving, speed, pedestrian, motorcycle, bicycle, school bus, and older driver safety programs. In addition, the Contract may be used to develop communication materials for traffic safety efforts that target Hispanic and other ethnic populations.

- Provide technical assistance to NHTSA to develop and promote traffic safety communications to reduce crashes, and the resulting injuries and deaths to English and Spanish speaking populations. The Contractor shall conduct market research, develop creative assets, understand the use of multimedia platforms that include television, radio, digital, social media, print, outdoor, mobile, and online; develop, review, and/or evaluate media plans; develop communication strategies and tactics; use social media; and develop collateral materials to support state/local campaigns.
- Develop national media buys for television, radio, digital, social media, print, out-of-home, mobile, and online. The Contractor shall plan for each cycle of paid advertising and, once the NHTSA COR approves the plan, place the advertising. Media buys support national high-visibility enforcement campaigns to increase seat belt use, and decrease impaired and distracted driving. NHTSA anticipates that a minimum of four (4) national media buys will be conducted per year and that each buy will run for approximately 7 – 15 days.
- Ensure all media buys include plans to expand and maximize opportunity for under-utilized media platforms/outlets that meet NHTSA's criteria.
- Obtain approval for Federally-sponsored data collections as required by the Paperwork Reduction Act and Office of Management and Budget (OMB) regulations.
- Develop and deliver 508-compliant earned media materials in English and Spanish. This earned media will support NHTSA's traffic safety initiatives and priorities (seat belts, impaired, and distraction) and other campaigns including, but not limited to, speed, teen safety, motorcycles, pedestrians, bicycles, school buses, older drivers, enforcement and justice services, drowsy driver safety programs and other traffic safety initiatives that NHTSA may identify. This earned material may also support traffic safety demonstration projects that support NHTSA's ongoing traffic safety efforts.

- Refresh existing advertisements and develop new advertisements for NHTSA priority areas and emerging highway safety issues.
- Acquire video and photography services, and plan and execute video and photo shoots necessary to carry out NHTSA programs and campaigns. The Contractor shall manage all talent rights/fees for existing and newly created assets.
- Adapt existing materials into culturally appropriate language and create new materials that positively resonate with targeted populations, and meet the guidelines set forth by the American Translators Association.
- Plan and conduct national strategic communications forums and communications trainings.
- Produce and submit reports that provide well-organized and detailed analysis of NHTSA campaigns and demonstration activities.
- Conceptualize, coordinate, and conduct onsite brown-bag training sessions for NHTSA staff on communications and marketing issues that are relevant to ongoing outreach efforts.
- Develop and program digital content using the Drupal content management system to support <https://www.nhtsa.gov> and [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).
- Plan and implement events when needed.

#### **Solicitation Information:**

This acquisition is set aside for small businesses under NAICS code 541810, Advertising Agencies. Contractors must be registered in the Systems for Award Management Database, which is located at <https://sam.gov/> in order to be considered for contract award. Only one (1) award Contract shall be issued in accordance with 19.502 Setting aside acquisitions. Any contract resulting from the solicitation, with or without discussions, to the responsible offeror whose proposal, conforming to the solicitation, will be based on what 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 **March 15, 2024.**

**Period of Performance:** Sixty (60) months.

**Contract Award:** The anticipated award date for the resultant contract is expected to be July 2024.

**No Further Procurement Information is Available at this time.**

#### **Contracting Office Address:**

1200 New Jersey Avenue, SE  
Washington, District of Columbia 20590

**Primary Point of Contact.:**

Thomas Vandell

Thomas.Vandell@dot.gov

**Secondary Point of Contract:**

Sherese Gray

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**Attachments/Links**

No attachments or links have been added to this opportunity.

**Contact Information View Changes****Contracting Office Address**

- OFFICE OF ACQUISITION MANAGEMENT 1200 NEW JERSEY AVE SE, ROOM W51-30
- WASHINGTON , DC 20590
- USA

**Primary Point of Contact**

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