

# Sources Sought Notice for Support for the EPA's Office of the Administrator (OA), Office of Public Affairs (OPA)

**Posted Date:** December 28, 2020

**Procurement Office:** U.S. Environmental Protection Agency, Office of Mission Support (OMS), Headquarters Acquisition Division (HQAD), 1200 Pennsylvania Ave NW, Washington, DC 20460

**Response Date:** January 28, 2021

This is a sources sought notice only. This is not a solicitation announcement. No contract will be awarded as a result of this announcement, and no reimbursement will be made for any costs associated with providing information in response to this announcement or any follow-up requests. The North American Industry Classification System (NAICS) code for this procurement is 511140 Directory and Mailing List Publishers.

The Environmental Protection Agency (EPA) is performing market research to identify contractors that possess the capabilities to provide support for the EPA's Office of the Administrator (OA), Office of Public Affairs (OPA).

The purpose of this contract is to provide EPA's headquarters and its 10 regional offices with a wide range of media services, including systems to disseminate press releases, track media contacts, and monitor media analytics (at the national and regional levels) and services to provide a daily briefing and news clips at the national level.

This contract will provide the following tasks:

- News release dissemination system: The contractor will provide a system for the agency to send out press release/media advisories and any other media related documents. The system will provide editorial calendars and the ability to pitch reporters. The system will provide templates and allow for the upload of templates that adhere to the agency's press release/media advisory specifications. The system will also have standalone tutorials and dedicated training staff.

- Media contacts tracking system: The contractor will provide the agency with a database of media contacts. Additionally, the contractor will provide regular updates of the database. The database will also have the option to add private media contacts. The platform will have the ability to add personal notes related to each media contact.

-Media analytics: The platform will provide the agency with up-to-date summaries of references of EPA activities in national, regional and local outlets. In addition, the platform will provide detailed open rates, bounced contacts, and other analytics for all content issued through the platform.

-The contractor will design, develop, maintain, and support online newsroom functions. These functions should include subscription sign-up and distribution with large site capacity. In addition, there will be a content management system and 24/7 support. Multimedia content is synchronized and uploaded onto the EPA newsroom (website).

-Daily briefing service: The contractor will provide the agency with regional, program-specific, and national daily briefings that highlights significant news relevant for each target audience. The daily briefings should include brief summaries of public content and content behind paywalls. This coverage should interweave online, print, television, radio, and other media sources. The daily briefings should be available on mobile devices and print options.

-24/7 user support: The contractor will provide the agency with 24/7 customer support and assist in triaging issues as they arise. This support should be available by phone, e-mail, and chat. Onsite trainings should be available if requested. This requirement is currently performed as a fixed rate for services and firm fixed price, indefinite delivery/indefinite quantity contract under Contract No. EP-W-14-020. The Government expects to conduct the procurement as a full-and-open competitive negotiated acquisition and award a fixed rate for services and firm fixed price, indefinite delivery/indefinite quantity contract under a single award scenario. The resultant contract is anticipated to have a total period of performance of 60 months.

Interested parties may submit a brief capability statement demonstrating how they are capable of meeting this requirement. Standard brochures and/or paraphrasing of the Statement of Work will not be considered sufficient to demonstrate the capabilities of an interested party. Please indicate the following information in your response, not to exceed five single-sided pages formatted with 1-inch margins and 12-point font:

1. Capability statement demonstrating the organizational experience and technical capability of your firm to perform the requirement described in the draft Statement of Work. No brochures or promotional materials, please.
2. One primary and one alternate point of contact within your firm, including telephone numbers and email addresses.
3. Name of business, business size for the referenced NAICS code.
4. GSA Schedule contract number (if applicable) and period of performance, if it fulfills requirements of the draft Statement of Work.
5. Discussion of any potentially significant organizational conflicts of interest

6. Any comments or concerns regarding draft Statement of Work or subject procurement.

Feedback and/or evaluation information will not be provided to any firm regarding their individual capability statements. Telephone calls, facsimiles, and/or requests for a solicitation will not be accepted or acknowledged. Businesses shall submit electronic copies of their respective capability statements through FedConnect or to Daniel Fox at [fox.daniel@epa.gov](mailto:fox.daniel@epa.gov), no later than 12:00 pm E.S.T. January 28<sup>th</sup>, 2021.

A determination by the Government to proceed with the acquisition as a set-aside is within the discretion of the Government. If capability statements are not received from at least two responsible small businesses; or, if the Government determines that no two small businesses are capable of performing this requirement based upon an assessment of the capability statements submitted, the Government may proceed with a full and open competition.

## **DRAFT STATEMENT OF WORK**

### **1. PROJECT TITLE:** National Media Services Contract

The purpose of this contract is to provide EPA's headquarters and its 10 regional offices with a wide range of media services, including systems to disseminate press releases, track media contacts, and monitor media analytics (at the national and regional levels) and services to provide a daily briefing and news clips at the national level.

**2. BACKGROUND:** EPA's Office of Public Affairs, along with its 10 regional public affairs offices, provide the media and the general public with updates on activities being undertaken by the agency, through press releases, media advisories, and responding to press inquiries. EPA's Office of Public Affairs is looking for a service provider that can provide a system to disseminate press releases, track media contacts, and monitor media analytics and services (at the national and regional level) to provide a daily briefings which feature relevant media content. Additionally, the service provider will provide the EPA with technical support and assist in triaging any issues as they arise.

**3. SCOPE:** The goal of this procurement is to secure a vendor that can provide EPA with media services to support its headquarters' office and 10 regional offices.

### **4. SPECIFIC TASKS:**

-News release dissemination system: The contractor will provide a system for the agency to send out press release/media advisories and any other media related documents. The system will provide editorial calendars and the ability to pitch reporters. The system will provide templates and allow for the upload of templates that adhere to the agency's press release/media advisory specifications. The system will also have standalone tutorials and dedicated training staff.

-Media contacts tracking system: The contractor will provide the agency with a database of media contacts. Additionally, the contractor will provide regular updates of the database. The database will also have the option to add private media contacts. The platform will have the ability to add personal notes related to each media contact.

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**5. DELIVERABLES AND DELIVERY SCHEDULE:**

All of the above services will begin immediately on the start date of the contract.

**6. PLACE OF PERFORMANCE:** EPA's Washington D.C. Office of Public Affairs and the 10 regional public affairs offices.

*The point of contact for this procurement is Daniel Fox; Fox.Daniel@epa.gov.*