

Vendors ★
Federal Business Opportunities



R -- ORD Communication & Graphics Research Support

General Information

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Classification Code: R -- Professional, administrative, and management support services
Naics Code: 541618 -- Other Management Consulting Services

Contracting Office Address

Environmental Protection Agency, Office of Acquisition Management, EPA/Ohio, 26 West Martin Luther King Drive, Cincinnati, OH, 45268

Description

The U.S. Environmental Protection Agency (EPA), Office of Research and Development (ORD), Immediate Office of the Assistant Administrator (IOAA), is performing market research to determine potential sources in preparation for a potential future contract. This request for information does not commit the Government to pay any cost incurred in preparation of any submission to this Sources Sought Notice or to a contract for services. This is a market survey for written information only.

The ORD/IOAA Office has a requirement for a contractor to develop and implement plans, products, and activities in strategic communication; enhance the development of ORD's corporate image, including graphics design, web site development, and focus group and survey research; create written technical documents for potential journals and magazines and develop other technical products (such as brochures, power point

presentations, speeches, etc.). Specific potential Tasks are as follows:

- (1) Determine ORD's needs analysis as it relates to internal and external communication strategies and establish possible communication enhancement methods.
- (2) Support the development of ORD's identity by creating handbooks, power point presentations, speeches, and web sites that represent ORD to organizations within and outside of ORD. Also included under this task are the development of brochures, banners and exhibits.
- (3) Provide graphic design services to enhance ORD's physical identity, including development of logos and seals.
- (4) Offer recommendations that address best practices and organizational priorities to enhance ORD's corporate image.
- (5) Provide research, writing, and editing of ORD articles for publications in scholarly journals and magazines.
- (6) Provide support for special projects such as: enhancing ORD's web site, developing web pages for events, and writing fact sheets and press releases.
- (7) Evaluate the web sites of ORD organizations and make recommendations for improvement.
- (8) Research ORD's science communication strategy through surveys and focus groups and offer recommendations for improvement.

It is anticipated that this contract will be a cost-plus-fixed-fee type contract with a term of three to five years and the contractor's accounting system must be approved and adequate for determining cost applicable to the contract. The applicable NAICS code is 541618 with a size standard of \$6M. ANY INTERESTED FIRM should submit a written capability statement detailing: (1) experience in researching and developing public relations and communication management programs; (2) experience in creating and producing communication materials such as web sites, handbooks, and brochures, to name a few; (3) expertise in writing environmental and scientific related technical documents; and (4) experience in graphics design and creating logos and seals. Standard company brochures will not be considered a sufficient response to this Sources Sought Notice. In the capabilities statement, potential contractors should provide their size status for the above referenced NAICS, (i.e. large, small) and whether or not they are a certified hubzone, 8(a), women-owned, small disadvantaged and/or service disabled-veteran-owned business. Capability statements shall not exceed twelve (12) pages.

Capability statements should be submitted to: Joshua M. Bowers via e-mail at bowers.joshua@epa.gov, no later than June 15, 2005. For questions regarding this notice, please contact Mr. Bowers at 513-487-2104.

Point of Contact

JOSHUA BOWERS, CONTRACT SPECIALIST, Phone (513)487-2104, Fax (513) 487-2109, Email bowers.joshua@epa.gov - JOSHUA BOWERS, CONTRACT SPECIALIST, Phone (513)487-2104, Fax (513) 487-2109, Email bowers.joshua@epa.gov

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