

**COOPERATIVE RESEARCH PROGRAMS (CRP) DISSEMINATION OF
RESEARCH RESULTS**

**REQUESTS FOR PROPOSALS (RFP) AND SOLICITATION OF STATEMENTS
OF QUALIFICATIONS (RFQ)**

RFP Number: ACRP 11-12/Task 02

ISSUANCE DATE: June 10, 2022

CLOSING DATE: July 26, 2022

The National Academy of Sciences (NAS) is issuing this RFP/RFQ to identify qualified teams with appropriate experience and expertise to provide dissemination of research results activities, products, and services to support the Transportation Research Board's (TRB) Cooperative Research Programs' (CRP) research mission. These activities and products are broadly intended to make transportation practitioners and policymakers aware of research that has been published, how the research has been implemented, and the results of that implementation. Product types include brochures, flyers, reports, summaries, videos, and websites.

The proposal must be presented in accordance with this RFP/RFQ and be submitted via Dropbox as a PDF no later than 5:00 pm July 26, 2022 to <https://www.dropbox.com/request/n6SAhn6ow4YAsOknGH5t> The file name shall indicate the RFP number and name of the Proposer.

Issuance of this RFP/RFQ does not constitute an award commitment by NAS nor does it obligate NAS to pay for costs incurred in the preparation and submission of proposals. Any award resulting from this RFP/RFQ shall be construed under the laws of the District of Columbia.

The Proposer should retain for their records one (1) copy of any and all enclosures that accompany the quotation and agree to hold the prices in its quotation firm for ninety (90) calendar days from the closing date.

Contents of this RFP/RFQ

This RFP/RFQ consists of this cover letter and the following sections:

Section	Title
• Part A	Requests for Proposals (RFP 1 and RFP 2)
○ Section A1	Instructions and Conditions
○ Section A2	Specimen Professional Services Agreement
• Part B	Solicitation of Statements of Qualifications (RFQ)

Any questions concerning this RFP/RFQ shall be submitted to:

Ms. Marci Greenberger
Manager, Airport Cooperative Research Program
National Academy of Sciences, Engineering, and Medicine
500 Fifth Street, NW, Keck-454
Washington, DC 20001
Tel: (202) 334-1371
Email: mgreenberger@nas.edu

BACKGROUND

Established in 1920, Transportation Research Board (TRB) is one of seven program unit of the National Academy of Sciences (NAS) that provides independent, objective analysis and advice to the nation and conducts activities to solve complex problems and inform public policy decisions. The National Academies of Sciences, Engineering, and Medicine encourages education and research, recognizes outstanding contributions to knowledge, and increases public understanding matters of science, engineering, and medicine.

TRB's varied activities annually engage more than 8,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest by participating on TRB committees, panels, and task forces. The program is supported by state transportation departments, federal agencies including the component administrations of the U.S. Department of Transportation, and other organizations and individuals interested in the development of transportation.

TRB's mission is to promote innovation and progress in transportation through research. In an objective and interdisciplinary setting, TRB facilitates the sharing of information on transportation practice and policy by researchers and practitioners; stimulates research and offers research management services that promote technical excellence; provides expert advice on transportation policy and programs, and disseminates research results broadly and encourages their implementation.

The Cooperative Research Programs (CRP) Division administers a number of major transportation research programs sponsored by other organizations. The current programs are National Cooperative Highway Research Program (NCHRP), Transit Cooperative Research Program (TCRP), Airport Cooperative Research Program (ACRP), and Behavioral Traffic Safety Cooperative Research Program (BTSCRCP). Additional details on these research programs can be found [here](#).

OVERALL OBJECTIVES

CRP needs a mechanism to procure consultant services that is responsive to the current dissemination of research results needs for its research programs and can meet the requirements of future needs as they may arise. The mechanism is therefore two-fold.

Part A consists of Requests for Proposals (RFP) from qualified service providers to provide specific products and services currently required within ACRP.

- RFP 1 - Develop a Comprehensive Dissemination of Research Results Strategy and Conduct Activities
- RFP 2 - Produce TRB Webinars

Part B consists of Solicitations of Statements of Qualifications from qualified service providers to participate as task-order contractors for a variety of CRP dissemination of research result services. The Statements of Qualifications will result in the prequalification and selection of a small number of service providers who can respond quickly and competitively to future task orders. Periodically, the prequalification and selection of service providers are re-advertised to allow others the opportunity to participate in a competitive process.

NOTE: Proposers may respond to either RFP or any Task in response to Part B.

PART A – Requests for Proposals

REQUEST FOR PROPOSALS 1

RFP Number: ACRP 11-12/Task 002a

Project Title: Dissemination of ACRP Research Results

Fiscal Year: 2022

Contract Time: 60 months

Funds: Up to \$650,000 each year

NAS Staff: Marci Greenberger

NAS Staff Phone: 202/334-1371

NAS Staff Email: mgreenberger@nas.edu

RFP Close Date (*proposal due date*): 07/26/2022

BACKGROUND

ACRP conducts applied research to develop practical, ready-to-implement products that address pressing problems in the airport industry. ACRP is administered by the TRB and sponsored by the Federal Aviation Administration. Research is conducted by contractors with oversight provided by volunteer panels of expert stakeholders.

A strategic goal for ACRP is to improve the dissemination of ACRP products. A contractor has been providing dissemination activities to support ACRP's goal to increase the awareness of the ACRP program, encourage the use and implementation of ACRP products, and help define and track metrics to measure success.

The [2021 Impact Report](#) revealed that many airports are unaware of ACRP and our free resources. ACRP has over 500 products available for free and has developed many different tools to assist practitioners to find the resources they are seeking. ACRP is seeking a comprehensive approach to educate practitioners about our program, simplify how to find our products, and develop and maintain other appropriate tools to aid practitioners.

OBJECTIVES

The purpose of this RFP is to solicit proposals (1) to produce an integrated dissemination strategy for ACRP and (2) to engage in the tasks listed below. The strategy must, at a minimum, (a) increase awareness of the ACRP with a focus on those who haven't been engaged; (b) provide recommendations to develop relevant products, services, and technology enhancements to assist practitioners in finding the relevant products easily; (c) educate the industry on the different ways to find ACRP products; and (d) define metrics used to track and report on the effectiveness of the program annually.

ACRP is seeking the insights of proposers on how best to achieve the project objectives. Proposers are asked to develop and include a detailed work plan for accomplishing the project objectives utilizing the activities listed below. Proposers are expected to describe work plans that can realistically be accomplished within

the constraints of the available funds and contract time. Proposals must present the proposers' current thinking in sufficient detail to demonstrate their understanding of the issues and the soundness of their approach to meeting the project objectives.

The work proposed must be divided into separate activities by the tasks listed and proposers must describe the work proposed in each activity in detail. Each year the contractor will provide an analysis of the effectiveness of the activities and recommend the activities and allocation of resources for the next year. In addressing each activity in the work plan, proposers must include a detailed operational plan, staffing plan (e.g., hours), and budget (e.g., dollars) to carry out the activity. For new and emerging activities, proposers must include an exploration plan, staffing plan, and budget for each new and emerging activity. The combined work plan will (1) expand the depth and clarity of each dissemination activity to demonstrate understanding and (2) propose ways to improve and measure the effectiveness and efficiency of each activity.

The tasks represent activities that are expected to occur each year and are not presented sequentially or in a hierarchical fashion

Task 1. Develop integrated dissemination of research results plan.

Task 2. [Ambassador Support](#). Ambassadors are industry volunteers who represent ACRP at industry regional and state conferences. The contractor is responsible for recruiting volunteers, screening, and recommending Ambassadors. The contractor will provide an orientation for new and existing Ambassadors, and provide logistical support for the ambassadors as they exhibit and speak at conferences. The contractor will be responsible for ensuring engagement by the ambassadors. The contractor shall also foster relationships and engagement with the emeriti of the ambassador program.

Task 3. [Champions](#). Champions are young professionals whose organization is seeking to provide professional development opportunities. Champions engage in missions to educate themselves about ACRP, and engage and publicize the program within their organization. Some graduates of the Champions program have gone on to become Ambassadors. The contractor will develop the missions, track accomplishments, and encourage engagement.

Task 4. [Webinar Support](#). The contractor will develop suggestions for relevant webinar topics that are based on ACRP publications by grouping similar products, recruiting presenters and moderators, providing support to presenters and coordinating with presenters on content and scheduling and submitting to the TRB Webinar Selection Committee. ACRP conducts 15-20 webinars a year and the contractor will be responsible for promoting upcoming and past webinars. Follow-up with webinar participants to provide appropriate materials and provide an analysis of the feedback received.

Task 5. Product Summary Cards. The contractor will produce product summary cards that include a concise summary of a research product, a list of applicable audiences, relevant topic areas, related research and a QR code to allow for ease in downloading the product.

Task 6. [Impacts on Practice](#). Impacts on Practice (IoP) publications are case studies of how ACRP products have been implemented to solve a problem. Contractor will identify leads through a variety of sources, interview individuals, write the content, and obtain images. Contractor will work with industry trade magazines to encourage the publication of IoPs.

Task 7. [ACRP Annual Report](#). ACRP produces an annual report that highlights the accomplishments of the year. The contractor shall develop an outline to be approved by ACRP for the annual report, and write the content once approved and revise content after review by ACRP and CRP Publications.

Task 8. Social Media. ACRP is active on the social media platforms Twitter, LinkedIn, and Facebook. Contractor will develop a social media plan that includes targeted, paid advertising. The plan should include a review of the currently used platforms and their continued applicability to ACRP audiences, and other platforms that can be used to increase awareness. Each quarter a specific messaging plan will be developed that identifies what content will be posted and on which platform. Contractor will be responsible for managing all of the social media activity, including real-time and relevant content in addition to the planned messaging. Some activities will include the re-posting of TRB and National Academies of Sciences, Engineering, and Medicine content.

Task 9. Dissemination Tool Needs Analysis. ACRP wants to simplify the user's experience in seeking specific information. Contractor will provide an analysis of existing tools and recommend a suite of tools from those that are developed and those that need to be developed.

Task 10. Periodic Mailings to Airport Practitioners. Contractor will develop and send periodic targeted mailings to airports based on the results of the 2021 Impact Report to increase program awareness.

Task 11. Develop and Maintain a Database of Subject Matter Experts for Speaking Engagements. The contractor will work with conference planners and organizers to match speakers who are researchers, implementers, and panelists to agenda needs.

Task 12. Identify Trending and Emerging Topics. Contractor shall engage the industry to understand emerging and trending topics. Curate ACRP products based on the emerging and trending topics and promote the collection. If there are research gaps, encourage the submission of problem statements on the emerging or trending topic.

Task 13. Improve Search Capability and Promote. With a catalog of over 500 publications, it can be unwieldy to find ACRP research results and complementary products, such as IoPs and webinars, that are relevant to a user. ACRP currently provides the ability to filter ACRP publications by 30 topic areas, however, enhancements are necessary. The contractor shall make search enhancement recommendations, and develop promotional materials to educate the industry on how best to search.

Task 14. Project Panel Toolkit. Individuals who serve on project panels are defacto ambassadors. The contractor will develop a toolkit of information that panelists can use to promote the ACRP.

Task 15. Measuring and Tracking Effectiveness. The contractor will define metrics for tracking the effectiveness of the dissemination program, track metrics, and provide an analysis and recommendations each year of the activities.

Task 16. Maintain and Update ACRP Mobile App. ACRP is in the process of developing a no-code mobile app that will allow users to find products on topics of interest, create favorite lists, share the lists, and allow ACRP to send out notifications about the ACRP program. The contractor shall maintain the app and provide recommended enhancements as appropriate.

Task 17. Engage with University Aviation Association. Contractor shall explore how best to engage with universities to promote ACRP.

Task 18. Website Enhancements. Contractor shall recommend analytics and tracking tools on how the website is used, such as heatmaps and Google Analytics. Based on those results the contractor will recommend enhancements to improve ease of finding ACRP programs and products on our website.

Task 19. Exhibit Refresh. The contractor will research and recommend exhibit displays, signage, and materials to be used by Ambassadors and staff. The contractor should consider the type of information conference attendees are seeking and in what format, including interactive electronic and static displays.

Notes: Proposer should identify the metrics that they recommend we use for the appropriate tasks and for the program to measure effectiveness.

Proposers should discuss their ideas for promoting the program or enhancing existing activities or resources to improve the finding of ACRP products.

INVITATION

Proposers are hereby invited to submit proposals to fulfill the objective described above. Responses developed in response to this announcement should offer multidisciplinary teams capable of developing and executing a wide variety of dissemination of research results products and services. Proposers are expected to demonstrate significant in-house expertise, as well as the ability to assemble additional expertise as needed.

.....*End RFP 1*

REQUEST FOR PROPOSALS 2

RFP Number: ACRP 11-12/Task 002b
Project Title: Produce CRP Webinars
Fiscal Year: 2022
Contract Time: 12 months
Funds: \$20,000
Staff: Marci Greenberger
Staff Phone: 202/334-1371
Staff Email: mgreenberger@nas.edu
RFP Close Date (*proposal due date*): 7/26/2022

BACKGROUND

TRB generally delivers about 100 webinars per year. TRB webinars are among the most valued benefits that sponsors receive since their employees can secure continuing education credits without the need to leave their office. TRB's webinar program consistently receives a satisfaction rating of more than 92% for the webinars it conducts.

A contractor is needed to help support the production and delivery of approximately 25 webinars over the next 12 months. TRB estimates that the duties will amount to about 8 hours per webinar or a total of about 200 hours of work over the life of this task. TRB expects the contractor to maintain the high value and quality that TRB has established for its webinar program.

In general, TRB expects the contractor to set up registration pages for the TRB Webinar Program and respond to any requests from webinar presenters regarding necessary changes. The contractor will communicate as necessary about webinar progress with the presenters and with TRB's responsible staff officer (RSO). The contractor will be responsible for creating necessary materials, including PowerPoint training slides and information for the web. The contractor will execute live practice sessions with all presenters and execute the live webinars, which includes offering live customer service to attendees.

TRB's RSO will provide an overview of the process during the kick-off meeting with the contractor, set up a training schedule for the contractor, and will serve as a resource to assist the contractor during the life of this contract.

OBJECTIVE

The purpose of this RFP is to solicit proposals for a contractor to produce webinars for TRB's webinar program. Training will be provided to the selected contractor.

TASKS

The following tasks will be completed by the webinar contractor. TRB will send a confirmation email to the panelists of the dates and times for both the webinar training session and live webinar, and introduce the panelist to the contractor. Before the confirmation email is sent, TRB will ensure contractor availability to support training and the live webinar on the dates and times identified.

Task 1. Develop Webinar Descriptions (within a week of the virtual introduction/confirmation e-mail). Draft webinar

descriptions that are based on information included in the approved webinar submission.

Task 2. Posting of Webinar Description (within two weeks of the virtual introduction/confirmation e-mail). The information for the webinar will be posted on several internal programs that allow the public to view it (MyTRB at MyTRB.org and the National Academies Projects and Activities Repository at <http://webapp.nationalacademies.org/napar/>). Access will be provided to the selected contractor.

Task 3. Send Webinar Link to Panelists, Moderator, and Webinar Administrator. After posting the information, the webinar description shall be shared with the panelists, moderator, and webinar administrator to review and provide feedback within a week.

Task 4. Create a practice session in GoToWebinar (GTW). The description of the webinar will be pre-populated in GTW but some information will still need to be added. A practice webinar will need to be created by copying the live version and appending the title. Provide the date and time for the practice session and tag the panelists and moderators so that they get the invitation.

Task 5. Pre-Webinar Training Session (3 weeks before the date of the training session). Create practice session slides, respond to questions from panelists/moderator, and remind panelists about slides deadline. The slides will be combined in a single PDF and shared with registrants before the webinar. Email the moderator and ask for two to three sentence bio for introduction and photo. Create speaker introduction slide with photos, emails, and logos for panelists review.

Task 6. Conduct Webinar Training Session (day and time of training session). Follow-up with moderator and panelists on any issues that might have come up during training.

Task 7. Conduct Webinar Live Session (day and time of live webinar). This will require the contractor to log in about 30 minutes before the session starts, start the recording at the appropriate time, make introductory remarks, switch between presenters when appropriate, and conduct poll if one is being used and share results if one is being used. Provide the final remarks at the posted end-time, and politely interrupt the conversation with a warning about “last question.”

Task 8. Post Webinar Administrative Items (within 3 days after the live webinar). The announcement will need to be updated to reflect it is now past and add links to the slides of presenters and the recording. Download the attendee report from MyTRB and GTW and save both reports in the appropriate webinar folder. Send thank you notes to panelists, the moderator, and organizer, and TRB staff assigned to the standing technical committee or report covered. For webinars that provide professional develop hour (PDH) credits, the attendees list will need to be uploaded to another site.

INVITATION

Proposers are hereby invited to submit price quotations to fulfill the objective and tasks described above. It is anticipated that the selected proposers will produce annual reports over multiple years. Responses to this announcement should offer multidisciplinary teams capable of developing and executing a wide variety of communications products and services. Proposers are expected to demonstrate significant in-house expertise, as well as the ability to assemble additional expertise as needed.

.....*End RFP 2*.....-

SECTION A1

Instruction and Conditions

The following instructions and conditions are applicable to each of the preceding two Requests for Proposals. Proposers should note that each proposal submitted must pertain to an individual RFP.

DEFINITIONS

Discussions are negotiations that occur after establishment of the competitive range that may, at NAS Procurement Services & Subaward Administration Director's ("Director, PSSA") discretion, result in the Proposer being allowed to revise its quotation.

In Writing or written means any worded or numbered expression which can be read, reproduced, and later communicated, and includes electronically transmitted and stored information.

Proposal modification is a change to a quotation made after the RFP closing date, at the request of or allowed by the Director, PSSA as the result of negotiations.

Time, if stated as a number of days, is calculated using calendar days and will include Saturdays, Sundays, and Federal holidays.

RFP AMENDMENTS

If this RFP is amended, all terms and conditions that are not amended remain unchanged. Proposer shall acknowledge receipt of any amendment to this RFP by the date and time specified in the amendment(s).

SUBMISSION, MODIFICATION, REVISION AND WITHDRAWAL OF PROPOSAL

- 1) Modifications to proposals/quotation, if any, shall be submitted electronically to mgreenberger@nas.edu and the subject text shall RFP Number and name of the Proposer.
- 2) The first page of the proposal must show
 - a) The RFP number;
 - b) The name, address, email address, telephone, and facsimile numbers of the Proposer;
 - c) A statement specifying Proposer's agreement with all terms, conditions, and provisions included in the RFP and agreement to furnish any or all items upon which prices are offered at the price set opposite each item; and
 - d) Name, titles, email addresses, telephone of individual(s) authorized to sign the quotation.

The proposal submitted in response to this RFP shall be in English and in U.S. dollars.

Unless otherwise specified in this RFP, the Proposer must quote to provide all items.

Proposals may be withdrawn by the Proposer at any time before an award, if any, provided the Proposer provides such notice in writing to mgreenberger@nas.edu. Withdrawals are effective upon receipt of notice by the CRP Director.

If an emergency or unanticipated event interrupts normal CRP processes so that proposals cannot be received by the individual designated for receipt of proposals no later than the time specified in this RFP, and urgent CRP requirements preclude amendment of this RFP or other notice of an extension of the closing date, the time specified for receipt of proposals will be deemed to be extended to the same time of day specified in this RFP on the first work day on which normal CRP business resumes.

Proposers may submit modifications to their proposals at any time before the RFP closing date and time, and may submit modifications in response to an amendment, or to correct a mistake, at any time before award.

RESTRICTION ON DISCLOSURE AND USE OF DATA

Information contained in the quotation that the Proposer does not want disclosed to the public for any purpose or used by NAS except for evaluation purposes shall:

- Mark the title page with the following legend: “This quotation includes data that shall not be disclosed outside NAS and shall not be duplicated, used or disclosed — in whole or in part — for any purpose other than to evaluate this quotation. If however, a contract is awarded to this Proposer as a result of, or in connection with, the submission of this data, NAS shall have the right to duplicate, use or disclose the data to the extent provided in the resulting contract. This restriction does not limit NAS’ right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in pages [insert numbers or other identification of pages].”

- Mark each page of data it wishes to restrict with the following legend: “Use or disclosure of data contained on this page is subject to the restriction on the title page of this quotation.”

NAS will not disclose data so marked to the extent consistent with NAS’ public access policies.

RECEIPT OF PROPOSAL/QUOTATION

The proposal must remain available for acceptance by NAS for a minimum of ninety (90) days, unless a Proposer proposes an extended period.

COVER LETTER

The proposal must include a cover letter signed by an authorized representative. The cover letter must contain a statement specifying the extent of agreement with all terms, conditions, and provisions included in this RFP and agreement to furnish any or all items upon which prices are offered.

RFP SCHEDULE

Issue Date	June 10, 2022
Quotation Due/Closing Date	July 26, 2022

TYPE OF AWARD

NAS anticipates a cost-plus fixed fee professional services agreement resulting from this RFP. By submitting a quotation in response to this RFP, the Proposer agrees to the terms and conditions of the specimen professional 2022 ACRP Requests for Proposals and Solicitation of Statements of Qualifications for Dissemination of Research Results

services agreement, attached hereto as Section IV.

PERIOD OF PERFORMANCE

The anticipated period of performance under any professional services agreement awarded as a result of this RFP is dependent upon the proposal received and the terms offered to NAS.

SUBMISSION OF PROPOSALS

The proposal shall be submitted electronically via dropbox at <https://www.dropbox.com/request/n6SAhn6ow4YAsOknGH5t> no later than July 26, 2022 at 5:00 pm Eastern Time and the file name shall indicate the RFP number and name of the Proposer.

DETAILS OF ESSENTIAL CONTENT

Workplan: The workplan (“Workplan”) shall describe in detail how the objective will be accomplished. The Workplan ultimately becomes a part of the contract by reference of the proposal; therefore, it should describe in a specific and straightforward manner the proposed approach to the achievement of the objective described in this RFP. It should be concise, yet include sufficient detail to describe completely the proposed approach. The methodology shall be described in sufficient detail to permit evaluation of the probability of success in achieving the objectives. It is emphasized that no pre-proposal briefings or meetings with NAS staff or panels are conducted during proposal evaluation and selection. The proposal, therefore, constitutes the one and only opportunity for the proposer to state its case. The plan shall be subdivided into the following sections:

- a. **Introduction:** The introduction to the research plan should provide a concise overview of the proposer’s approach to conducting the work. It should describe the manner in which the expertise and experience of the proposed team will be used in the project. The introduction should highlight the linkages of the proposed team’s capabilities to the project tasks and the manner by which the proposed plan will satisfy the objectives.
- b. **Approach:** This section should be used to describe how the objectives will be accomplished through a logical, innovative, and rational plan. The plan shall describe each phase or task of the proposed research in sufficient detail to allow an informed assessment of the likelihood of success.
- c. **Itemized Budget:** The estimated cost for the project should be based on the proposed performance period. Proposals will not be accepted where budgets are in excess of the amount shown in the RFP, and budgets that provide for cost sharing at a total cost over and above the total funds available are not encouraged. All proposed costs shall be in accordance with applicable government costs allowability requirements. Refer to OMB Circular A-21, “Cost Principles for Educational Institutions”; Circular A-87, “Cost Principles for State, Local and Indian Tribal Governments”; and Circular A-122, “Cost Principles for Non-profit Organizations.” Institutions of higher education and other nonprofit recipients are required to meet all applicable audit requirements of OMB Circular A-133, “Audits of States, Local Governments, and Non-Profit Organizations.”
- d. **Summary of Hours by Task:** A summary table shall be included listing every principal member of the team, including consultants and contractors, their role in the study, level of effort (expressed as the percent of their time on the project over the proposed project period), and their number of hours by task. Actual hours should be shown rather than months or dollars. In addition, it is preferred that only one table be submitted rather than separate tables by task.

DIVERSITY AND INCLUSION PLAN

NAS recognizes that an inclusive and diverse organization is fundamental to fulfilling NAS’ Congressional Charter and NAS’ Vision and Mission. An inclusive and diverse environment enhances innovation and creativity in all areas of NAS, and is important for cultivating an equitable and supportive atmosphere. Diversity may relate to gender, racial, and ethnic profiles, as well as other sociodemographic aspects, such as geographic representation, education, management level, and length of professional career.

NAS further recognizes that our vendors are likely to be most successful and produce results relevant to all potential users when they bring diverse perspectives and experiences to their teams and services. NAS also encourages participation by DBEs (small firms owned and controlled by minorities or women); however, it

does not have a minimum DBE requirement. Proposers must describe their plan for DBE participation, if any, including information on each DBE. Include the anticipated dollar amount and the percentage of DBE participation relative to the total project budget.

In your proposal, please describe:

- a. How your proposed team will bring a diverse and inclusive approach to the proposed services.
- b. Policies or programs that your company or your proposed partners have in place within your organizations to promote and enhance diversity and inclusion.

SECTION A2

Specimen Professional Services Agreement Agreement Number: 200000xxxx

Project Title: XXXXX

This Professional Services Agreement (hereafter the “Agreement”) is between the National Academy of Sciences, a private federally chartered tax-exempt corporation, having its principal place of business at 500 Fifth Street N.W., Washington, DC 20001 and XXXX (“Contractor”), having an address at XXXXX (referred to herein individually as “Party” and collectively as “Parties”).

RECITALS

WHEREAS, NAS wishes to engage the services and expertise of Contractor on the terms and conditions hereinafter set forth, and Contractor wishes to accept such an engagement; and

WHEREAS, Contractor has agreed to perform the services set forth below for NAS;

NOW, THEREFORE, the Parties hereby agree as follows:

- 1. Description of Services.** This Agreement is to engage Contractor’s services and expertise as set forth in the Statement of Work attached hereto as Attachment A and incorporated into this Agreement as if fully set forth herein (the “Services”). Contractor shall perform all Services in a good and workman like manner, in accordance with the best practices of Contractor's industry, and the Services and Work Product will conform to the Statement of Work. Contractor agrees to promptly deliver to NAS any Work Product as defined in Paragraph 7 below resulting from the performance of Services. Contractor shall report its progress on its performance of Services to NAS at the time and in the manner reasonably requested by NAS. Contractor shall provide all labor, materials, equipment, transportation, and insurance necessary to perform the Services.
- 2. Responsible Staff Officer (RSO).** The following NAS employee is designated as the RSO under this Contractor Agreement.

Name	Division	Telephone	Address
Marci Greenberger	TRB	(202) 334-1371	500 Fifth Street, NW Washington, DC 20001

- 3. Compensation.** NAS agrees to pay Contractor (to be determined). Total performance compensation under this Agreement shall not exceed XXXXXX.
- 4. Invoicing.** Invoices must be submitted to NAS with Net 30 days due payment terms, must be on Contractor letterhead, and reference Agreement Number 200000xxxx in addition to Contractor’s unique Vendor ID: 000200xxxx.

NAS utilizes a paperless invoicing system. To avoid delay in payment, please comply with the following five (5) terms:

- (1) Invoice MUST be PDF or TIFF format. Excel and Word documents are not recognized by the system.
- (2) Invoices for this Agreement MUST include the three (3) digit Unit #: "Attn: UNIT #183". The Unit # must appear on the invoice itself.
- (3) Invoices must include Agreement Number: 200000xxxx
- (4) Invoices MUST be emailed to Invoices@nas.edu
- (5) Limit ONE invoice per email.

Contractor shall complete the ACH Enrollment Form (Attachment B) to receive payment electronically.

5. **Term.** Contractor shall provide the Services during the period from xxxx ("Effective Date") through xxxx (the "Term"). Contractor shall use its best efforts to complete the Services in accordance with the schedule set forth in Attachment A. This Professional Services Agreement will terminate on the last day of the Term without further action on the part of NAS. Any change(s) to this Agreement shall require a written modification that will be signed by both Parties.
6. **Travel.** Travel reimbursement in connection with this Agreement is not authorized except as provided in Attachment A unless approved in advance by the NAS RSO. Reimbursement of travel expenses shall be in accordance with Federal Travel Regulations and NAS travel policy.
7. **Copyright.** All written materials and other works prepared under this Agreement and the copyrights therein, in all media and languages, now or hereafter known throughout the world (the "WorkProduct") shall be irrevocably assigned to and owned by NAS, and publication or dissemination by Contractor of any material or data generated under this Agreement must be approved in writing by the NAS RSO.
8. **Proprietary Information.** Contractor may have access to proprietary or privileged materials of NAS including, but not limited to, deliberative materials of one or more NAS committees, including without limitation, committee votes, tallies, and draft reports (hereafter "Proprietary Information"). Contractor hereby acknowledges and agrees that all such Proprietary Information that has or will be provided under this Agreement is intended for the sole purpose of facilitating Contractor's performance under this Agreement and may not be used by Contractor for any other purpose or disclosed to any other person or entity without the prior written approval of NAS. The obligations under this clause survive the termination, expiration, or completion of performance under this Agreement.

Notwithstanding the above, Proprietary Information shall not include information to the extent that it: (i) was known to the recipient at the time it was disclosed, other than by previous disclosure by or on behalf of the discloser, as evidenced by written records at the time of disclosure; (ii) is at the time of disclosure or later becomes publicly known under circumstances involving no breach of this Agreement; (iii) is lawfully and in good faith made available to the recipient by a third party who is not subject to obligations of confidentiality to the discloser with respect to such information; or (iv) is independently developed by the recipient

without the use of or reference to Proprietary Information, as demonstrated by documentary evidence; or (v) is required to be disclosed by law or legal process.

9. Independent Contractor. It is agreed and understood that the Services undertaken under this Agreement are as an independent contractor, and not as an employee of NAS. It is understood that NAS will not withhold any amounts for payment of payroll taxes from the compensation of Contractor hereunder. Contractor shall not represent or hold itself out as an employee of NAS, and Contractor acknowledges that he is ineligible to participate in any NAS benefit programs.

10. Termination. NAS reserves the right to terminate this Agreement at any time upon written notice to Contractor. Upon receipt of such notification, Contractor shall deliver to NAS Work Product produced or generated up to and including the date of termination. Upon receipt of and in accordance with the termination notice, Contractor shall take immediate action to stop work and minimize all expenditures and obligations funded by this Agreement. Contractor shall also cancel unliquidated obligations whenever possible. After the NAS receives and accepts Contractor's detailed statement of any termination-related expenses and costs incurred by Contractor, NAS shall make a final payment to Contractor for all work performed through the date of such termination.

11. Compliance with Laws. Contractor shall comply with all applicable laws, rules, regulations, ordinances, orders, or requirements, relating to the delivery of the Services specified in this Agreement, and shall retain all licenses, permits, and registrations, if any, required in performance of the Services. The Equal Employment Opportunity Clause required under Executive Order 11246, the affirmative action commitment for disabled veterans and other protected veterans, set forth in 41 CFR 60-300.5, the affirmative action clause for disabled workers, set forth in 41 CFR 60-741.5, and the related regulations of the Secretary of Labor, 41 CFR Chapter 60, are incorporated by reference in this Agreement. By accepting this Agreement, Contractor verifies that it complies with the authorities cited herein, and that it does not maintain segregated facilities or permit its employees to perform services at locations where segregated facilities are maintained, as required by 41 CFR 60-1.8. Contractor's Representations and Certifications form is incorporated into this Agreement as if fully set forth herein.

12. Terrorism Financing. Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of Contractor to ensure compliance with these Executive Orders and laws. This provision must be included in all subcontracts/sub-agreements issued under this Agreement.

Contractor should refer to the following URL link for a complete list of individuals and/or entities that are prohibited from entering into transactions under this Agreement:

<http://www.treas.gov/offices/enforcement/ofac/index.shtml>.

13. Contractor Liability. To the extent permitted by applicable laws, Contractor shall be responsible for his or her performance under this Agreement, and shall indemnify and hold harmless NAS and each of its directors, officers, employees and agents from and against any and all injuries, damages, losses, liabilities, claims, judgments and settlements, including reasonable legal costs, arising out of any negligent or willful act or omission by Contractor or any of its employees, subcontractors, or agents.

14. Insurance. Contractor will maintain insurance during the performance of this Agreement at its own expense with coverage and limits not less than specified below, or required by law, whichever is greater:

- A.
 1. Commercial general liability insurance, or its equivalent, for bodily injury (including death), personal and advertising injury, and property damage (including loss of use) with limits of not less than \$1,000,000 per occurrence or claim, \$2,000,000 general aggregate, \$2,000,000 products and completed operations aggregate;
 2. Workers' compensation insurance, or its equivalent, with statutory benefits as required by law, including standard "other states" coverage; employers' liability insurance, or its equivalent;
 3. Business automobile liability insurance, or its equivalent, with limits of not less than \$1,000,000 per occurrence for each accident, if vehicles will be used in the performance of this Subcontract.

Contractor will furnish evidence of insurance to NAS, if requested, by transmitting original certificates of insurance signed by authorized representatives of the insurers.

B. Limits of Liability: It is expressly understood that insurance protection required by this clause in no way limits Contractor's obligations under this clause, nor will it be construed to relieve Contractor of liability in excess of insurance policy coverage.

C. Waiver: Contractor waives all rights of recovery against NAS for any claims, damages, costs, or expenses covered by any required insurance policies carried by Contractor and for any damage or loss of use of personal property owned or leased by Contractor. With the exception of Workers' Compensation insurance, the required insurance shall include a waiver of subrogation in favor of NAS.

15. Assignment. No portion of this Agreement or any of Contractor's rights (including, without limitation, the right to payment hereunder) duties or obligations hereunder may be assigned or delegated by Contractor.

16. Entire Agreement. This Agreement constitutes the only agreement between NAS and Contractor relating to the subject matter hereof, and no representations, promises, understandings or agreements, oral or otherwise, not herein will be of any force or effect. Any disputes under this Agreement shall be resolved by application of the law of the District of Columbia, excluding its choice of law rules.

17. Pandemic. The Parties are entering into this Agreement at a time when a state of national emergency has been declared and the nation is responding to the Coronavirus (COVID-19) pandemic. The Parties agree that each Party will use all reasonable efforts to complete the Services as specified herein, so long as each Party can reasonably do so while also taking the steps it deems necessary to protect the health, welfare and safety of its professionals and the public, and/or to abide by law, emergency or regular executive orders, or changes in law mandated to address the pandemic. Neither Party shall be liable for any delay or failure in performance (excluding payment for fees and expenses incurred) due to circumstances resulting from the pandemic which are beyond its reasonable control.

THEREFORE, the undersigned Parties have executed this Agreement as of the date of last signature set forth below.

Accepted by:

NATIONAL ACADEMY OF SCIENCES

CONTRACTOR

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

.....*End Part A*

PART B - Solicitation of Statements of Qualifications

RFQ Number: TRB-CRP-01-2022

Project Title: Solicitation of Statements of Qualifications to Provide Dissemination of Research Results

Fiscal Year: 2022

Contract Time: 36 months from date of notice to proceed

Staff: Marci Greenberger

Staff Phone: 202/334-1371

Staff Email: mgreenberger@nas.edu

RFP Close Date (proposal due date): 07/26/2022

BACKGROUND

CRP needs a mechanism to procure consultant services that is responsive to the dissemination of research results of its research programs and can meet future requirements as they may arise. The mechanism involves the prequalification and selection of a small number of service providers who can respond quickly and competitively to task orders for specific dissemination products. Periodically, the prequalification and selection of service providers are re-advertised to allow others the opportunity to participate in a competitive process.

Currently, CRP requires service providers to submit Statements of Qualifications to perform the following tasks. The list of tasks may be increased or decreased based on CRP's future requirements. Proposers may submit a response to an individual task or tasks.

TASKS

Task 1. Redesign the sub-pages of the [CRP main page](#) (under the column on the right named "Information") to match the visual identity of the CRP main page. This will include a review of the information provided in those sub-pages, and suggested edits to that information to make it clear and easy to understand for users.

Task 2. Develop audio vignettes and podcasts. CRP envisions that an audio vignette of the research may be an effective way to encourage the implementation of our products. These would be a single speaker for 7-15 minutes of speaking. A scripted podcast would be a conversational recording between two or more people describing the results of a research product or products.

Task 3. Produce short videos of research team members discussing the findings of the research. These videos are 5-7 minutes in length. Examples of such videos can be found [here](#). Production may include video content that can be used to promote specific products or the program through our website or social media. These clips would be less than 5 minutes.

INVITATION

Service providers are hereby invited to express interest in participating as a task-order contractor for CRP Communications Services by submitting a statement of qualifications and availability for any of the tasks described above. The contract will be for a 3-year term, with an option for a second 3-year term.

The qualifications statement should highlight the specific experience and background of the key personnel as those qualifications relate to specific areas. Responses to this announcement should offer multidisciplinary teams capable of developing and executing a wide variety of communications products and services. Proposers are expected to demonstrate significant in-house expertise, as well as the ability to assemble additional expertise as needed. Each task-order contractor will be expected to propose on all future task-order requests that are announced by CRP.

Respondents shall provide the following:

1. A discussion that clearly demonstrates the respondents' understanding of the task needs of CRP. This section of the statement of qualifications must be limited to 10 pages total.
2. Qualifications of the Account Manager and other key team members. Information on each team member must be limited to 2 pages per team member.
3. Relevant accomplishments by the Account Manager and other members of the team. This section must be limited to 10 pages. Respondents may however provide web links to relevant examples of their accomplishments such as websites, videos, and other communications products.
4. A listing of estimated financial compensation (i.e., fully loaded hourly rates) for the Account Manager and other key staff, including consultants or subcontractors during the proposed contract period.
5. The proposer's Diversity and Inclusion plan.

BASIS FOR SELECTION

It is the intention of CRP to select up to 2 contractors for each task. Task-order contractors will be selected based on the following criteria:

1. Demonstrated understanding of the tasks proposed.
2. Demonstrated qualifications, experience, and availability of the Account Manager and key team members.
3. Clarity and completeness of the qualifications statement.
4. Demonstrated ability to deliver clear and concise products in formats appropriate for transportation organizations.
5. Demonstrated ability to draw appropriate expertise from across the field when additional resources are needed.

The individual task proposals from the proposers selected to be task-order contractors will be provided to an oversight panel, and the task panel will select a contractor from among those proposals.

GENERAL NOTES

1. According to the provisions of Title 49, Code of Federal Regulations, Part 21, which relates to nondiscrimination in federally assisted programs, all parties are hereby notified that the contract entered into pursuant to this announcement will be awarded without discrimination on the grounds of race, color, religion, sex, national origin, or disability.
2. All proposals become the property of the Transportation Research Board. Final disposition will be made according to the policies thereof, including the right to reject all proposals.

Proposals are due not later than 5:00 p.m. on 07/26/2022 via Dropbox <https://www.dropbox.com/request/n6SAhn6ow4YAsOknGH5t> . The file name shall indicate the RFP number, task number, and name of the Proposer.

This is a firm deadline, and extensions are not granted. In order to be considered for award, all copies of the agency's proposal must be submitted not later than the deadline shown, or the proposal will be rejected.

.....*End Part B*

.....*End document*