



RE: Notice of Solicitation

Emergency Preparedness Advertising Services Negotiated Acquisition

PIN#: 01714N0002

The New York City Office of Emergency Management (OEM) intends to enter into negotiations with one or more qualified vendors with expertise in producing public service campaigns. The selected vendor will be responsible for research, creative production services, media outreach services, public relations, fulfillment, ad placement, and media monitoring related to the City's emergency preparedness campaign.

A contract will be awarded by the Negotiated Acquisition source selection method, pursuant to City of New York Procurement Policy Board Rules (PPB Rules) §§ 3-04(b)(2). It is anticipated that the contract to be awarded through this Negotiated Acquisition will have an initial three-year term commencing on October 1, 2015 and ending on September 30, 2018 with potentially two two-year options to renew.

The ACCO has justified the use of the Negotiated Acquisition source selection method by determining that it is neither practical nor advantageous to award the proposed contract by competitive sealed bidding or competitive sealed proposals, and that this source selection method is in the City's best interest.

Any vendor that wishes to express interest in being considered for this procurement is invited to do so by sending an e-mail to Brian Genzmann, Senior Procurement Analyst, at procurement@oem.nyc.gov by Wednesday, July 23, 2014 at 10:00 AM EST. E-mails must include the following information: the point of contact's name, their organization's name, a valid telephone number, fax number, and e-mail address. Only those vendors that have expressed interest will receive the solicitation document on Wednesday, July 23, 2014.