



RE: Notice of Solicitation

CORRECTION:
Emergency Preparedness Advertising Services Negotiated Acquisition

UPDATED INFORMATION IS IN BOLD FONT.

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 and outreach campaigns to support one of the Agency's core missions: to educate the NYC population about preparing for emergencies. 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 agency's emergency preparedness campaign. **In addition, the selected vendor will support OEM by securing donated advertising space from major media outlets including television networks, radio stations, magazines, and newspapers; and secure pro bono services from other experienced advertising agencies.**

The firm selected for this contract should offer a combination of (1) excellent technical skills, (2) competitive pricing for campaign production and creative services, and (3) a plan to secure placement of the advertisements at NO COST TO OEM. The plan for ad placements should include TV, radio, print, internet and outdoor outlets.

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 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 can meet all of the above requirements and is interested in providing these services, is invited to submit an expression of interest by e-mail to Brian Genzmann, Senior Procurement Analyst, at procurement@oem.nyc.gov by **Tuesday, July 29, 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 **Tuesday, July 29, 2014. Those vendors that have already expressed interest must determine whether they can meet the requirements listed above and resubmit their emails to OEM by Tuesday, July 29, 2014 at 10:00 AM EST as well.**