U.S. ENVIRONMENTAL PROTECTION AGENCY

Response to RFQ #RFQ1516845

Proposal to Provide Services for U.S. EPA SmartWay Transport Partnership – Brand, Marketing, Communication and Outreach Support

VOLUME I – Technical Capability

September 15, 2021

September 15, 2021

OAR/OTAQ/NVFEL/TRPD
U.S. Environmental Protection Agency
National Vehicle and Fuel Emissions
2565 Plymouth Road
Ann Arbor, MI 48105

Submitted via Email to:
Tanya Latson, Contracting Officer
Jazmine Anthony Harris, Contract Specialist

RE: Request for Proposal (RFQ1516845)

Dear Jazmine and Tanya,

The CauseWay Agency (CauseWay) is very pleased to offer the enclosed proposal for services to the U.S. EPA's SmartWay Transport Partnership in response to the above-referenced solicitation. In accordance with the RFQ Proposal Instructions, we have enclosed the proposal in three volumes: 1) Volume I – Technical Capability, 2) Volume II – Past Performance, and 3) Volume III – Pricing, which includes a copy of our complete GSA contract. CauseWay takes no exceptions to the RFQ/SOW. (b)(4)
(b)(4)

We hereby affirm that we are qualified under NAICS 541810 – Advertising Agencies. We are registered in SAM, and all representations and certifications are current and up to date therein (Volume I – Appendix B). We incorporate all clauses identified within the RFQ by reference and confirm that we are able to comply. Our GSA Contract number is GS-07F-0413X and expires on April 3, 2026. Our DUNS is 018945975, and our TIN is (b)(4)

(b)(4)

Thank you for the consideration. Please do not hesitate to reach me by phone at (b)(4) or email at (b)(4) with any questions about this proposal.

Best regards,

Robert D. Schultz, President
The CauseWay Agency
21 Charles Street, Suite 201
Westport, CT 06880
www.thecausewayagency.com

Table of Contents

Executive Summary ES-1

A. Technical Capability 1
I. Background 1
II. General Information 2
III. Call 3
A. Integrative Marketing Services (Schedule 541, Category 541 5) 3
B. SmartWay Public Service Announcement (PSA) Development, Production, Placement, and Distribution (Schedule 541, Category 541 1) 3
C. Web Based Marketing Services (Schedule 541, Category 541 3) 18
D. Video/Film Production (Schedule 541, Category 541 4B) 21
E. Recommendation and Implementation of Public Relations Efforts (Schedule 541, Category 541 2) 21
F. Development of SmartWay Marketing and Outreach Resources (Schedule 541, Category 541 4B) 24
G. Meeting Attendance 26
H. Travel 26
I. Monthly Reports 26
J. Deliverables 26
ADDENDUM 28
I. Key Personnel Resumes 29