



# DIGITAL-TO-ANALOG CONVERTER BOX COUPON PROGRAM

## REQUEST FOR INFORMATION (RFI)

**National Telecommunications  
and Information Administration**

**National Oceanic and Atmospheric Administration**

**U.S. Department of Commerce**

**August 11, 2006**



# NTIA Team

- **Bernadette McGuire-Rivera**
  - Associate Administrator, Office of Telecommunications and Information Applications
- **Meredith Baker**
  - Senior Policy Advisor
- **Kathy Smith**
  - Chief Counsel
- **Clifton Beck**
  - Budget Officer
- **Wayne Ritchie**
  - Chief Administrative Officer, Office of Telecommunications and Information applications



## NTIA's Role

- **NTIA is the Program Owner**
  - Tasked in legislation to implement
  - Will provide the technical expertise
  - Will provide the Contracting Officer Representative
  - Will provide technical evaluation
  - Will assist in negotiations
  - Will provide administration following award



# NOAA Team

- **Helen Hurcombe**
  - **Director, Acquisition and Grants Office**
- **Gary Rice**
  - **Director, Staff Office/External Client Acquisition Division**
- **Catherine Holland**
  - **Contracting Officer**





## NOAA's Role

- **NOAA provides acquisition support to NTIA**
  - **Will provide Contract Specialist and Contracting Officer**
  - **Will provide business evaluation**
  - **Will negotiate, award and administer contract**





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**Bernadette McGuire-Rivera**  
Associate Administrator

**National Telecommunications and Information Administration**  
**U.S. Department of Commerce**  
[www.ntia.doc.gov](http://www.ntia.doc.gov)



# DIGITAL-TO-ANALOG CONVERTER BOX



NTIA



# NTIA EMPHASIS

- **Meet Congressional Mandates**
- **Prevent Waste, Fraud and Abuse**





# CONGRESSIONAL MANDATES

- **Operating Methods**
- **Schedule**



# OPERATING METHODS REQUIRED BY ACT

- **Coupon Redeemed at Purchase**
- **Consumer Must Request**
- **May Request 1 or 2 Coupons**
- **Distributed by U.S. Mail**
- **Valid for 3 Months**
- **\$5 million for Consumer Education**



# MANDATED SCHEDULE

**January 1, 2008**

**Coupons Available**

**February 18, 2009**

**Digital Only Broadcast**

**March 31, 2009**

**Last Coupon Requests**

**June 31, 2009**

**Last coupons expire**



# WASTE, FRAUD AND ABUSE (WFA)

- **Minimize Occurrence**
- **Cost Benefit**





# MINIMIZE WFA THROUGHOUT PROGRAM

- **Coupon Distribution**
- **Coupon Redemption**
- **Retailer Certification**
- **Consumer Education**



# COST / BENEFIT

## EXAMPLE:

**Paper Coupon vs. Magnetic Strip**

**Potential for WFA vs. Cost of Solution**



# FURTHER DEFINED IN RULE MAKING

- **Eligible Household**
- **Converter Box Specifications**
- **Retailer Requirements**
- **Certain Operating Procedures**



# RFP BASED ON:

- **RFI**
- **Final Rules**





# DEADLINES

**RFI Response**                      **Sept. 15, 2006**

**RFP Release**                      **Early 2007**

**Contract Award**                  **June 2007**

**Coupons Available**              **Jan. 1, 2008**



# FOR MORE INFORMATION

## WWW.NTIA.DOC.GOV



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### Welcome to NTIA

**Market Research for Implementation of Digital to Analog Converter Box Coupon Program:** On July 31, 2006, NTIA published a Request for Information (RFI) to conduct market research for implementation of the Congressionally mandated Digital to Analog Converter Box Coupon Program. NTIA is seeking capability information from organizations with the experience, qualifications, solution approaches, and best practices necessary to implement and administer the Coupon Program. This RFI is for information and planning purposes only and does not constitute a Request for Proposal. On August 11, 2006, at 10 A.M., NTIA will hold an Industry Day at the NOAA Auditorium, 1305 East West Highway, Silver Spring, MD, to give interested organizations an opportunity to receive an overview briefing on the Coupon Program and to ask questions about the project. Responses to the RFI should be received by September 15, 2006, and any questions should be e-mailed to [Catherine.Holland@noaa.gov](mailto:Catherine.Holland@noaa.gov) in the Commerce Department's NOAA Procurement Office.

- **Federal Business Opportunities: Request for Information**
- **Synopsis: Request For Information (Fed Biz Opps)**
- **Synopsis: Request For Information (NTIA)**
- **Request for Information [ -- HTML -- MS Word -- Acrobat PDF -- ]**
- **Digital Television Transition and Public Safety**

*Posted 08-01-2006*

**SEARCH:**

**Digital TV Transition & Public Safety Act**



**Digital TV TRANSITION & PUBLIC SAFETY**

**Spectrum Policy Initiative**



**Spectrum Policy Initiative**



# Questions and Answers

## Acquisition Process and Pre-award Activities

(please see handout for advance Q&As)





# Questions and Answers

## Coupon Program Management and Contractor Role

(please see handout for advance Q&As)





# Questions and Answers

## Coupon Program Rules and Authority

(please see handout for advance Q&As)



# Questions and Answers

## Consumer Education Campaign

**(please see handout for advance Q&As)**



# DIGITAL-TO-ANALOG CONVERTER BOX COUPON PROGRAM

## REQUEST FOR INFORMATION (RFI)

**Thank you for participating in today's Industry Day**

