



UNITED STATES
DEPARTMENT OF TRANSPORTATION

Production of Aftermarket Safety Devices Bidder's Conference

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John Harding

US Department of Transportation

National Highway Traffic Safety Administration

Agenda

- Program Objectives
- Safety Program Elements
- Safety Pilot
- Aftermarket Safety Device Solicitation
- Tasks
- Deliverables
- Sequence of Activities
- Evaluation Criteria



Major Safety Program Objectives

- Move aggressively on vehicle to vehicle communications
 - Agency Decision by 2013
- Accelerate in-vehicle technology
 - “Here I Am” Devices
 - Aftermarket Safety Devices
 - Promotes market penetration that accelerates delivery of safety benefits
- Development of an interoperable and secure environment
 - Device development
 - Pre-Model Deployment
 - Model Deployment
- Monitor and evaluation of driver distraction issues
 - Driver Clinics
- Determine the policies necessary to establish and operate a vehicle communications environment



Key Elements of the Safety Program

- DSRC for low latency safety needs
- OEM, aftermarket, and HIA device scenarios being considered for deployment
- All vehicle types being examined for value added applications
- Programs are structured towards achieving deployment
- Establishing national level interoperability → Open standards for communications and data
- Introduction of new systems/devices must consider driver distraction safety issues
- Ensure adequate levels of security
- Reasonably protect personal privacy
- Activities supportive of mobility and environmental applications

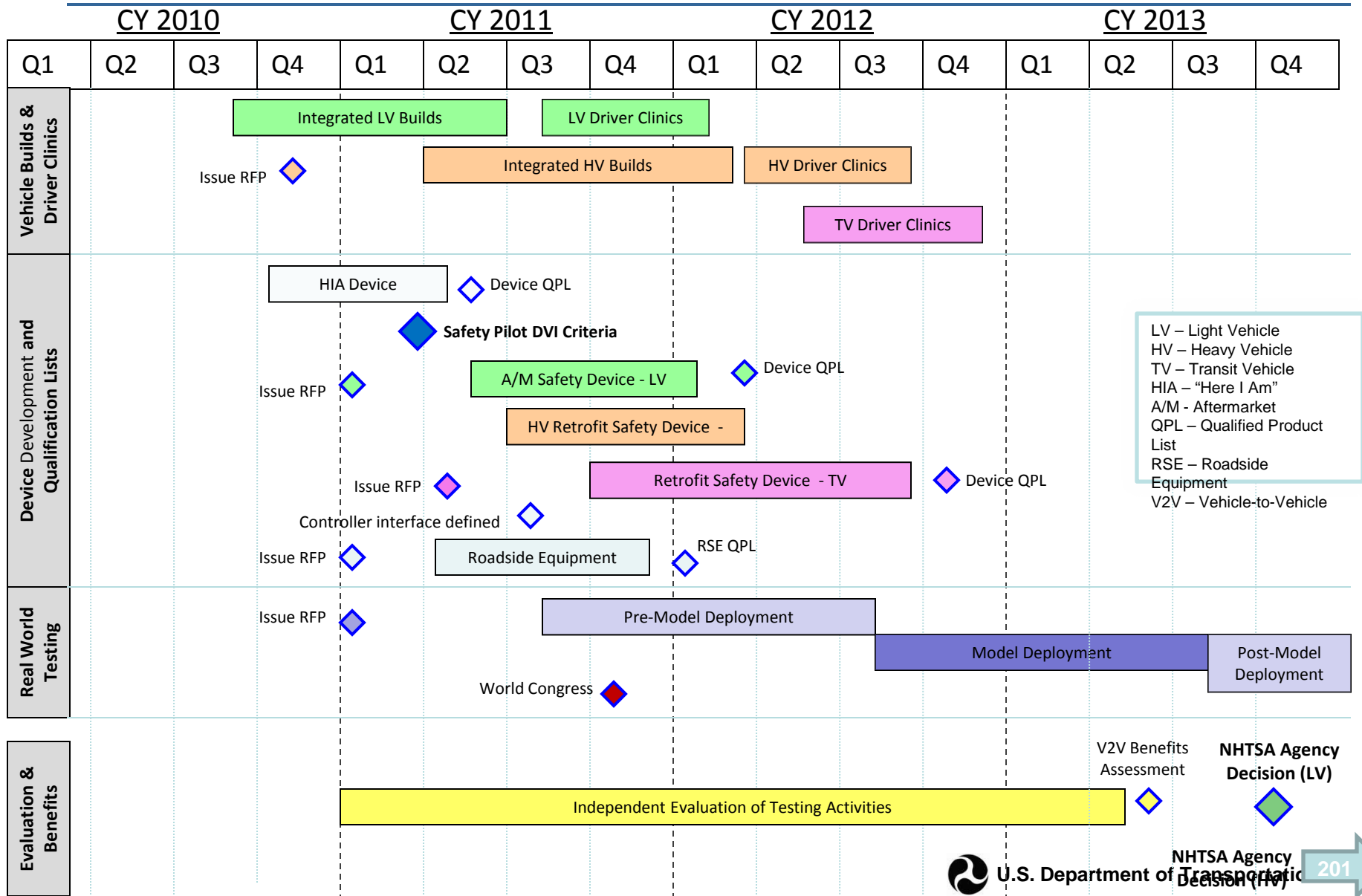


Safety Pilot

- Establishes a real world model deployment site (vehicle communications environment)
 - Enables V2V and V2I communications
 - Communications facilitate safety applications
 - 5 Stages
 - Device development
 - Driver Clinics and communications performance tests
 - Pre-Model Deployment testing (interoperability)
 - Model Deployment
 - Post- Model Deployment evaluation



ITS Safety Pilot Roadmap



Solicitation Objective

- Obtain aftermarket safety devices (ASD) capable of being carried into a vehicle that generate a BSM using DSRC 5.9 GHz, and receive a BSM message to support operations and activation of device implemented safety applications
 - Mature ASD safety application
 - Forward Collision Warning
 - Emergency Electronic Brake Lights
 - Cooperative Intersection Collision Avoidance System – Violation
 - Curve Speed Warning
- Provide recommendations for updating the spec
- Development of effective Driver-Vehicle Interfaces
 - NHTSA DVI criteria available March – best practice for effectiveness & driver distraction
- Identify acceptable devices – device and application testing
- Obtain pricing and delivery schedule estimates
- Establish Qualified Products List for Safety Pilot



General Information

- Period of Performance: 8 months
- Proposal price range: \$100,000 to \$500,000 of Federal share
- Multiple awards – estimate 5
- 80/20 cost share calculated per total cost
 - Example
 - Total cost = \$250, 000
 - Federal share = \$200,000
 - Recipient share = \$50,000
- Anticipated award date – May 31st, 2011



Tasks

- Task 1: Project Management
- Task 2: Provide Specification Recommendations
- Task 3: Develop, Test, and Deliver Devices with Documentation
- Task 4: Provide Pricing and Delivery Schedule
- Task 5: ITS World Congress
- USDOT Testing



Task 1: Project Management

- Monthly teleconferences
- Project and Risk Management Plan
- Quarterly progress reports
 - Accomplishments
 - Planned activities
 - Problems or risks and recommended actions



Task 2: Provide Specification Recommendations

- Recommendations for changes due no later than 45 days after award
 - Rationale for change
 - Tradeoffs between making the change and leaving the spec unchanged
 - Possible alternative approaches
- Accepted changes will be included in the spec update and reflected in the updated acceptance criteria to be published 60 days after award



Task 3: Develop, Test, and Deliver Devices with Documentation

- Subtask 3a: Initial Delivery of Devices with Self-Certified Test Results
 - Delivery of 4 units 6 months after contract award
 - Self certified test results
 - Installation and operating instructions
 - All necessary hardware and cables to facilitate installation
- Subtask 3b: Device Documentation
 - Device manual includes diagnostics and troubleshooting – 6 months
- Subtask 3c: Delivery of Update Devices
 - In 8 months deliver 4 spec updated devices per 3b



Task 4: Provide Pricing and Delivery Schedule

- Pricing and delivery schedule due 6 months after award
- Pricing for lots of 50, 100, 150, 200, 250, 300, 400, 500 units
 - Pricing includes cost to update to new security and interoperability protocols
 - Assume deliveries are in equal quantities over a 3 month period
- Pricing for hourly cost of technical support
- For estimation purposes assume delivery period begins 13 months after award



Task 5: ITS World Congress Participation

- Recipients shall participate in the Safety Pilot Program Showcase – at ITS World Congress Oct. 16 – 20 2011, Orlando FL
- Recipients shall describe/illustrate proposed ASD
- Showcase space and access to showcase area will be covered by USDOT
- USDOT will cover Travel and Time
 - For two recipient personnel
- USDOT will not cover ITS WC registration



USDOT Device Testing

- Performance of Acceptance Testing
 - Test ASD for compliance with the spec and functionality of safety application(s)
 - Two rounds of testing
 - Initial device submission
 - USDOT provide test results
 - Update device submission (Final Round)
 - Two categories of testing
 - Device Certification meet technical specifications
 - Device that fail will not be considered for Safety Application Testing
 - Safety Application Testing functional performance
 - Include DVI criteria adherence
 - Acceptable devices will be placed on QPL



Deliverables

Task	Deliverable	Due Date
1	Kick-Off Meeting	7 days after award
2	Project and Risk Management Plan	30 days after award
3	Quarterly Progress Reports	Quarterly, due 30 days after the Quarter being reported
4	Technical Memorandum of recommended updates to the device specification	45 days after award
5	Four (4) device units with self-certified test results in accordance with the updated acceptance criteria and all necessary hardware and cables to provide proper installation and operation	6 months after award
6	Device installation and operating instructions	6 months after award
7	Pricing and delivery schedule for the potential future bulk procurement(s).	6 months after award
8	Four (4) device units updated based on the results of the acceptance tests in Subtask 3b	8 months after award
9	Participate in ITS World Congress	October 2011



Sequence of Activities

- 45 days after award – Recipient submission of recommended updates to the application specification.
- 60 days after award – Government will provide an updated application specification (first specification update) and acceptance criteria in response to industry inputs.
- 6 months after award – Recipient delivery of four (4) device units with self-certified test results in accordance with the updated acceptance criteria, installation and operating instructions, and all necessary hardware and cables to provide for proper installation.
- 6 months after award – Recipient submission of pricing and delivery schedule for potential future bulk procurement(s).
- 7 months after award – Government will provide the results of their acceptance testing.
- 8 months after award – Recipient submission of updated four (4) device units based on results of the initial acceptance tests
- 10 months after award – Government will provide the results of their final round of acceptance testing based on the updated device and establish a QPL of acceptable devices.



Evaluation Criteria

- Two Factors

- Technical Merit
 - Support for Program Objectives
 - Proposed ASD addresses goals and objectives of Safety Pilot Program
 - Technical, Management, and Staffing Approach
 - Application describes a sound and feasible device development approach
 - Experience
 - Application describes similar successful development activities and the relevant qualified staff
- Cost



Register NOW at www.Grants.gov

- Applications must be submitted online at www.Grants.gov.
- Applicants must register at Grants.gov in order to propose on this solicitation.
- Grants.gov registration takes 3 to 5 business days or more to complete. Register early!
- See instructions, guidance and tutorial at Grants.gov under “For Applicants - Get Registered”
- Registration requires applicants have or obtain a DUNS number, and complete Central Contractor Registration (CCR).



Applications / Award Type

- Applications are due by March 15, 2011 at 4 pm Eastern
- Competition is full & open to all applicant types
- Estimated Award by May 31, 2011
- Award type
 - Cooperative Agreement
 - Fixed Price Federal Share with Milestone-based payments
 - Cost Share – awardee must document and report cost share satisfied during performance



Contact Information

- Sarah Tarpgaard, Agreement Officer
- Federal Highway Administration
- Office of Acquisition Management
- Email Sarah.Tarpgaard@dot.gov
- Phone (202) 366-5750

