Special Notice

The Federal Housing Finance Agency (FHFA) intends to award a sole source purchase order to Red Octagon Digital LLC under the authority of 41 U.S.C. 1901(e)(2), which is regulatorily enacted through Federal Acquisition Regulation (FAR) 13.501(a), "Sole source acquisitions." FHFA requires contractor capability and support to provide extensive television, podcast, and radio media monitoring and on-demand reporting to allow the Agency to consistently monitor public media and manage Agency responses to media coverage related to housing and financial markets. These contractor capabilities will complement the Agency's current suite of social media and digital/print publication monitoring, providing extensive oversight of all media outlets.

The anticipated base year period of performance is from 7/24/2026 – 7/23/2027 with one (1) additional optional year. Specifically, the Contractor shall:

- Provide dedicated media/public relations subject matter expert staff who are available on-demand (24 hours a day / 7 days a week) to oversee service delivery, coordinate reporting, manage keyword and monitoring updates, answer inquiries (beyond standard informational technology help desk troubleshooting), and provide quality assurance.
- Provide comprehensive daily media monitoring with an emphasis on television, podcast, and radio media monitoring and the ability to provide media clips and reporting on-demand to multiple FHFA personnel based on FHFA search parameters.
- Provide instantaneous, on-demand summary reports of search parameters and content from the television, podcast, and radio media monitoring, with the ability to adapt reports and refine search parameters as FHFA priorities evolve throughout the period of performance.

This action will be firm-fixed-price. Red Octagon Digital LLC is the only known vendor who can provide the level of specialized television, podcast, and radio media monitoring technical capability coupled with the 24 hour a day / 7 days a week on-demand support services needed to fully meet FHFA's requirements.

Interested sources may identify their interest and capability to fulfill the requirement by furnishing detailed information concerning their ability to provide the supplies and services sought sufficient to demonstrate that a comparable source to the Government is available. Responses must include applicable estimated pricing and clear and convincing evidence that the interested vendor is able to provide the supplies and services outlined in this notice. The Government will not seek additional information from a vendor which fails to provide sufficient evidence of capabilities to meet the Government's needs. The Government has sole discretion in determining a vendor's ability to meet all requirements based on submitted materials and publicly available vendor information. The Government will consider all expressions of interest submitted. A determination by the Government not to compete this proposed contract action based upon responses to this notice is solely within the discretion of the Government. Information received will be considered solely for determining whether to conduct a competitive procurement.

The applicable NAICS code is 519290, Web Search Portals and All Other Information Services, with a size standard of 1,000 employees.

Only written responses sent via electronic mail to Steven.Novotny@fhfa.gov will be accepted. The responses shall be received no later than the response date and time indicated in this Special Notice. The Government will not be responsible for any costs in the preparation of responses to this notice.