

DEPARTMENT OF TRANSPORTATION  
REIMBURSABLE AGREEMENT

WOK

AGREEMENT NUMBER  
DTNH22-98-X-01122  
IAG# CPSC-IAG-98-1163

PARTIES TO THE AGREEMENT

a. REIMBURSING ORGANIZATION  
DOT/National Highway Traffic Safety Administration  
Office of Contracts and Procurement, NAD30  
100 Seventh Street S.W. Room 5301  
Nashington. D.C. 20590  
  
Attn: Richard Dixon (202) 366-9563

b. ORGANIZATION TO BE REIMBURSED  
Consumer Product Safety Commission  
4330 East West Highway  
Bethesda, Md. 20814  
Attn: Dodie B. Kessler  
(301) 504-0444

APPROPRIATION CHARGEABLE  
150-10-105-8198BA-2596 \$6,000.00

APPROPRIATION	REIMBURSED
CPSC: 98 1 110 25376 24.21	\$3,000
98 3 999 99934 24.24	\$3,000

EFFECTIVE DATE  
Jpon Signature

COST (Estimated)	
a. FY: 1998	b. AMOUNT \$ 6,000.00

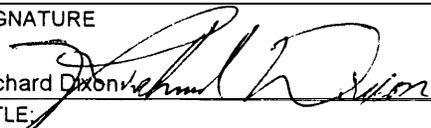
SUMMARY

1. PURPOSE: The purpose of this Interagency Agency Agreement with Consumer Product Safety Commission is for printing and promotion of recalls from the National Highway Traffic Safety Administration In the U.S. Consumer Product Safety Commission's (CPSC) publication, Consumer Product Safety Review (CPSR).
2. STATEMENT OF WORK: See Attached
3. ESTIMATED COST: \$6,000.00 / NO CHANGE IN THE DOLLAR AMOUNT OF THIS AGREEMENT IS VALID WITHOUT WRITTEN AGREEMENT.
4. FUNDING AND PAYMENT: Certified and advanced funding has been approved to the CDC Comptroller in the Amount of \$6,000.00. The transfer of funds shall be accomplished through Treasury On-Line Payment and Collection System (OPAC). NHTSA's Agency Location code is 69060011.
5. PERIOD OF PERFORMANCE: All work shall be completed by December 31, 1998.

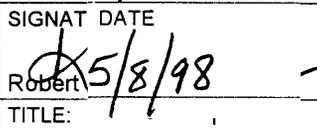
(Financial Addendum On Reverse Side Must Be Completed)

AUTHORIZED APPROVALS

a. FOR REIMBURSING ORGANIZATION

SIGNATURE	DATE
	4/29/98
TITLE:	
Contracting Officer	

b. FOR ORGANIZATION TO BE REIMBURSED

SIGNATURE	DATE
	5/8/98
TITLE:	
Contracting Officer	

Interagency Agreement between the  
National Highway Traffic Safety Administration  
and the  
U.S. Consumer Product Safety Commission

I. PURPOSE

The purpose of this Interagency Agreement is to provide for the printing and promotion of recalls from the National Highway Traffic Safety Administration (NHTSA) in the U.S. Consumer Product Safety Commission's (CPSC) publication, *Consumer Product Safety Review (CPSReview)*.

II. BACKGROUND

In the summer of 1996, CPSC began publishing a quarterly periodical entitled the *Consumer Product Safety Review*. The purpose of the publication is to disseminate injury prevention information about consumer products to a wide-ranging audience. This audience includes public health, injury prevention, and medical professionals; consumer affairs and safety organizations; consumer, business, and health reporters and trade journals; consumer product retailers and manufacturers; and interested public at-large.

*CPSReview* includes a variety of injury prevention features. These include articles about emerging and continuing hazards of consumer products; the latest national injury and death data on home and recreational products; case studies of deaths involving consumer products, submitted by medical examiners and coroners across the country; and the most important and latest CPSC recalls of consumer products.

A. Recalls

As part of this agreement, CPSC will promote NHTSA recalls, both within the *CPSReview* and in the marketing pieces for the publication. These actions may well increase the readership of the *CPSReview*, which would, in turn, heighten visibility of NHTSA's recalls.

Including NHTSA recalls within the pages of the *CPSReview* is a logical extension of the publication's purpose: to publicize information that will help prevent injuries and deaths to consumers. This injury prevention goal is central to the missions of both NHTSA and CPSC. Disseminating product recall information for both organizations within one document will

provide a public service to both consumers and health professionals.

In informal questioning of *CPSReview* readers, the recall section was reported as the most widely-read section of the periodical. Many readers said they turned to the recall section first, before reading the rest of the publication.

## B. Readership

Increasing the visibility and readership of the *CPSReview* is a CPSC priority. As part of CPSC's official Results Act strategic goals, the *CPSReview* must increase its reach by 200 percent. In the effort to attain this goal, the marketing of the publication will continue on an ongoing basis.

With only modest promotion, the *CPSReview* is attracting more readers each month. Paid subscriptions (through the U.S. Government Printing Office) reached more than 1,600 in October 1997. (In addition, with each issue, approximately 3,000 complimentary subscriptions are sent to various sources.) The *CPSReview* is also available on CPSC's web site. In October 1997, more than 4,500 people pulled up the *CPSReview* on CPSC's web site, making it the second most visited site after CPSC's recalls/news section.

## II. SCOPE OF WORK

### CPSC Responsibilities:

- A. CPSC will allocate a full page inside the *CPSReview* to NHTSA recalls. This space is equal to that devoted to CPSC product recalls.
- B. CPSC will redesign the front page of the *CPSReview* to highlight the inclusion of NHTSA recalls.
- C. CPSC will redesign and reprint all *CPSReview* marketing and subscription renewal materials to promote the inclusion of NHTSA recalls in the publication.
- D. CPSC will include NHTSA recalls, as part of the *CPSReview*, on the CPSC web site.
- E. CPSC will include a hyperlink on the NHTSA recall page in the *CPSReview* to NHTSA's web site.
- E. CPSC will provide NHTSA with 500 to 1,000 copies of each issue of the *CPSReview*.

NHTSA Responsibilities:

F. NHTSA will provide CPSC with a computer disk and/or e-mail file of recall information four times a year. Copy will be provided in WordPerfect format, not to exceed approximately 900 words. Due dates for this information will be determined.

G. NHTSA will promote the availability of NHTSA and CPSC recalls in the *CPSReview* to the public.

CPSC and NHTSA

H. Both CPSC and NHTSA will promote this effort, where appropriate, as an example of interagency cooperation.

III. ESTIMATED COSTS/ TRANSFER OF FUNDS

NHTSA will transfer \$6,000 to CPSC for the 1998 fiscal year to cover the estimated costs for publication of NHTSA recalls in the *CPSReview* for a full year (4 issues).

CPSC Accounting Data:	98 1 110 25376 24.21	\$3,000
	98 3 999 99934 24.24	\$3,000

This funding amount is estimated to cover all costs associated with redesign of the *CPSReview's* front page; redesign and reprinting of *CPSReview's* marketing and renewal materials; additional CPSC staff time to implement these changes; printing of additional copies of the *CPSReview* for NHTSA's use and additional postage, as needed; additional graphic design time to include a NHTSA hyperlink in PDF files; and pro-rata costs for staff and contracting for the layout, proofing, production, printing, mailing, and marketing of the *CPSReview* throughout the year.

IV. LIAISON OFFICERS

A. For CPSC:  
Nancy L. Sachs  
Special Advisor  
Office of Hazard Identification and Reduction  
4330 East West Highway  
Bethesda, MD 20814  
Room 702  
301-504-0554 (x2119)

B. For NHTSA:  
Kathleen DeMeter  
National Highway Traffic Safety Administration  
400 7th Street, SW  
Room 5326  
Washington, DC 20590  
202-366-2850

V. PERIOD OF PERFORMANCE

This agreement is effective when signed by both parties and shall remain in effect through September 30, 1998, at which time all FY-1998 funds will be obligated. CPSC agrees that it will provide for NHTSA recalls to be published in the CPSC Review through December 31, 1998. Three (3) issues in FY-1998; one (1) issue in FY-1999. This agreement shall remain in effect unless modified in writing by mutual agreement or terminated by either party upon sixty (60) days written notice.

VI. AUTHORITY

This agreement is made Pursuant to the authority of the Economy Act of 1932, as amended, 31 U.S.C. 1535, and Section 27(g) and 29(c) of the Consumer Product Safety Commission Act, as amended, 15 U.S.C. 2076(g) and 2078(c).

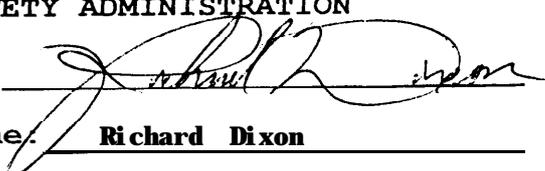
VII. DISAGREEMENTS

In the event that CPSC and NHTSA have a disagreement arising under this interagency agreement, the parties shall cooperatively seek to resolve the disagreement by themselves. If the disagreement cannot be resolved between them, the parties agree to seek the assistance of a third party in resolving the disagreement.

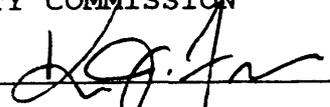
VIII. FASA COMPLIANCE

As the servicing agency, CPSC agrees to act in full compliance with Section 1074 of the Federal Acquisition Streamlining Act (FASA) of 1994 entitled ECONOMY ACT PURCHASES.

APPROVED AND ACCEPTED FOR  
THE NATIONAL HIGHWAY TRAFFIC  
SAFETY ADMINISTRATION

By:   
Name: Richard Dixon  
Title: Contracting Officer  
Date: 4-29-98

APPROVED AND ACCEPTED FOR  
THE U.S. CONSUMER PRODUCT  
SAFETY COMMISSION

By:   
Name: Robert J. Frost  
Title: Contracting Officer  
Date: 3/5/98