



Federal Highway Administration

Broad Agency Announcement Call for Accelerating Market Readiness  
Program

10/29/2024

**Accelerating Market Readiness Program**  
**Broad Agency Announcement (BAA): 693JJ3-25-BAA-0001**  
**BAA Call: 001**

1. **Announcement Number:** 693JJ3-25-BAA-0001
2. **Solicitation Number:** 693JJ3-25-BAA-0001-001
3. **Submission Dates:**
  - Opening Date: October 29, 2024
  - Questions Due Date: December 16, 2024, 2024
  - White Paper Due Date: January 15, 2025
  - Proposal Due Date: TBD

White papers, questions, and proposals are due by 1:00 p.m. EST time on each due date. There will be no exceptions to the time and date on which responses are due, unless determined otherwise by the Government. Any submissions received after the closing date/time will not be considered.

Once all white paper offerors have received an advisory notification, Call 001 will be amended to specify the exact Proposal Due Date. Registration in SAM.gov is required prior to submission of a formal Proposal.

4. **Solicitation Topic/s:** Proposals may be submitted on Topic Areas 1-6 listed in Appendix C of BAA 693JJ3-25-BAA-0001.
5. **Number of Awards:** It is anticipated that multiple awards will be made for this call. However, one award or no award may be made for a specific topic area depending on the quality of the proposals, individual funding requests, and total availability of funds.
6. **Anticipated Ceiling:** See BAA 693JJ3-25-BAA-0001 Section 2.6 - Program and Project Funding Limits regarding anticipated ceiling.
7. **Period of Performance:** The period of performance for awards under this BAA Call are anticipated to be no longer than 24 months.
8. **Award Type:** See BAA 693JJ3-25-BAA-0001 Section 4.3.6 - Recommended Pricing Arrangement regarding award types.
9. **Anticipated Award Dates:** The Government anticipates making awards in June 2025. However, the award date may vary based on the quality of the proposals and the availability of funds.
10. **White Paper Instructions:** Offerors shall submit their white papers in accordance with BAA 693JJ3-25-BAA-0001 Section 3 - Project White Papers.

- 11. Proposal Instructions:** Offerors shall submit their proposals in accordance with BAA 693JJ3-25-BAA-0001, Section 4 – Project Proposals.
- 12. Evaluation Criteria:** Proposals will be evaluated in accordance with the evaluation criteria contained in the BAA 693JJ3-25-BAA-0001, Section 5 - Evaluation and Award Process.
- 13. Questions:** Any questions concerning this call must be submitted via email to the Contracting Officer, Carolyn Lethert at [Carolyn.Lethert@dot.gov](mailto:Carolyn.Lethert@dot.gov) and the Contract Specialists, Kristen Hayes and Khadija Osman at [Kristen.Hayes@dot.gov](mailto:Kristen.Hayes@dot.gov) and [Khadija.Osman@dot.gov](mailto:Khadija.Osman@dot.gov), respectively, no later than the date and time specified in section 3 - Submission Dates above. Questions should be submitted using the format specified below.

Question #	Reference	Contractors' Question
1	General (if there is no specific document reference)	
2	(Example) 693JJ3-25-BAA-0001 page 15, Section 5.2, first paragraph, second sentence	

Please include “Questions for AMR BAA” in the subject line. All questions and responses will be posted on the System for Award Management, [SAM.gov](http://SAM.gov). Questions will only be accepted or answered electronically.

**14. Attachments:**

N/A

**15. Additional Information:**

N/A