



U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

<b>ORDER#:</b> 171-5A
<b>Date of Issuance:</b> March 20, 2007
<b>OPI:</b> NPO-500

Subject: PUBLICATIONS AND GRAPHICS ARTS SERVICES WITHIN NHTSA

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1. PURPOSE. This Order sets forth the responsibilities and procedures for regulating the procurement and use of publications and graphics arts services and products used for official government business to convey information about the National Highway Traffic Safety Administration's (NHTSA) programs and activities.
2. SCOPE. This Order covers all publications and graphics arts services and products within NHTSA.
3. EFFECT ON OTHER DIRECTIVES. NHTSA Order 171-5, dated June 20, 1984, (Subject: Graphic Arts Services Within NHTSA) is superseded.
4. DEFINITIONS. Publications and graphics arts services and products include electronic and/or print output and/or procurement of the following items: publications; PowerPoint presentations; design and layout; HTML and PDF; certificates; plaques; editing; web pages; graphic output such as posters, signs, banners; output from the Digital Document Center; dissemination; marketing; and storage.
5. RESPONSIBILITIES.
  - a. The Office of Communications Services (NPO-530) shall:
    - (1) Serve as point of contact between and among NHTSA offices and the OST Office of Information Services, the Digital Document Center, Government Printing Office (GPO) and all vendors for the procurement of publications and graphics arts services,
    - (2) Develop and implement Agency guidelines and internal procedures governing the development of publications and graphics arts-related products as well as the procurement of publications and graphics arts services,
    - (3) Design and edit publications in accordance with NHTSA, DOT and GPO styles,
    - (4) Account for publications and graphics arts services expenditures accrued by NPO-530,

- (5) Ensure that all requests for publications and graphics arts services have been approved by the appropriate program officials as specified in subparagraph 5.b. below,
- (6) Utilize the most efficient and cost-effective state-of-the-art methods to provide and/or procure publication and graphics arts services and products,
- (7) Provide a method for customers to obtain current information regarding the status of their projects,
- (8) Adhere to DOT, GPO and other appropriate guidelines for providing and procuring publication and graphics arts services,
- (9) Assist customers in marketing and disseminating their publications, and
- (10) Provide opportunities for customer feedback.

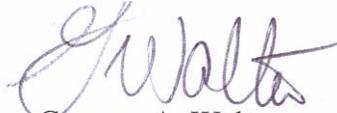
b. Senior Associate Administrators, Associate Administrators and Staff Office Directors shall:

- (1) Approve or disapprove individual requests for publications and graphics arts products and services from within their purview using procedures and forms provided by the Office of Communications Services,
- (2) Ensure that publications and graphics arts products and services are obtained through the Office of Communications Services,
- (3) Ensure that policies and guidelines are adhered to by their staff, and
- (4) Provide adequate funding at the beginning of each fiscal year to cover anticipated printing and graphics expenditures and provide supplemental funding as necessary for approved services and products.

6. PROCEDURES.

- a. Agency personnel shall submit requests for publication and/or graphics arts products and services to the Office of Communications Services on a Communications Services job request template available through Webster.

- b. The Office of Communications Services shall assign a single point of contact to each internal customer who submits a request. This contact shall be responsible for assisting the customer throughout the duration of the project and for ensuring completion of the project in accordance with established guidelines and customer needs.



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