



***Professional Media Developer Services – Code
Adoption Grant RFP-DDEC/OGPe 2026-06
Answers to Submitted Questions***



DEPARTAMENTO DE

**DESARROLLO
ECONÓMICO Y COMERCIO**

GOBIERNO DE PUERTO RICO

Answers to Submitted Questions

Q1. Budget Allocation and Funding Status:

Could OGPe confirm the total budget allocated for this project under FEMA HMGP 4339-0002 and clarify whether the funds have been formally obligated and approved for expenditure? This information will allow proposers to appropriately calibrate scope, staffing structure, media strategy, and overall project scale in alignment with available funding.

Response to Q1:

The total funding allocation for HMGP Project 4339-0002 for purposes of this procurement is **\$1,200,000 (not to exceed)**.

Funds have been formally obligated in accordance with FEMA and COR3 requirements and are available for eligible expenditures consistent with the approved scope of work and grant conditions. Proposers shall structure their scope, staffing plan, and cost proposal within the established not-to-exceed amount. Any award issued under this RFP will be subject to the stated funding cap and applicable grant compliance provisions.

Incidental expenses directly derived from activities within the proposed scope may be considered, provided they are eligible under applicable grant conditions, clearly justified as relevant to project objectives, and subject to limited fund availability. However, budget redistribution requests are typically lengthy and administratively complex and are not encouraged.

Accordingly, proposers are expected to reasonably estimate and incorporate all anticipated and necessary costs within their initial proposal submission to avoid the need for subsequent budget modifications.

Q2. Inclusion of Paid Media:

Does the available budget contemplate paid media placements (traditional and digital), or is the scope intended to prioritize earned media and organic outreach strategies?

Response to Q2:

The available budget may contemplate paid media placements, including traditional and digital channels, where such activities are clearly justified, cost-effective, and aligned with project objectives and grant eligibility requirements.

However, proposers are encouraged to prioritize strategic, targeted outreach approaches that maximize impact and compliance, including earned media and organic engagement strategies where appropriate.

Any proposed paid media component must be reasonable in scope, directly tied to deliverables, and fully compliant with FEMA and COR3 grant conditions. All costs must be included within the established not-to-exceed budget.

Q3. Recommended Budget Distribution Framework:

Is there an anticipated or recommended allocation framework (e.g., percentage distribution among strategy, creative development, media placement, production, outreach events, reporting, etc.) that proposers should consider when preparing the Cost Plan?

Response to Q3:

OGPe has not established a prescribed percentage allocation framework for budget distribution among strategy, creative development, media placement, production, outreach activities, or reporting.

Proposers are expected to present a cost plan that reflects a reasonable, well-justified allocation of resources aligned with the scope of services, project objectives, and grant compliance requirements.

The proposed distribution should demonstrate proportionality between strategic planning, technical content development, stakeholder engagement, implementation, and reporting obligations. The evaluation will consider cost reasonableness, clarity of allocation, and alignment with deliverables rather than adherence to a fixed percentage model.

Q4. Period of Performance and Project Start Date:

Could OGPe confirm the anticipated project start date and whether the period of performance is strictly limited through October 30, 2026, or subject to potential extension depending on grant modifications or administrative adjustments?

Response to Q4:

The anticipated project start date is expected to occur shortly following contract award and execution, subject to completion of all administrative and grant compliance requirements.

The current Period of Performance is established through **October 30, 2026**, consistent with the applicable FEMA and COR3 grant parameters.

While this date governs the present procurement, the period of performance may be subject to extension if authorized under applicable grant modifications, funding availability, and formal administrative approval. Any such extension would require prior approval and a written contract amendment. No extension is guaranteed.

Q5. Coordination with Code Compliance Grant:

Could OGPe clarify the level of coordination required with the Code Compliance Grant initiative, and whether messaging guidelines, branding elements, or strategic frameworks have already been developed for that related program?

Response to Q5:

Coordination with the Construction Code Compliance Grant initiative (HMGP-4339-001), currently under the administration of the Puerto Rico Planning Board, will be required to ensure consistency in technical messaging, stakeholder engagement, and alignment with broader construction code modernization objectives.

All media efforts under this engagement shall be specifically centered on the Construction Codes and must align with the substance, purpose, and objectives of the applicable grant, including education, risk reduction, mitigation awareness, and prevention through sound construction practices.

The selected contractor shall ensure that messaging, branding, and outreach strategies reinforce grant objectives and remain consistent with FEMA and COR3 programmatic intent. OGPe will be responsible for information sharing and coordination necessary to support alignment with materials or guidance developed under the Construction Code Compliance Grant.

Q6. Performance Metrics and Grant Reporting Requirements:

Are there defined performance indicators, reporting benchmarks, or FEMA/COR3 compliance metrics that proposers are expected to align with when designing the communications and outreach framework?

Response to Q6:

There are no additional predefined project-specific performance indicators beyond those required under FEMA and COR3 grant reporting standards.

Proposers are expected to design their communications and outreach framework based on professional experience and best practices, while aligning with applicable FEMA and COR3 compliance requirements. The framework should incorporate clear, measurable, and defensible performance metrics (such as reach, engagement, stakeholder participation, deliverable completion, and documentation of activities) that support mitigation, education, and prevention objectives and allow OGPe to demonstrate compliance.

More detailed reporting benchmarks and compliance expectations will be further refined and coordinated upon award, consistent with FEMA and COR3 program oversight requirements.

Q7. Internal Review and Approval Workflow:

Could OGPe outline the expected internal review and approval workflow, including any FEMA or COR3 oversight requirements, for campaign materials, media activities, and public-facing communications?

Response to Q7:

OGPe will maintain primary oversight and approval authority for all campaign materials, media activities, and public-facing communications developed under this engagement.

The expected workflow will include:

- Initial concept development and draft preparation by the contractor.
- Internal technical review by OGPe to ensure alignment with Construction Codes, grant objectives, and policy direction.
- Revision and refinement as required.
- Final written approval by OGPe prior to public release.

Where required by grant conditions, materials or activities may also be subject to FEMA and/or COR3 review in accordance with applicable program requirements. The contractor shall not release, publish, or distribute any public-facing materials without prior OGPe approval.

Specific review timelines and documentation protocols will be further defined upon award to ensure efficiency and compliance with grant oversight standards.

Q8. Expected Deliverables Volume:

Could OGPe provide further clarification regarding the expected volume and frequency of deliverables (e.g., estimated number of educational materials, audiovisual pieces, public meetings, stakeholder sessions, toolkits, templates, etc.) to ensure comparable and realistic proposal scopes?

Response to Q8:

OGPe has not established a fixed numerical requirement for the volume of deliverables at this stage.

Proposers are expected to recommend a reasonable and strategic mix of deliverables (such as educational materials, audiovisual content, stakeholder sessions, public meetings, toolkits, templates, and reporting outputs) based on the approved scope, available funding, and grant objectives centered on education, mitigation awareness, and prevention through sound construction practices.

The emphasis is on impact, alignment with Construction Code objectives, and measurable outcomes rather than quantity alone. Proposals should present a realistic scope calibrated to the not-to-exceed budget and period of performance, ensuring that the volume and frequency of deliverables are feasible, compliant, and defensible under FEMA and COR3 requirements.

More specific adjustments to deliverable volume may be refined upon award in coordination with OGPe.

Q9. Media Planning Scope and Expectations:

Is OGPe expecting a phased media plan, an annual comprehensive plan, or a campaign-based execution approach? Are there minimum reach, frequency, or audience penetration expectations that proposers should consider?

Response to Q9:

OGPe expects a structured media planning approach that may include phased implementation aligned with project milestones, grant objectives, and the defined Period of Performance.

Proposers may recommend a comprehensive plan with defined campaign phases or a targeted campaign-based execution model, provided the approach is strategic, measurable, and aligned with mitigation, education, and prevention goals related to the Construction Codes.

There are no predefined minimum reach, frequency, or audience penetration thresholds at this time. Proposers should recommend realistic and defensible benchmarks based on professional experience, target audiences, available budget, and grant compliance considerations.

All proposed media activities must be calibrated to the existing time restrictions of the Period of Performance and demonstrate feasibility within the approved schedule. Final calibration of scope, phasing, and performance expectations will occur upon award in coordination with OGPe.

Q10. Media Buying Authority:

If paid media is contemplated, will the selected contractor be responsible for media buying and placement directly, or will OGPe retain purchasing authority and require planning and coordination support only?

Response to Q10:

If paid media is contemplated and determined to be eligible under applicable grant conditions, the selected contractor will be responsible for media planning, buying, and placement, subject to OGPe oversight and prior written approval.

Considering the time constraints of the Period of Performance and the need to expedite media purchases and placements, delegation of media buying authority to the contractor is expected, where permissible under applicable procurement and grant regulations.

All media expenditures must comply with FEMA and COR3 requirements, applicable procurement standards, and grant eligibility criteria. OGPe will retain final approval authority over media strategies, budgets, and placements.

Q11. Digital Infrastructure Requirements:

Does the scope contemplate the development of digital assets such as microsites, landing pages, educational portals, LMS platforms, or ongoing social media content calendars beyond campaign-based execution?

Response to Q11:

The scope may contemplate the development of digital assets where such tools are clearly justified, aligned with grant objectives, and feasible within the Period of Performance and not-to-exceed budget. This may include targeted landing pages, educational resource hubs, downloadable toolkits, or structured social media content calendars in support of campaign execution and stakeholder engagement.

The development of complex or long-term digital infrastructure—such as standalone microsites, full LMS platforms, or enterprise-level systems—is not presumed as a baseline requirement unless specifically justified and approved by OGPe.

Licensing of digital platforms, including any Software-as-a-Service (SaaS) tools, as well as associated licensing and maintenance costs, will be the responsibility of OGPe, if such tools are approved for use. The contractor’s role shall be limited to development, configuration, content integration, and implementation support within approved parameters.

All proposed digital components must be practical, time-bound, aligned with mitigation and education objectives related to the Construction Codes, and compliant with applicable accessibility and government IT standards.

Q12. *Production Scope:*

Are proposers expected to include full audiovisual production capabilities (television, radio, digital video, photography), or will production elements be defined post-award based on budget availability?

Response to Q12:

Yes. Proposers are expected to include full audiovisual production capabilities within their proposal, including television, radio, digital video, photography, and related production services, as applicable to the proposed media strategy.

Subcontracting or leasing of production services or equipment is permitted, provided such arrangements are clearly specified and identified in the proposal, including scope of services and responsible parties.

The scope and scale of production elements should be calibrated to the available budget, grant objectives, and Period of Performance. Final refinement of specific production outputs may occur post-award in coordination with OGPe, based on strategic priorities and funding allocation within the not-to-exceed amount.

Q13. *Evaluation Criteria Transparency:*

For purposes of ensuring a fair and objective evaluation process, will OGPe provide detailed scoring breakdowns or evaluation summaries to proposers after award determination, indicating areas of strength and areas requiring improvement based on the established evaluation criteria?

Response to Q13:

OGPe will conduct the evaluation process in accordance with the criteria and point-based methodology established in the RFP.

Following award determination, proposers may request a debriefing consistent with applicable procurement regulations. Any information provided will be limited to that permitted under law and policy and may include general feedback regarding the proposal's responsiveness to the evaluation criteria.

Detailed scoring breakdowns, comparative analyses of other proposals, or proprietary information will not be disclosed. OGPe will ensure that all post-award communications are handled in a manner that preserves procurement integrity and confidentiality.

Q14. Scoring Rubric Clarification:

Could OGPe confirm whether sub-criteria scoring weights exist within the primary evaluation categories (Technical Approach, Institutional Experience, Proposed Team, Cost Plan, Innovation), and whether those sub-weights will be disclosed?

Response to Q14:

The evaluation will be conducted in accordance with the primary evaluation categories and point allocations established in the RFP.

If sub-criteria or internal scoring considerations are utilized within those primary categories for evaluation consistency, such tools are for internal evaluation purposes only and will not alter the published point allocations.

Any internal evaluation framework applied will be applied uniformly and consistently to all proposers to ensure fairness, objectivity, and adherence to the established evaluation criteria.

Only the evaluation categories and point values expressly stated in the RFP govern the scoring process. Internal evaluation worksheets or sub-weighting methodologies, if any, will not be separately disclosed unless required under applicable procurement regulations.

Q15. Mandatory Requirements:

Given that the Registro Único de Proveedores (RUP) issued by the Puerto Rico General Services Administration (ASG) already requires submission and validation of corporate, tax, compliance, and organizational documentation as part of its certification process, could OGPe clarify whether a valid and active RUP certification may substitute for the submission of duplicative corporate and compliance documents listed in Table 1 and Table 2, where such documentation is already validated and current within the RUP registry?

Response to Q15:

A valid and active *Registro Único de Proveedores* (RUP) certification issued by the Puerto Rico General Services Administration (ASG) will be recognized as evidence of compliance for those corporate, tax, and organizational documents that are current, validated, and verifiable within the RUP system at the time of proposal submission.

To the extent that required documentation listed in Table 1 and Table 2 is already reflected and active in the RUP registry, proposers will not be required to resubmit duplicative documentation.

However, OGPe reserves the right to request updated or supplemental documentation if any certification is expired, incomplete, not reflected in the RUP system, or otherwise necessary to confirm compliance with the Mandatory Requirements at the time of award.

Q16. Mandatory Requirements:

Given that this project is funded under FEMA's Hazard Mitigation Grant Program (HMGP) and subject to federal grant compliance requirements, could OGPe clarify whether proposers are required to maintain an active SAM.gov registration (including a valid UEI number) and demonstrate compliance with applicable federal provisions under 2 CFR Part 200?

If so, should evidence of active federal registration and absence from federal exclusion lists be included as part of the Mandatory Requirements section?

Response to Q16:

Yes. Because this project is funded under FEMA's Hazard Mitigation Grant Program (HMGP) and subject to federal grant compliance requirements, proposers must maintain an active SAM.gov registration, including a valid Unique Entity Identifier (UEI), and comply with applicable federal provisions under 2 CFR Part 200.

Evidence of active SAM.gov registration and confirmation of non-debarment or absence from federal exclusion lists may be required prior to contract execution. While not necessarily required as part of the initial Mandatory Requirements submission unless expressly stated in the RFP, proposers should be prepared to provide such documentation upon request or as a condition of award.

Compliance with all applicable federal grant conditions is mandatory for contract execution and continued performance.