

# AVISO PÚBLICO

## SOLICITUD DE PROPUESTAS

### Servicios Profesionales de Desarrollo de Medios RFP-DDEC OGPe 2026-06

El Departamento de Desarrollo Económico y Comercio (DDEC), en coordinación con la Oficina de Gerencia de Permisos (OGPe), invita a firmas y entidades cualificadas a someter propuestas para la provisión de Servicios Profesionales de Desarrollo de Medios, en apoyo a la Iniciativa de Adopción de los Códigos de Construcción de Puerto Rico (PR CODES), bajo el Proyecto FEMA HMGP 4339-0002.

El propósito de esta Solicitud de Propuestas (RFP, por sus siglas en inglés) es establecer una alianza estratégica con una firma multidisciplinaria con experiencia comprobada en comunicaciones estratégicas, campañas educativas y de concienciación pública, desarrollo de identidad visual, relaciones con medios y divulgación, para apoyar los esfuerzos institucionales de OGPe relacionados con la adopción e implementación de los Códigos de Construcción de Puerto Rico, promoviendo la seguridad pública, la resiliencia, la transparencia y la confianza ciudadana.

#### Los servicios requeridos incluyen, sin limitarse a:

- Planificación y alineación de comunicaciones estratégicas
- Desarrollo e implementación de campañas de educación y concienciación pública
- Desarrollo de identidad visual y materiales gráficos
- Relaciones con medios y ejecución de estrategias de divulgación
- Desarrollo de herramientas sostenibles, transferencia de conocimiento y apoyo institucional a largo plazo

#### Disponibilidad del RFP:

Los documentos oficiales del RFP estarán disponibles a partir del 20 de febrero de 2026 y podrán solicitarse vía correo electrónico a: [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov).

#### Fechas clave:

- Fecha límite para someter preguntas: 27 de febrero de 2026, hasta las 11:59 p.m. (hora de Puerto Rico)
- Publicación de respuestas y adendas: 4 de marzo de 2026
- Fecha límite para someter propuestas: 8 de marzo de 2026, hasta las 11:59 p.m. (hora de Puerto Rico)

Las propuestas deberán someterse electrónicamente, conforme a los requisitos establecidos en el RFP. No se aceptarán propuestas incompletas o sometidas fuera del término establecido.

El DDEC y OGPe se reservan el derecho de aceptar o rechazar cualquiera o todas las propuestas, así como de modificar el calendario mediante adenda escrita, conforme a las leyes y reglamentos aplicables.



Sebastián Negrón Reichard  
Secretario



# PUBLIC NOTICE

## REQUEST FOR PROPOSALS

### Professional Media Developer Services RFP-DDEC-OGPe 2026-06

The Puerto Rico Department of Economic Development and Commerce (DDEC), in coordination with the Office of Permits Management (OGPe), invites qualified firms and entities to submit proposals for Professional Media Developer Services, in support of the Puerto Rico Construction Codes (PR CODES) Adoption Initiative, under FEMA HMGP Project 4339-0002.

The purpose of this Request for Proposals (RFP) is to establish a strategic partnership with a multidisciplinary firm with demonstrated experience in strategic communications, public awareness and education campaigns, visual identity development, media relations, and outreach, to support OGPe's institutional efforts related to the adoption and implementation of Puerto Rico's Construction Codes, promoting public safety, resilience, transparency, and public trust.

#### Required services include, but are not limited to:

- Strategic communications planning and alignment
- Development and execution of public awareness and education campaigns
- Branding and visual identity development
- Media relations and outreach execution
- Development of sustainable tools, knowledge transfer, and long-term institutional support

#### RFP Availability:

Official RFP documents will be available starting February 20, 2026, and may be requested via email at: [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov)

#### Key Dates:

- Deadline to submit questions: February 27, 2026, by 11:59 p.m. (Puerto Rico time)
- Publication of responses and addenda: March 4, 2026
- Proposal submission deadline: March 8, 2026, by 11:59 p.m. (Puerto Rico time)

Proposals must be submitted electronically, in accordance with the requirements set forth in the RFP. Incomplete proposals or proposals submitted after the deadline will not be considered.

DDEC and OGPe reserve the right to accept or reject any or all proposals and to modify the schedule through written addenda, in accordance with applicable laws and regulations.



Sebastián Negrón Reichard  
Secretary





**Professional *Media Developer* Services**

**RFP-DDEC OGPe 2026- 06**



DEPARTAMENTO DE

**DESARROLLO**  
ECONÓMICO Y COMERCIO

GOBIERNO DE PUERTO RICO

## Table of Contents

<b>1</b>	<b>Introduction and Background .....</b>	<b>3</b>
1.1	Overview of the Office of Permits Management of Puerto Rico.....	3
1.2	Legal Basis and Authority .....	3
1.3	Institutional Context and Strategic Transformation .....	4
1.4	Alignment with OGPe’s Priorities.....	4
1.5	Purpose of this RFP.....	5
1.6	Coordination with Partner Entities.....	5
<b>2</b>	<b>Purpose and Strategic Objectives .....</b>	<b>6</b>
2.1	Purpose .....	6
2.2	Strategic Objectives .....	6
2.3	Expected Outcomes .....	7
2.4	Guiding Principles for Implementation .....	8
<b>3</b>	<b>Scope of Work / Statement of Work .....</b>	<b>8</b>
3.1	General Description.....	8
3.2	Service Domains (Work Areas) .....	9
3.2.1	Service Domain 1 – Strategic Communications Planning and Alignment .....	10
3.2.2	Service Domain 2 – Awareness and Education Campaign Development.....	11
3.2.3	Service Domain 3 – Branding and Visual Identity .....	12
3.2.4	Service Domain 4 – Media Relations and Outreach Execution requirements.....	12
3.2.5	Service Domain 5 – Long-Term Tools, Sustainability, and Knowledge Transfer .....	13
3.3	Integration Requirement .....	13
3.4	Project Management and Coordination Requirement.....	14
<b>4</b>	<b>Principles of Execution and Service Standards .....</b>	<b>14</b>
4.1	Performance and Coordination Principles .....	15
4.2	Service Standards and Availability.....	15
4.3	Transparency and Accountability .....	15
4.4	Deliverable Review and Continuous Improvement .....	16
<b>5</b>	<b>Mandatory Requirements and Proposal Submission .....</b>	<b>16</b>
5.1	Mandatory Requirements.....	16
<b>6</b>	<b>Proposal Evaluation and Scoring Criteria.....</b>	<b>18</b>

6.1	Evaluation Process Overview .....	18
6.2	Evaluation Criteria and Weighting.....	20
6.3	Cost Plan Evaluation.....	20
6.4	Final Selection and Award.....	21
<b>7</b>	<b>Proposal Format and Submission Requirements.....</b>	<b>23</b>
7.1	General Instructions .....	23
7.2	Proposal Organization and Structure .....	24
7.3	Cost Plan – Budget breakdown and pricing structure .....	27
7.4	Submission Method and Deadline .....	28
7.5	Receipt of Proposals.....	29
7.6	Errors and Omissions in Proposals .....	29
7.7	Clarifications and Modifications.....	29
7.8	Confidentiality and Proprietary Information .....	29
<b>8</b>	<b>RFP Acquisition, Pre-Bid Meeting and Questions Procedure .....</b>	<b>30</b>
8.1	RFP Documents Acquisition.....	30
8.2	Submission of Questions and Requests for Clarification .....	30
8.3	Allowed and Prohibited Communications.....	31
<b>9</b>	<b>Contact &amp; Schedule .....</b>	<b>31</b>
9.1	Official Contact .....	31
9.2	RFP Schedule and Key Dates.....	31
<b>10</b>	<b>Annex A .....</b>	<b>32</b>

# 1 Introduction and Background

## 1.1 Overview of the Office of Permits Management of Puerto Rico

**The Office of Permits Management of Puerto Rico (OGPe)** is a government instrumentality consolidated under the **Department of Economic Development and Commerce (DDEC)** responsible for the centralized administration, evaluation, and issuance of permits, licenses, and authorizations required for development, construction, and operational activities throughout Puerto Rico. Established under **Act No. 161 of 2009, as amended**, OGPe serves as a key instrument of the Government of Puerto Rico to promote orderly development, regulatory compliance, and efficient permitting processes.

Through its integrated permitting framework and coordination with regulatory agencies and municipalities, OGPe facilitates economic development and infrastructure projects while safeguarding public safety, environmental protection, and land use planning. As the central authority for permits management, OGPe streamlines processes enhance transparency, and ensure regulatory certainty to support sustainable growth and timely project execution across the Island.

MGP Project 4339-0002, part of the Hazard Mitigation Grant Program, focuses on reducing disaster risks and damage in Puerto Rico. The project involves planning and implementing flood protection, retrofitting buildings, and improving infrastructure resilience. This Advance Assistance funding will be used to review and adopt the Puerto Rico Codes (PR CODES). Activities include formal code review, purchasing code materials for training, public education, outreach to legislators and officials, public meetings, and other tasks necessary to formally adopt the updated codes. This initiative aims to enhance community safety and compliance throughout Puerto Rico.

The project is currently in the development cycle, which includes the formal review of new codes, procurement of code materials for training, and public education efforts. Additionally, outreach activities are being conducted to engage municipal and legislative officials and the general public through meetings and other related activities. These efforts are essential for successfully adopting and implementing the most updated codes.

## 1.2 Legal Basis and Authority

This Request for Proposals (RFP No. DDEC OGPe-2026-06) is issued under the authority conferred by **Act No. 161-2009, as amended**, known as the *Puerto Rico Permits Process Reform Act*, which establishes the legal, organizational, and operational framework of the **OGPe**. Said Act grants OGPe the authority to administer, manage, and oversee permitting processes and to procure professional services necessary to fulfill its statutory responsibilities.

This procurement is conducted in accordance with all applicable laws, regulations, and executive instruments governing the contracting of professional services by public entities of the Government of Puerto Rico, including **Executive Order 2021-029, Circular Letter No. 013-2021 issued by the Office of the Comptroller of Puerto Rico**, and the applicable internal procedures adopted by OGPe for the evaluation and selection of professional services providers, including those applicable to contracts in excess of \$250,000 or of lesser amounts when so determined by the agency, consistent with applicable legal and administrative requirements.

### 1.3 Institutional Context and Strategic Transformation

The Puerto Rico Permits Management Office (OGPe) is undergoing a strategic modernization and institutional transformation effort aimed at strengthening its regulatory, operational, and service delivery functions in support of Puerto Rico's economic development and resilience objectives. As part of this initiative, OGPe seeks to enhance and professionalize its communications and public outreach capabilities to ensure clear, consistent, and effective engagement with the public, regulated sectors, municipalities, and governmental stakeholders.

Through this effort, OGPe aims to project its role as a leader in modern, transparent, and service-oriented public administration, reinforcing its mission to improve institutional performance, promote regulatory clarity, streamline permitting processes, and support sustainable economic development and community resilience across Puerto Rico.

In this context, the communications and outreach initiative led by OGPe serves as a strategic institutional tool to articulate its regulatory vision, increase public understanding of permitting and code adoption processes, strengthen interagency coordination, and build public confidence. Additionally, it supports collaboration among public agencies, professional sectors, municipalities, and the broader community, ensuring that permitting processes are efficient, predictable, and aligned with the public interest.

### 1.4 Alignment with OGPe's Priorities

The strategy resulting from this RFP must align with OGPe's key strategic priorities, which include:

- Regulatory modernization and institutional efficiency: Strengthening OGPe's capacity to modernize regulatory frameworks, streamline processes, and improve clarity, consistency, and accessibility in permitting and construction code adoption activities.
- Resilience, sustainability, and risk reduction: Advancing public policies and institutional actions that promote disaster resilience, life safety, and sustainable development through the adoption and effective communication of modern construction codes.

- Economic development and investment facilitation: Supporting a predictable, transparent, and modern regulatory environment that enhances investor confidence, reduces uncertainty, and facilitates responsible development and reinvestment across Puerto Rico.
- Workforce development and professional capacity building: Promoting education, certification pathways, and institutional knowledge related to construction codes through initiatives such as the Code Academy, strengthening the local construction and design workforce.
- Public trust, transparency, and stakeholder engagement: Enhancing public understanding, participation, and trust in regulatory processes through clear, inclusive, and accessible communications tailored to diverse audiences.

## 1.5 Purpose of this RFP

Through this RFP, the OGPe seeks to establish a strategic partnership with a multidisciplinary, experienced, and highly qualified professional services firm to conceptualize, develop, and implement a comprehensive communications, education, and public outreach initiative in support of OGPe's Construction Code Adoption efforts, spanning a period through October 30, 2026, in accordance with the applicable grant period of performance.

The selected firm shall present holistic, integrated, and results-oriented proposal that effectively addresses all service areas and functional requirements described in this document, including but not limited to strategic communications planning, campaign development and execution, branding and visual identity, media relations, public education materials, stakeholder engagement, and the development of long-term, reusable communications tools.

Partial, fragmented, or narrowly scoped proposals that fail to demonstrate full alignment with the objectives, scope of work, compliance requirements, and performance expectations of this RFP will not be considered responsive.

## 1.6 Coordination with Partner Entities

To ensure alignment and integration across construction code adoption, compliance, education, and outreach initiatives, all proposed strategies, activities, and deliverables shall be designed in coordination with OGPe, the Puerto Rico Codes Committee, relevant DDEC offices, municipal governments, academic and training institutions, and other Commonwealth agencies, as necessary.

The awarded contractor must demonstrate the ability to collaborate effectively and coordinate efforts across multiple entities and stakeholder groups, ensuring coherence, complementarity, and non-duplication of efforts among all participating parties and



reinforcing institutional efficiency, regulatory clarity, transparency, and unified implementation of the Construction Code Adoption initiative.

## 2 Purpose and Strategic Objectives

### 2.1 Purpose

As stated above, this RFP seeks qualified firms that provide professional services in strategic communications, public outreach, media campaign development, and educational content production to support OGPe in strengthening its institutional capacity, enhancing public understanding of permitting and regulatory processes, and facilitating the effective adoption and implementation of modern construction codes across Puerto Rico.

Accordingly, the selected contractor shall work in close collaboration with OGPe and, as applicable, the Puerto Rico Codes Committee, relevant DDEC offices, municipal governments, and other partner entities, to design, develop, and implement a comprehensive communications and outreach framework that advances OGPe's regulatory and service delivery objectives, promotes meaningful stakeholder engagement, and ensures alignment with applicable federal and Commonwealth laws, regulations, and policy requirements.

### 2.2 Strategic Objectives

OGPe's strategic efforts shall be guided by the following core objectives:

1. Strengthening institutional capacity and operational effectiveness
  - Enhance OGPe's ability to plan, coordinate, and manage construction code adoption, education, and outreach activities in alignment with federal and Puerto Rico Government requirements.
  - Establish clear internal workflows, roles, and approval processes to support timely and consistent implementation of communications and outreach efforts.
  - Develop durable tools, templates, and frameworks that enable OGPe to sustain communications and educational activities beyond the grant period.
2. Promote public awareness, education, and meaningful stakeholder engagement
  - Increase understanding of the PR Codes, the adoption process, and their importance to public safety, resilience, and economic development.
  - Encourage informed participation by the general public, professionals, and governmental stakeholders through clear, accessible, and audience-specific messaging.



- Differentiate code adoption and education activities from permitting, enforcement, or inspection functions to reduce confusion and build trust.
3. Support workforce development and professional capacity building
- Promote the official platform for construction code education and training in Puerto Rico.
  - Communicate the value and availability of certifications and professional development pathways related to construction codes.
  - Strengthening collaboration with academic institutions, professional associations, and training providers.
4. Ensure alignment, coordination, and non-duplication of efforts
- Align communications and outreach activities with the Code Compliance Grant and other related initiatives to ensure consistency and complementarity.
  - Coordinate with the PR CODES Committee and other partner entities to support unified implementation.
  - Establish mechanisms for ongoing coordination, review, and adjustment of strategies based on stakeholder input and program needs.
5. Build public trust, transparency, and long-term institutional sustainability
- Use communications and outreach as tools to build confidence in the construction code adoption process.
  - Create materials and strategies designed for long-term relevance and internal use by PRDEDC and OGPe after project closeout.

## 2.3 Expected Outcomes

The successful implementation of this RFP is expected to result in measurable outcomes, including but not limited to:

- Increased public and professional awareness of Construction Codes: Demonstrated improvement in understanding of PR CODES, the adoption process, and available education and certification pathways, as measured through outreach reach metrics, engagement indicators, and participation levels.
- Improved institutional capacity for communications and outreach: Establishment of standardized communications frameworks, workflows, templates, and reusable tools that enable OGPe to plan, implement, and sustain outreach activities efficiently during and beyond the grant period.

- Enhanced stakeholder engagement and participation: Increased participation by professionals, governmental entities, and the public in code-related educational activities, public meetings, and engagement opportunities, as evidenced by attendance records, feedback mechanisms, and stakeholder input.
- Long-term sustainability of communications assets: Delivery of durable, bilingual (Spanish and English) communications and educational materials designed for continued internal use and periodic updates by OGPe after project closeout.

## 2.4 Guiding Principles for Implementation

All strategies, activities, and deliverables implemented under this RFP shall adhere to the following guiding principles:

- Integration: All tasks, deliverables, and project components shall form part of a unified and cohesive framework that aligns with the overall objectives, scope, and timeline of the Construction Code Adoption initiative and related grant requirements.
- Transparency: All activities shall reflect the highest ethical and professional standards, ensuring clarity, accuracy, accountability, and compliance with applicable Commonwealth and federal grant requirements, including FEMA and COR3 guidelines.
- Data-Driven Decision Making: Planning, implementation, monitoring, and reporting shall be grounded in measurable indicators, performance metrics, and analytics that support continuous improvement and informed decision-making.
- Accessibility and Inclusion: All outputs, deliverables, and services shall be designed to ensure equitable access and inclusion, considering cultural, linguistic (Spanish and English), regional, and demographic diversity, as well as applicable accessibility standards for public-sector communications.
- Innovation: The proposal shall demonstrate the thoughtful application of innovative tools, methodologies, and practices relevant to communications and public outreach, including but not limited to digital platforms, audience segmentation, analytics-driven optimization, and scalable content design, while remaining appropriate for a public-sector and grant-funded environment.

## 3 Scope of Work / Statement of Work

### 3.1 General Description

The selected contractor shall provide comprehensive professional services in strategic communications, public outreach, media campaign development, branding and visual identity, educational content production, and stakeholder engagement to support OGPe's institutional objectives and Construction Code Adoption efforts.

The services shall be delivered through an integrated and collaborative, multidisciplinary approach that ensures consistency, efficient use of resources, non-duplication of efforts, and full alignment with PRDEDC's strategic priorities, as articulated in Section 1.4 of this RFP, as well as with applicable federal grant requirements under FEMA's Hazard Mitigation Grant Program (HMGP) and COR3 oversight.

The contractor is expected to design, develop, and implement a comprehensive communications and outreach framework that directly supports OGPe's mission to modernize regulatory processes, increase public and professional understanding of Construction Codes, promote informed participation in the code adoption process, and strengthen institutional capacity for long-term education and engagement.

To ensure consistency and strategic coherence, each service domain described in this Scope of Work shall explicitly incorporate the core economic and institutional priorities of the Government of Puerto Rico and the PRDEDC, which include:

- Strengthening institutional capacity, governance, and regulatory clarity through clear, accessible, and coordinated communications related to construction codes and code adoption.
- Promoting sustainable economic development, resilience, and innovation by supporting a modern regulatory environment that enhances public safety, investor confidence, and long-term community resilience.

All project activities, deliverables, and outputs shall integrate one or more of these strategic pillars in a manner that is measurable, data-informed, and aligned with Puerto Rico's broader economic development and resilience vision.

Proposers must demonstrate the capacity, resources, and technical expertise to coordinate effectively with the OGPe and, as applicable, with the PR CODES Committee, municipal governments, and other partner entities. Proposers must also demonstrate their ability to ensure full alignment, collaboration, and effective communication with public-sector entities and key stakeholders in support of OGPe's regulatory, permitting, and service delivery responsibilities.

Each proposal shall clearly describe its strategic approach, integration framework, methodology, staffing and management plan, coordination mechanisms, and measurable performance and impact indicators for each of the service domains outlined below, in accordance with the objectives and requirements of this RFP and applicable FEMA and COR3 grant guidelines.

### 3.2 Service Domains (Work Areas)

The Scope of Work is organized into five (5) primary service domains primary. Each domain includes:

- A description of required services,
- The expected deliverables, and
- A Bidder Response Guide to orient the structure of the proposer’s submission.

Note: The deliverables listed under each service domain are provided for reference and expectation setting purposes only. They illustrate the type and scope of outputs that PRDEDC anticipates after contract award. Proposers are not required to submit these deliverables as part of their proposal. Instead, their technical submission should focus on demonstrating the capacity, methodology, and organizational approach to effectively produce such outputs once engaged by OGPe.

Proposers must clearly indicate how the service domains will integrate with one another to ensure narrative, strategic, and operational consistency across the project’s overall objectives and to avoid duplication of effort. Proposers must also describe how activities under each domain will align with related initiatives led by other OGPe divisions or partner agencies, as applicable.

### 3.2.1 Service Domain 1 – Strategic Communications Planning and Alignment

The contractor shall develop and execute integrated strategic communications and outreach framework that supports OGPe’s Construction Code Adoption initiative and aligns with institutional priorities.

#### **Required Services:**

- Develop a comprehensive communications and outreach strategy aligned with the objectives, timeline, and requirements of the Code Adoption Grant.
- Ensure alignment and complementarity with the Code Compliance Grant and other related initiatives, avoiding duplication of efforts.

Define messaging frameworks, audience segmentation, tone, and narrative guidelines.

- Provide ongoing strategic advisory support to OGPe throughout the period of performance

#### **Expected Deliverables:**

- Communications and Outreach Strategic Plan.
- Messaging Framework and Audience Matrix.
- Coordination and Alignment Plan with related initiatives.

#### **Bidder Response Guide:**

Proposers shall:

1. Describe relevant experience in public-sector or regulatory communications strategy.
2. Provide at least two (2) examples of comparable communications or outreach initiatives.
3. Explain the methodology and tools to be used for planning, alignment, and strategic oversight.
4. Demonstrate familiarity with federally funded programs and grant compliance environments.

### 3.2.2 Service Domain 2 – Awareness and Education Campaign Development

The contractor shall design and implement a multi-channel awareness and education campaign focused on construction code adoption in Puerto Rico.

#### **Required Services:**

- Develop campaign concepts and narratives that explain construction codes in clear, accessible language.
- Design educational content tailored to multiple audiences, including the general public, professionals, and government stakeholders.
- Differentiate code adoption and education from permitting, enforcement, and inspection activities.
- Support outreach activities that encourage informed participation.

#### **Expected Deliverables:**

- Campaign creative concepts and messaging.
- Educational content and materials for multiple audiences.
- Outreach implementation plan

#### **Bidder Response Guide:**

Proposers shall:

- Describe experience developing large-scale public awareness or educational campaigns.
- Provide examples of campaigns addressing complex or technical subject matter.
- Explain the proposed approach to audience engagement and message effectiveness.
- Describe how campaign activities will remain relevant beyond the grant period.

### 3.2.3 Service Domain 3 – Branding and Visual Identity

The contractor shall develop campaign-specific branding and visual identity elements consistent with OGPe, and grant branding requirements.

**Required Services:**

- Develop visual identity elements specific to PR CODES and Code Adoption.
- Ensure consistency with existing OGPe branding standards.
- Create visual assets designed for long-term reuse.
- Ensure branding does not conflict with or replicate Code Compliance Grant identity.

**Expected Deliverables:**

- Campaign branding package and style guidelines.
- Reusable visual assets and templates.

**Bidder Response Guide:**

Proposal shall:

1. Describe experience developing branding for public-sector or regulatory initiatives.
2. Provide samples of prior branding or visual identity work.
3. Explain the process for ensuring consistency and compliance with branding

### 3.2.4 Service Domain 4 – Media Relations and Outreach Execution requirements.

The contractor shall plan and support earned and educational media activities to extend the reach and impact of the campaign.

**Required Services:**

- Develop media relations and media planning strategies aligned with the communications plan.
- Identify appropriate media outlets, formats, and timing.
- Support press materials, briefings, and media coordination, subject to OGPe approval.
- Ensure compliance with Government of Puerto Rico, FEMA, and COR3 requirements.

**Expected Deliverables:**

- Media relations plan.
- Press and outreach support materials.

- Summary of media activities conducted.

### **Bidder Response Guide:**

Proposals shall:

1. Describe experience with media relations in a public-sector context.
2. Provide examples of earned media or outreach initiatives.
3. Explain how media activities will be coordinated and approved.

### **3.2.5 Service Domain 5 – Long-Term Tools, Sustainability, and Knowledge Transfer**

The contractor shall develop durable communications tools and resources that OGPe can sustain beyond the contract period.

#### **Required Services:**

- Develop reusable templates, content libraries, and baseline educational materials.
- Create frameworks or guides that OGPe can update internally.
- Support knowledge transfer and internal capacity building.
- Prepare a final report summarizing outcomes and recommendations

#### **Expected Deliverables:**

- Reusable communications tools and templates.
- Long-term educational materials (Spanish and English).
- Final project report with recommendations.

### **Bidder Response Guide:**

1. Describe experience developing sustainable tools for public agencies.
2. Explain the approach to knowledge transfer and institutional capacity building.
3. Identify how long-term value will be ensured beyond the grant period.

## **3.3 Integration Requirement**

All proposals must address all five (5) service domains described above and present an integrated and cohesive strategy demonstrating how the proposed services will operate collectively to support OGPe's priorities and Construction Code Adoption objectives.



Proposals shall clearly describe inter-domain integration mechanisms, including coordination processes, sequencing of activities, information sharing, and alignment of messaging and deliverables. Proposers must also demonstrate how their approach will produce measurable outcomes and maintain narrative and strategic alignment with OGPe's priorities, applicable federal grant requirements, and the objectives of this RFP.

Proposals that do not clearly demonstrate effective integration across service domains, measurable results, and alignment with OGPe's priorities may receive lower technical evaluation scores.

### 3.4 Project Management and Coordination Requirement

The selected contractor shall designate a Project Manager who will serve as the primary point of contact with OGPe. This individual will be responsible for ensuring timely coordination, quality control, and the delivery of all required reports, deliverables, and materials under this contract.

The Project Manager shall:

- Oversee planning, execution, coordination, and performance monitoring across all service domains described in this Scope of Work.
- Maintain continuous and effective communication with PRDEDC's assigned Contract Officer and OGPe's designated project and communications representatives.
- Facilitate review and approval workflows, ensuring compliance with OGPe's internal protocols, branding requirements, and applicable federal grant guidelines, including those of FEMA and COR3.
- Coordinate and manage subcontractors, consultants, and vendors, as applicable, to ensure adherence to approved work plans, schedules, and performance standards.

The Project Manager must possess demonstrable experience managing integrated communications, outreach, or public-sector initiatives of similar scale and complexity, preferably within governmental, regulatory, or economic development environments, and with familiarity in federally funded or grant-administered projects.

## 4 Principles of Execution and Service Standards

All services under this RFP are expected to be delivered within a framework of excellence, transparency, and full regulatory compliance, in accordance with the laws and regulations of the Government of Puerto Rico and applicable federal provisions. Proposals should demonstrate how the proposer's approach will uphold these principles and ensure effective coordination with OGPe.

## 4.1 Performance and Coordination Principles

Proposers are expected to design their service approach around the following principles:

- **Performance reporting:** Clear and structured monthly progress reports, supplemented by quarterly performance summaries, that include measurable indicators, milestone tracking, and documented outcomes aligned with the objectives of this RFP and applicable grant requirements.
- **Continuous coordination:** Ongoing and structured communication mechanisms with OGPe, including coordination with designated project and communications representatives and affiliated partner entities, to ensure consistency, alignment, and timely issue resolution across all initiatives.
- **Flexibility and adaptability:** Demonstrated ability to adjust priorities, timelines, methodologies, and tactics in response to evolving program needs, economic or regulatory developments, stakeholder feedback, or changes in public policy, while maintaining compliance with contractual and grant requirements.
- **Capacity and knowledge transfer:** A clear commitment to strengthening the internal capabilities of OGPe through the development of manuals, operational guides, reusable tools, and structured knowledge transfer, enabling sustained institutional capacity beyond the contract period.

## 4.2 Service Standards and Availability

Proposals should clearly outline how service delivery will meet the following standards:

- **Availability:** Provision of coverage during regular business hours, with the capacity to provide extended availability, as needed, to address urgent or time-sensitive matters related to project implementation, approvals, or grant-related requirements.
- **Responsiveness:** Prompt acknowledgment, review, and handling of OGPe requests, feedback, or inquiries, supported by clearly defined response timelines and escalation protocols to ensure timely resolution.
- **Coordination:** Implementation of structured internal processes and project management tools to facilitate effective communication, secure document sharing, review and approval workflows, and coordination among the contractor, OGPe, and relevant partner entities.

## 4.3 Transparency and Accountability

Proposers should clearly describe how transparency and accountability will be embedded across all aspects of project planning, management, execution, and reporting. This shall include clear documentation of activities and deliverables, structured progress tracking, and the use of internal controls that ensure traceability, accuracy, and integrity throughout the period of performance.

The proposer’s approach should demonstrate the ability to support OGPe in meeting applicable Commonwealth and federal grant requirements, including those associated with FEMA-funded programs and COR3 oversight. This includes maintaining organized records, version control of materials, approval documentation, and audit-ready reporting practices.

Transparency and accountability mechanisms shall facilitate effective oversight, timely decision-making, and public trust, while enabling PRDEDC and OGPe to monitor progress, verify compliance, and ensure that all project activities align with the objectives and standards established in this RFP.

#### 4.4 Deliverable Review and Continuous Improvement

Proposals should describe how expected deliverables will be reviewed, approved, and tracked for quality assurance. OGPe encourages proposers to include mechanisms for continuous improvement and innovation throughout the engagement, ensuring the integration of global best practices and emerging technologies.

### 5 Mandatory Requirements and Proposal Submission

The purpose of this section is to outline the mandatory requirements that all proposers must meet to be considered responsive and eligible under this RFP. Compliance with these Mandatory Requirements will be evaluated on a Pass/Fail basis prior to the technical evaluation of the proposer’s work approach, methodology, and qualifications.

All supporting documents submitted in response to this RFP must be current, valid, complete, and verifiable at the time of proposal submission. Proposers are solely responsible for ensuring that all required documentation is included and meets the specifications set forth in this section.

Failure to submit any of the required documents, certifications, or attestations, or submission of incomplete, expired, or non-compliant documentation, will result in the proposal being deemed non-responsive and excluded from further consideration.

#### 5.1 Mandatory Requirements

All proposers must submit every document and certification listed in **Table 1** and **Table 2** as part of their proposal package. Each proposer must complete and sign (Annex A) and the checklist must be included as the first page of the Mandatory Requirements section of the proposal package.

*Table 1 – Organizational Documents*

Description / Documentation Needed
------------------------------------

<b>RUP – Registro Único de Proponentes</b>	Copy of valid registration issued by the Puerto Rico General Services Administration (ASG).
<b>Certification of Legal Entity / Corporate Structure</b>	Official certification identifying owners, officers, or members of the proposing entity.
<b>Shareholder or Partner List</b>	List of shareholders or partners and their ownership percentage within the proposing entity.
<b>Employer Identification Number (EIN)</b>	Copy of the Employer Identification Number (IRS Form SS-4 confirmation letter).
<b>Good Standing Certificate</b>	Issued by the Puerto Rico Department of State confirming the entity is active and in good standing.
<b>Certificate of Existence or Authorization to Do Business in Puerto Rico</b>	For non-local entities, provide certificate authorizing the entity to conduct business in Puerto Rico.
<b>Merchant Registration Certificate</b>	Issued by the Puerto Rico Department of Treasury (Hacienda).
<b>Partnership Authorization Letter / Corporate Resolution</b>	For partnerships: letter or resolution designating the authorized signatory. For corporations: certified Board of Directors resolution with corporate seal authorizing participation and contract execution.
<b>Financial Statements</b>	Year-end audited, reviewed, or compiled financial statements for the most recent two (2) years, issued by a Certified Public Accountant (CPA) in accordance with U.S. GAAP. Must include Balance Sheet, Statement of Operations, Statement of Cash Flows, and Notes. If the Proposer has not been in business within the year prior to the submission date, it must provide, for each Principal, Stockholder, Partner, or Member with 25% or more ownership (and those providing capital or guarantees): (1) audited, reviewed, or compiled financial statements for the last two years, prepared by a CPA under US GAAP. The financial statements must include Balance Sheet, Statement of Operations, Statement of Cash Flows, and notes to the financial statements; (2) a sworn statement dated within sixty (60) days before submission identifying all Principals, Stockholders, Partners, Members and their business participation; and (3) copies of income tax returns for the last two years.

**Table 2 – Certifications and Affidavits**

<b>Requirement</b>	<b>Description / Documentation Needed</b>
<b>Sworn Statement of Compliance with Act No. 2-2018</b>	Use the standard format provided in Annex A; must be signed and notarized.

<b>Conflict of Interest Certification</b>	Statement declaring the absence of any actual or potential conflict of interest with PRDEDC or other Government of Puerto Rico agencies. Use standard format provided as Annex Annex <i>[insert number of Annex]</i> .
<b>Criminal and Ethical Background Declaration</b>	Sworn statement that neither the proposer nor its principals have any criminal record or pending ethical proceedings.
<b>Sales and Use Tax (IVU) Debt Certification – Model SC-2927</b>	Issued by the Puerto Rico Department of Treasury.
<b>Income Tax Filing Certification – Model SC-6088</b>	Issued by the Puerto Rico Department of Treasury.
<b>Debt Certification – Model SC-6096</b>	Issued by the Puerto Rico Department of Treasury.
<b>Sales and Use Tax Return Filing Certification – Model SC-2942</b>	Issued by the Puerto Rico Department of Treasury.
<b>Employer Registration and Unemployment/Disability Insurance Certification</b>	Issued by the Puerto Rico Department of Labor and Human Resources.
<b>Chauffeurs’ Social Security Fund Certification</b>	Issued by the Puerto Rico Chauffeurs’ Social Security Fund Administration.
<b>State Insurance Fund Corporation (CFSE) Debt Certification – Form CFSE-3047</b>	Issued by the Puerto Rico State Insurance Fund Corporation.
<b>ASUME Compliance Certification</b>	Corporate or individual certification of compliance issued by the Puerto Rico Child Support Administration (ASUME).
<b>Municipal Tax (CRIM) Certification</b>	Certification of filing and debt status for both personal and real property taxes, issued by the Municipal Revenue Collection Center (CRIM).
<b>General Debt Certification (All Concepts)</b>	Comprehensive debt certification covering all tax obligations, issued by the corresponding Puerto Rico government agencies.

## 6 Proposal Evaluation and Scoring Criteria

### 6.1 Evaluation Process Overview

Proposals will be evaluated through a structured, multi-stage process to ensure fairness, transparency, and alignment with the objectives of the OGPe.

The evaluation process will consist of the following stages:

- **Stage 1 – Mandatory Requirements (Pass/Fail):**

Verification of all documents, certifications, and attestations required in Section 5 (Mandatory Requirements and Proposal Submission). Only proposals that fully comply with all mandatory requirements will advance to the next stage.

- **Stage 2 – Technical Evaluation:**

Evaluation of the proposer’s technical approach, understanding of the Scope of Work, methodology, organizational capacity, staffing, and relevant experience, in accordance with the Service Domains and Bidder Response Guides outlined in Section 3.2.

- **Stage 3 – (Optional) Campaign Demonstration Review:**

An optional stage allowing for the presentation of a mockup, functional demonstration, or sample campaign based on a hypothetical scenario provided by the agency. This stage does not require real-world execution and does not create any additional contractual obligations. Assessment of the proposer’s understanding of the public objective, messaging, and target audience; evaluation of execution capacity, tool integration, and use of data; and identification of operational risks, response timelines, and compliance with applicable regulatory requirements.

- **Stage 4 – Cost Plan Evaluation:**

Review and evaluation of the proposer’s cost proposal and pricing structure, conducted only after completion of the Technical Evaluation stage, to assess reasonableness, completeness, and alignment with the proposed scope of services.

- **Stage 5 – Final Composite Score and Recommendation for Award:**

Compilation and weighting of results from all applicable evaluation stages to determine final rankings and to support the recommendation for contract award, subject to OGPe’s applicable approvals and procurement requirements.

## 6.2 Evaluation Criteria and Weighting

Each eligible proposal will be evaluated and scored in accordance with the criteria set forth below. The total possible score is **100 points**. Only proposals that successfully pass the Mandatory Requirements stage will be eligible for scoring under these criteria.

*Table 3 – Evaluation Criteria and Scoring Weights*

Evaluation Factor	Description	Score (%)
<b>Technical Approach and Work Plan</b>	Evaluates the clarity and feasibility of the proposed strategy and execution framework. This criterion assesses the proposer’s overall technical approach, understanding of PRDEDC’s objectives and strategic priorities, integration across domains, and capacity to adapt to evolving economic and institutional contexts.	40%
<b>Institutional Experience and Past Performance</b>	Assesses the proposer’s demonstrated experience managing projects of similar scope, complexity, and scale, particularly within public-sector, regulatory, or federally funded environments. Evaluation considers relevance of prior work, documented results, client references, experience with strategic communications, public outreach, or education initiatives related to regulatory or policy frameworks, and demonstrated success delivering compliant, high-quality outputs.	15%
<b>Proposed Team and Management Capacity</b>	Evaluates the qualifications, structure, and availability of the proposed team, including the Project Manager, communications and outreach specialists, creative and media personnel, and other key staff assigned to the project. Consideration is given to relevant certifications, demonstrated experience, direct participation in project execution, project management capacity, internal infrastructure and technology, and identified subcontractors or partners, if applicable.	20%
<b>Cost Plan</b>	Reviews the overall cost structure, clarity, and reasonableness of the financial proposal relative to the proposed scope of work. Evaluation emphasizes cost-effectiveness, scalability, and demonstrated value for OGPe.	20%
<b>Innovation and Added Value</b>	Evaluates the integration of technologies, approaches and services not specifically required but beneficial to PRDEDC’s objectives	5%
<b>Total</b>		<b>100%</b>

## 6.3 Cost Plan Evaluation

The Cost Plan will form an integral part of the overall proposal evaluation. OGPe will review the financial component in conjunction with the proposer’s technical and strategic approach to ensure consistency, feasibility, and value. Evaluation of the Cost Plan will consider:

- Cost competitiveness relative to the proposed scope of work and prevailing market standards.
- Clarity and transparency in the pricing structure, including any assumptions or exclusions.



- Reasonableness and justification of costs, ensuring that proposed expenses are aligned with the scope, methodology, and anticipated deliverables.

OGPe may request clarifications or supporting documentation for any cost element during the evaluation process. For detailed instructions on how to prepare and structure the Cost Plan, refer to Section 7.3 of this RFP.

## 6.4 Final Selection and Award

The Evaluation Committee, appointed by the Deputy Secretary of OGPe, will review and score all responsive proposals and make final recommendations to the Deputy Secretary. The Committee will conduct a comprehensive, fair, and impartial evaluation based on the criteria established in this RFP.

The Evaluation Committee may request clarifications from proposers to obtain a better understanding of specific sections of a submitted proposal. Responses to clarification requests must solely explain or clarify information already included in the original submission and shall not introduce new material or modify the original proposal content.

The Evaluation Committee reserves the right to conduct interviews with Proposers identified as viable candidates, for the purpose of discussing questions and/or considerations that may provide additional clarity and assist in the refinement of proposals. The Committee may also request a formal presentation from shortlisted Proposers only. If this option is exercised, all conditions will be applied uniformly to all shortlisted Proposers.

Upon completion of the evaluation, the Committee will prepare a written report summarizing its findings and documenting the ranking of proposals based on the criteria stated in this section. This report, including the Committee's final recommendation, will be submitted to the Deputy Secretary of OGPe for adjudication and final determination.

**Negotiations.** Following the evaluation of proposals, OGPe may engage in negotiations with one or more qualified proposers. Negotiations are exchanges between the OGPe and proposers that are undertaken with the intent of allowing the proponents to revise their proposals. If the OGPe is not satisfied with the price offer of the proposer, they will recommend continuing further discussions/negotiations. The primary object of discussions is to maximize the OGPe ability to obtain the best value, based on the requirements and the evaluation factors outlined in the RFP. The OGPe Evaluation Committee may request and receive the best and final offers. The Evaluation Committee may request Best and Final Offers (BAFOs) as part of this process.

**Selection and Award.** The proponent to be selected for the award will be based on the evaluation rubric stated in this RFP and the negotiations section. OGPe, based on the overall proposals received and their evaluation results, shall determine the number of successful

proposers that represent the best interest of the overall services implementation and the people of Puerto Rico.

The firm to be awarded the RFP shall be recommended by the Evaluation Committee. After the final recommendation from the Evaluation Committee, the Deputy Secretary of the OGPe will issue the Award Notice. Award will be made to the responsible and responsive proponent whose Proposal represents the best value to the OGPe, taking all elements (including price and technical score) into consideration. Award will be made at fair and reasonable prices only. The OGPe reserves the right to select a proposal other than the lowest price from a proponent within the competitive range.

A proposal must conform to the material requirements of the RFP. If the proposal does not conform to the solicitation, it will be rejected because it is considered non-responsive. The Deputy Secretary of OGPe shall review the report of the Evaluation Committee and shall identify the proponent that should be selected to provide the services requested by this RFP. The determination of a proponent's selection will be based on the merits of the proposal presented, following the evaluation criteria. However, the Deputy Secretary of OGPe, taking into consideration the proponent's proposal and the Evaluation Committee recommendation, shall identify for selection the proponent as deemed most advantageous to the OGPe interests and objectives.

**Award without Negotiation.** If, after the initial evaluation of proposals, there is a clear winner and there is no need to negotiate or obtain further clarification or information from that proposer (e.g., the price is reasonable), the Deputy Secretary of OGPe may proceed directly to the award, provided that the RFP clearly stated that the award could be made without negotiations.

**Notice of Selection.** The OGPe will issue a written notice of selection to the successful proposer through [permisos.pr.gov/ codigosdeconstruccion@ddec.pr.gov/](mailto:permisos.pr.gov/codigosdeconstruccion@ddec.pr.gov) (the "Notice of Selection"). The Notice of Selection will establish the selected firm's obligation to submit any applicable post-award documentation.

OGPe reserves the right, without limitations, to: (i) grant more than one contract and/or select more than one qualified respondent; (ii) amend the Contract(s) of the Selected respondent (s) to, among others, extend its original duration, as further explained in this RFP, or to extend its scope to include additional work.

**Insurance Requirement.** Requirements for the selected bidder to be able to sign the respective contract.

- Public Responsibility Policy / Professional Public Liability Policy for a minimum of \$1,000,000.

- Public Responsibility Policy endorsed the Puerto Rico Department of Economic Development and Commerce. This must be identified with the description of the proposal.
- The tenderer is responsible for maintaining a Public Responsibility Policy endorsed in favor of the Puerto Rico Department of Economic Development and Commerce y for the entire term of the contract.
- The DDEC is not responsible for accidents or damages of any kind that the property and / or personnel of the tenderer could suffer. The bidder is responsible for his assets and/ or, by means of insurance for this purpose, for any damage that will be caused to the property and / or to the staff of the OGPe.

**Execution of Agreements.** The OGPe/DDEC will seek to execute a Service Agreement with the selected proposer. If an agreement cannot be reached, the OGPe may terminate negotiations with the chosen proponent and proceed to the next-highest rated proponent until an agreement determined to be fair and reasonable to both parties is obtained.

No proposal shall be binding upon the OGPe/DDEC until an Agreement has been executed. The OGPe reserves the right to issue press releases or public statements regarding the services under the contract; and the right to cancel the award of an Agreement at any time before execution of the contract, without incurring in any liability.

**Rejection of Proposals and Cancellation of RFP.** Issuance of this RFP does not constitute a commitment by the Government of Puerto Rico and/or the OGPe/DDEC to award a contract. The OGPe reserves the right, without limitations, to accept or reject, in whole or in part, and without further explanation, any or all proposals submitted; and/or to cancel this solicitation and reissue this RFP or another version of it, if it deems that doing so is in the best interest of the public interest, the Government of Puerto Rico, the OGPe/DDEC or the impacted communities.

The OGPe/DDEC reserves the right, without limitations, to disregard or waive any noncompliance, informalities and/or irregularities in the proposals received in response to this RFP, not otherwise identified as Mandatory Requirements and Qualifications in this RFP when, in its opinion, the public interest, the best interest of the Government of Puerto Rico, the OGPe/DDEC or of the impacted communities will be served by such action.

## 7 Proposal Format and Submission Requirements

### 7.1 General Instructions

To ensure uniformity and facilitate prompt reference among all proposals, submissions must adhere to the following formatting and presentation requirements. Proposals will first be

reviewed for completeness prior to detailed evaluation. Quality, substance, clarity, brevity, and responsiveness to OGPe’s requirements are essential.

### **Formatting Requirements**

- File format: PDF only.
- Font: Times New Roman, 12-point size.
- Line spacing: 1.15.
- Margins: 1 inch (2.54 cm) on all sides.
- Page size: 8.5” x 11” (Letter).
- Visual elements: All graphics, charts, and tables must be embedded within the document (external links are not permitted).
- Figures and tables: Must be numbered sequentially and referenced in the text by their corresponding number.

### **Signature Requirements**

- All documents requiring a signature must be signed in blue ink.
  - Initials and signatures may be electronic (where applicable)

### **Language**

- Proposals must be submitted in English.

The following subsection provides guidance on the expected structure and content of each proposal.

## **7.2 Proposal Organization and Structure**

Each proposal shall follow the organizational structure described in this section to ensure clarity, consistency, and ease of evaluation. All content must be clearly labeled and divided by section headers.

### **Cover Page:**

Each proposal shall begin with a cover page clearly identifying the submission and the authorized point of contact. The cover page must include the RFP title and number, the legal name of the proposer, its mailing and email addresses, and the name, title, and telephone number of the authorized representative. The submission date must also appear on this page.

Immediately following the cover page, proposers shall include a **Table of Contents**, listing all major sections and subsections of the proposal. The Table of Contents shall follow the nomenclature outlined below and serve as both an index and a checklist confirming that all

required components are present. It is the proposer's responsibility to ensure that all sections of the proposal are identified and easy to locate.

### **Part 1 – Mandatory Requirements**

This section shall include all administrative, legal, and organizational documents required under Section 5, including the completed and signed **Annex A**. These materials will be reviewed on a pass/fail basis to determine eligibility prior to technical evaluation.

All documents must be current, valid, and organized in the same order as listed in the checklist to facilitate compliance verification.

### **Part 2 – Executive Summary**

This section shall provide a concise overview of the proposal, highlighting the proposer's qualifications, experience, and overall understanding of OGPe's needs. It should serve as a clear and non-technical introduction to the firm's capabilities, focusing on alignment with OGPe's communications and economic development priorities.

The Executive Summary shall not exceed three (3) pages in length.

### **Part 3 – Company Information, Relevant Experience, and Past Performance**

This section establishes the proposer's organizational profile and demonstrates its past performance in similar engagements. The proposer shall include basic identifying information such as legal name, registration number, address, contact details, and the name and signature of the authorized representative.

Proposers are expected to summarize their corporate background and describe prior experience in projects of comparable scope or complexity, highlighting specific outcomes that demonstrate success.

Additionally, proposers must indicate their type of organization (e.g., corporation, partnership, joint venture, or sole proprietorship) and disclose any potential conflicts of interest, including prior or current relationships with OGPe, other government entities, or affiliated agencies.

The proponent must disclose any prior contractual relationship between the legal entity, its partners, shareholders, officers, directors, or any other natural or legal person expected to participate in the execution of the contract, and the PRDEDC, its operational and affiliated entities, the Government of Puerto Rico, and/or any other federal or municipal government agency.

### **Part 4 – Approach to Scope of Services (Technical Proposal)**

This section constitutes the **core of the proposal** and must clearly articulate the proposer's understanding of the assignment, the proposed technical approach, methodology, and

rationale. The content shall explicitly describe how the proposer intends to achieve the objectives, requirements, and expected outcomes outlined in **Section 3 – Scope of Work / Statement of Work**, including integration across all service domains.

The Technical Proposal, covering **Sections 3.2.1 through 3.2.5 (Service Domains)**, shall not exceed **thirty (30) pages**, excluding the cover page, table of contents, résumés, and required forms. Any pages submitted beyond this limit will **not be reviewed or scored** by OGPe.

## **Part 5 – Team Composition and Management Structure**

This section shall describe the organizational structure and resources assigned to the project, including:

- Complete list of proposed team members, indicating names, roles, titles, years of experience, and areas of specialization.
- Resumes or professional summaries for each key staff member.
- Provide an organizational chart highlighting the key people who shall be assigned to accomplish the work required by this RFP, illustrating the lines of authority. Identification of any subcontractors, consultants, or strategic partners (if applicable), including their roles and specific functions.
- The OGPe encourages Proposers to engage local subcontractors, professionals and relevant service providers headquartered in Puerto Rico (“Local Parties”) as Team Members and Key Staff to the greatest extent possible. Proposers are encouraged as part of this RFP to provide descriptions of their current and/or anticipated business arrangements with Local Parties and, in particular, Local Parties who are Team Members and Key Individuals for the Project, as applicable. *[This is optional. Remove if not applicable]*

## **Part 6 – References for Services Performed**

The final section of the proposal shall include at least three (3) professional references from prior clients for projects comparable in scope, scale, and complexity to the services requested under this RFP. References should preferably reflect experience with public-sector, regulatory, or federally funded projects, when applicable.

Each reference must include, at a minimum, the following information:

- Client name and organization
- Project title and brief description of services performed
- Project duration (start and end dates)
- Client contact name, title, email address, and telephone number

These references will be used by OGPe to validate the proposer’s past performance, reliability, and capacity to meet contractual obligations, and may be contacted as part of the evaluation process.

### 7.3 Cost Plan – Budget breakdown and pricing structure

This section must present a clear and detailed breakdown of the proposed costs for the entire contract period. The information shall be organized in tables and supported by explanatory notes as necessary. Proposers shall ensure that the total proposed cost does not exceed the maximum budget of *One million two hundred thousand dollars (\$1,200,000.00)* allocated for this engagement, inclusive of all tasks and deliverables within the defined scope of work.

OGPe reserves the right to request clarification, justification, or adjustment of any cost item during the evaluation process to ensure accuracy and reasonableness. Any inconsistencies between the Technical Proposal and the Cost Plan may affect the final evaluation score. The required components are as follows:

1. **Summary of total proposed cost:** Provide the total proposed cost for all services under this RFP, expressed in both numeric and written form. This summary shall include the overall cost and the total cost per service area (as defined in Section 3).
2. **Breakdown by service domain:** Each major service area described in Section 3.2 shall include the following:
  - Estimated hours or resource units.
  - Personnel or roles assigned.
  - Unit rates and total estimated cost per service area.
  - Identification of any subcontracted personnel or external specialists, if applicable.
3. **Personnel costs:** List all personnel expected to participate in the project, specifying:
  - Role or position title.
  - Hourly or daily rate.
  - Estimated total hours or days per resource.
4. **Explanatory narrative and pricing methodology** Include a concise narrative explaining the assumptions, pricing methodology, and basis of estimate used to determine costs. This narrative should describe how the pricing aligns with resource allocation, efficiency, and the scale of work required for each service area.

The **Cost Proposal** must be submitted as a **separate PDF file**, labeled: “Financial Proposal – RFP DDEC OGPe 2026-06: *Professional Media Developer Services*”



Any discrepancies between the Technical Proposal and the Cost Plan may affect the final evaluation score.

## 7.4 Submission Method and Deadline

All proposals must be submitted by the deadline specified below. Proposals received after the stated date and time will not be accepted or evaluated.

### **Submission Deadline:**

**Date:** *[March 8, 2026]*

**Time:** *[11:59 p. m., San Juan, PR]*

Any proposal received after this date and time shall be recorded as “late” and retained unopened in the official procurement file.

Email submission is the only accepted method for receipt of proposals in response to this RFP. All proposals must be submitted electronically in accordance with the following instructions:

- Proposals must be submitted as a PDF file, text-searchable (not scanned image-only), and not exceeding 25 megabytes (MB) in size.
- Proposals shall be submitted exclusively to [\[codigosdeconstruccion@ddec.pr.gov\]](mailto:codigosdeconstruccion@ddec.pr.gov). PRDEDC will not consider any proposals that are submitted to an email address different from the one specified in this section.
- The email subject line must include the RFP number and the company name, formatted as follows: “RFP DDEC OGPe 2026-06 – *Company Name*”
- File Naming Convention: The attached file must follow this format: RFP-DDEC OGPe 2026-06\_ *CompanyName.pdf*
- The Cost Plan must be submitted as a separate PDF file.

Proposers are responsible for ensuring that their submission is complete and that all files are accessible at the time of delivery.

The proposer is fully responsible for ensuring successful electronic transmission and delivery of its proposal. PRDEDC will not consider partial submissions received after the deadline, even if other parts were delivered timely.

- OGPe strongly recommends that proposers request a delivery receipt when sending their email submission.
- If an email transmission is rejected or an automatic acknowledgment is not received confirming successful delivery, the proposer must contact *[Lissette Rodríguez Tomasini, Deputy Building Official]*. [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov) before the submission deadline.

- Any email containing viruses, malware, or corrupted attachments will be automatically rejected.
- OGPe/DDEC staff will not open any email attachments prior to the closing of the submission period. OGPe/DDEC does not assume any responsibility for delayed or rejected emails or for any files that cannot be opened.

## 7.5 Receipt of Proposals

All proposals must be received by the deadline specified in this RFP. Upon receipt, OGPe will date and timestamp each submission as official evidence of timely delivery. Only proposals received on or before the submission deadline will be considered for evaluation. Submission of a proposal constitutes the proposer's acknowledgment and acceptance of all terms, conditions, and disclaimers contained in this RFP, including OGPe's reserved rights and options. Proposals shall remain valid for a minimum period of one hundred and twenty (120) calendar days from the submission deadline. During this period, proposers may not withdraw, modify, or cancel their submission, except as specifically requested in writing by PRDEDC or as otherwise required by applicable law or regulation.

## 7.6 Errors and Omissions in Proposals

PRDEDC reserves the right to reject any proposal that contains material errors, omissions, or inconsistencies that could affect its completeness or accuracy. However, OGPe may, at its sole discretion and without obligation, request the proposer to correct minor clerical or administrative mistakes, or to provide clarifications or additional information necessary to facilitate evaluation.

It also reserves the right, without limitations, to request correction of any errors or omissions and/or to request any clarification or additional information from any proponent, without opening clarifications for all proponents.

## 7.7 Clarifications and Modifications

OGPe reserves the right to request written clarifications from proposers regarding their submissions. No material changes, price revisions, or additions to the original proposal will be permitted after the submission deadline, except at OGPe's written request. If proponent files more than one proposal before submission deadline, only the last version will be considered.

## 7.8 Confidentiality and Proprietary Information

All materials submitted in response to this RFP become the property of OGPe. Proposers must clearly identify and mark any portions of their submission that contain proprietary, trade secret, or confidential information. OGPe will handle such information with due care

and in accordance with relevant statutes and regulations; however, the Office cannot guarantee the confidentiality of any material not properly labeled.

## 8 RFP Acquisition, Pre-Bid Meeting and Questions Procedure

### 8.1 RFP Documents Acquisition

All documents pertaining to the procurement process will be sent via e-mail upon request at [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov). Requests for proposal guidelines will be answered during business hours, which are **8:00am to 4:30pm**.

OGPe reserves the right to amend this RFP at any time. Any amendments to the RFP will be issued as a written addendum. Copies of each Addendum for all prospective proponents shall be sent by e-mail or can be retrieved at OGPe's website to all people and entities that requested the RFP instructions.

All documents pertaining to the procurement process, including addendum issued by OGPe, are and will be published at [permisos.pr.gov](http://permisos.pr.gov), e.g., <http://www.desarrollo.pr.gov> under the section for RFPs. All prospective proponents must monitor the abovementioned website to retrieve addendum, if any, issued for the below-stated procurement process.

Only firms or individuals that have formally requested and obtained the official RFP documents from the OGPe through [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov) will be eligible to attend the pre-bid meeting (see Section 8.2). Once the RFP documents are requested, the requester will be formally registered and will receive the link to the pre-bid meeting prior to the scheduled session. Attendance to the pre-bid meeting will be limited to such eligible proposers.

### 8.2 Submission of Questions and Requests for Clarification

Each prospective proponent may submit written questions to explain any aspect of this RFP, its content, process, or requirements. Proponents must submit all questions in writing on or before the question submission deadline established in this RFP to the email address specified below.

Questions must be clearly labeled and reference the relevant section(s) and page number in this RFP or related document. Questions may be in Spanish or English.

Questions must be submitted through [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov) "Questions related to RFP-DDEC OGPe 2026- 06".

## Key Deadlines

**Deadline to Submit Questions:** *[February 27, 2026, 11:59 p.m., San Juan, PR]*

- **Deadline for PRDEDC's Responses:** *[March 4, 2026, 11:59 p.m., San Juan, PR]*

All official responses, clarifications, or modifications to this RFP will be at [permisos.pr.gov](https://permisos.pr.gov), e.g., <http://www.desarrollo.pr.gov> under the section for RFPs.

Inquiries and communications regarding the RFP must be submitted to OGPe by the following email: [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov) the proponent is responsible for obtaining any needed clarification of the RFP requirements, while the RFP is open until the Q&A period closes. Email is the only method of communication.

## 8.3 Allowed and Prohibited Communications

Only questions and requests for clarifications on this RFP submitted by prospective proponents of this RFP are allowed. Other than these communications for clarifications purposes, communications by prospective proponents with officials and/or representatives of OGPe, and other government entities, or other relevant entities of the federal government, regarding any matter related to the contents of this RFP or the qualification and selection process, are prohibited during the submission and selection process. Failure to adhere to this requirement may result in the rejection of the submitted proposal. Verbal inquiries or e-mails sent to addresses not specified in this RFP will not be addressed by OGPe.

## 9 Contact & Schedule

### 9.1 Official Contact

All communications, inquiries, and submissions related to this RFP must be directed exclusively at the following official contact:

**Name:** Lissette Rodríguez Tomasini

**Title:** Confidential Auxiliary Director /Deputy Building Official

**Email:** [codigosdeconstruccion@ddec.pr.gov](mailto:codigosdeconstruccion@ddec.pr.gov)

### 9.2 RFP Schedule and Key Dates

The following table summarizes the anticipated schedule for this procurement process. OGPe reserves the right to modify these dates through a written Addendum.

*Table 4 – Key Dates*

Milestone	Description	Date
<b>RFP Issuance Date</b>	Official release of the Request for Proposals.	<i>February 20, 2026</i>
<b>Deadline to Submit Questions</b>	Written <i>inquiries due by 11:59 p.m., San Juan, PR.</i>	<i>February 27, 2026</i>
<b>Publication of Addenda / Responses</b>	PRDEDC issues written clarifications and responses.	<i>March 4, 2026</i>
<b>Proposal Submission Deadline</b>	Proposals due electronically by <i>11:59 p.m., San Juan, PR.</i>	<i>March 8, 2026</i>
<b>In-Person Presentation Session (Optional)</b>		<i>March 18, 2026</i>
<b>Evaluation Period</b>	Administrative, technical, presentation, and financial review.	<i>March 23, 2026</i>
<b>Notice of Award</b>	Notification of selected proposer.	<i>March 27, 2026</i>

PRDEDC reserves the right to adjust this schedule as needed.

## 10 Annex A

### Mandatory Requirements Checklist Request for Proposals - RFP-DDEC OGPe 2026-06

Submitted proposals must include the following documents in the order listed below. All forms provided as part of this RFP must be duly completed and incorporated within the proposal package. The Department of Economic Development and Commerce reserves the right to reject any proposal that fails to meet these mandatory requirements in full.

Initials	Required Document
	<b>RUP – Registro Único de Proponentes</b>
	<b>Certification of Legal Entity / Corporate Structure</b>
	<b>Shareholder or Partner List</b>
	<b>Employer Identification Number (EIN) – (IRS Form SS-4 confirmation letter).</b>
	<b>Good Standing Certificate</b>
	<b>Certificate of Existence or Authorization to Do Business in Puerto Rico</b>
	<b>Merchant Registration Certificate</b>
	<b>Partnership Authorization Letter / Corporate Resolution</b>
	<b>Financial Statements</b>
	<b>Sworn Statement of Compliance with Act No. 2-2018 (Anticorruption Code)</b>

<b>Initials</b>	<b>Required Document</b>
	<b>Conflict of Interest Certification</b>
	<b>Criminal and Ethical Background Declaration</b>
	<b>Sales and Use Tax (IVU) Debt Certification – Model SC-2927</b>
	<b>Income Tax Filing Certification – Model SC-6088</b>
	<b>Debt Certification – Model SC-6096</b>
	<b>Sales and Use Tax Return Filing Certification – Model SC-2942</b>
	<b>Employer Registration and Unemployment/Disability Insurance Certification</b>
	<b>Chauffeurs' Certification</b>
	<b>State Insurance Fund Corporation (CFSE) Debt Certification – Form CFSE-3047</b>
	<b>ASUME Compliance Certification</b>
	<b>Municipal Tax (CRIM) Certification</b>
	<b>General Debt Certification (All Concepts)</b>

\_\_\_\_\_  
Proposer's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Proposer's Printed Name