

DEPARTMENT OF ECONOMIC
DEVELOPMENT
AND COMMERCE



2024-PRCODES-002

REQUEST FOR PROPOSAL FOR THE CONTRACTING OF PROFESSIONAL SERVICES

MEDIA CAMPAIGN AND PUBLIC RELATIONS ADVISOR

UNDER THE HAZARD MITIGATION GRANT PROGRAM PROJECT NO. 4339-0002

Puerto Rico Permits Management Office (OGPe)
codigosdeconstruccion@ddec.prgov

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Request For Proposal for the Contracting of Professional Services:

2024-PRCODES-002 MEDIA CAMPAIGN AND PUBLIC RELATIONS ADVISOR

Under the Hazard Mitigation Grant Program Project No. 4339-0002

Project Overview:

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. 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.

Objective

We are inviting proposals from qualified media campaign and public relations advisors to provide professional services to our dynamic Puerto Rico Codes team at the Puerto Rico Permits Management Office (OGPe/DDEC). This request for proposal (RFP) is framed and bounded by the services required as part of the HMGP Project 4339-0002, according to its Scope of Work, Conditions of Approval, and Period of Performance.

The selected service provider will serve as an advisor to OGPE and will be responsible for providing expert guidance and support in the following areas:

- **Strategic Planning and Campaign Development:**
 - Advise on the development and implementation of comprehensive media and PR strategies that align with the project's goals.
 - Provide insights and recommendations for planning and executing media campaigns to promote products, services, or events.
 - Monitor industry trends and offer strategic insights.
- **Media Relations and Planning:**

- Establish and maintain advisory relationships with journalists, bloggers, and influencers.
- Assist in writing and distributing press releases, media kits, and other materials.
- Advise on the planning and purchase of advertising space in various media outlets (print, digital, broadcast).
- Analyze audience demographics and recommend appropriate media channels.
- **Content Creation and Social Media Management:**
 - Provide guidance on creating compelling content for press releases, articles, social media, and the company website.
 - Advise on managing the organization's social media presence, including creating and scheduling posts.
 - Collaborate with marketing and creative teams to produce engaging content.
- **Event Management:**
 - Advise on planning and organizing public events, such as product launches, press conferences, and community initiatives.
 - Coordinate with event planners, vendors, and other stakeholders to ensure successful events.
- **Crisis Management:**
 - Develop and recommend crisis communication plans.
 - Act as an advisor and, when appropriate, a spokesperson during crises, providing timely and accurate information to the media and public.
- **Performance Monitoring and Reporting:**
 - Monitor and analyze media coverage and PR campaign performance metrics.
 - Prepare reports on media and PR activities and provide recommendations for improvement.
 - Advise on managing campaign budgets to ensure efficient use of resources.
- **Stakeholder Engagement:**
 - Foster positive relationships with key stakeholders, including customers, employees, investors, and community leaders.
 - Develop and recommend stakeholder engagement strategies.
- **RFP Assistance:**
 - Assist in the preparation and development of Requests for Proposals (RFPs) related to media campaigns and public relations projects.
 - Collaborate with cross-functional teams to gather necessary information for RFP responses.
 - Ensure that all RFP submissions meet the organization's standards and deadlines.
- **Collaborative Work:**
 - Work closely with project team members to ensure alignment of campaign goals with project objectives.
- **Additional Tasks:**
 - Perform any other related tasks as required by the Auxiliary Secretary or their authorized representative.

- Act as a liaison with DDEC's Office of Marketing and Communications to ensure coordination and consistency in messaging and media strategies.

MINIMUM REQUIREMENTS

- **EXPERIENCE:**
 - Proven experience in public relations and media campaign coordination.
 - Experience in managing media relations and creating content.
 - Experience with RFP preparation and submission.
- **SKILLS:**
 - Excellent written and verbal communication skills.
 - Strong interpersonal and networking skills.
 - Ability to analyze data and make informed decisions.
 - Proficiency in digital marketing tools and social media management.
 - Crisis management skills.
- **ATTRIBUTES:**
 - Strategic thinker with strong analytical skills.
 - Detail-oriented and organized.
 - Creative and innovative approach to problem-solving.
 - Ability to work under pressure and manage multiple projects simultaneously.

Proposal and Cost Details

Interested proponents should submit a short proposal outlining their approach to managing media campaigns and public relation efforts for the Puerto Rico Codes project, including estimated costs and a timeline for key activities.

Company proposals may be submitted in lieu of individual applications. Such proposals must include a detailed cost breakdown specifying the resources assigned to the job, along with resumes for each resource. Professional service fees will be considered based on the added value to the project, ensuring transparency and allowing for an accurate assessment of the qualifications and suitability of the proposed team members for the project's success.

Proposals should include:

1. **Introduction:** Briefly introduce yourself and your relevant experience.
2. **Approach:** Describe your approach to developing and managing media campaigns.
3. **Cost Breakdown:** Provide a detailed cost breakdown for your services, including any anticipated expenses.
4. **Timeline:** Outline a proposed timeline for campaign activities.
5. **Qualifications:** Attach your resume and a cover letter detailing your qualifications and experience.

CONTRACT DETAILS

- **Duration:** Until June 30, 2025.
- **Hourly Rate:** Individual¹ rate per hour, based on the cost breakdown submitted.
- **Funding:** Contracted services will be covered by federal funds under FEMA-DR-PR-4339-0002.
- **Work Environment:** The work environment will be a hybrid model, requiring a combination of remote and on-site presence.

NOTICE OF COMPLIANCE

To ensure compliance, applicants must adhere to the following federal and state regulations:

1. **RUP Certification:** of current Supplier Registry (RUP) certification from Puerto Rico's General Services Administration (GSA)
2. **Proof of Registration in SAM:** Evidence of active registration in the System for Award Management (SAM).
3. **Valid Unique Entity Identifier (UEI) Number:** A valid UEI number is required.
4. **Conflict of Interest Disclosure:** A statement disclosing any potential conflicts of interest.

The provision of these services will be funded with federal funds and must comply with federal guidelines as stipulated in 2 C.F.R. 200.317 through 2 C.F.R. 200.327.

SUBMISSION REQUIREMENTS

Interested candidates are encouraged to submit their proposals, highlighting their qualifications and experience. A project portfolio showcasing skills, creativity, and range of work is highly recommended. Please send your applications to:

Félix Rivera Torres
Auxiliary Secretary
Puerto Rico Permit Management Office (OGPe)

¹ Companies may apply. However, OGPe will not consider proposals over \$250,000, as established in CC-013-2021 and OE-2021-029 for this type of procurement process. For proposals, ensure that the hourly rate of fees is structured to comply with this financial limitation. A detailed cost breakdown with resources is required.

Submission Instructions

- Format: All documents should be submitted in PDF format.
- Email Subject Line: Use the following format for the email subject line:
[Media Campaign Pu] - [Your Full Name]
- Deadline: All applications must be submitted by **August 9, 2024**.
- Submission Address: Email all application materials to
codigosdeconstruccion@ddec.pr.gov

EVALUATION METHOD FOR APPLICATION REVIEW

To ensure a fair and thorough evaluation process for this federally funded project, we will utilize a structured and objective approach to review all applications. The process is outlined as follows:

Evaluation Criteria

Candidates will be assessed based on the following key criteria:

- **Relevant Experience (20 points)**
 - Number of years of experience in the specific field.
 - Experience with similar projects or roles.
 - Demonstrated success in previous roles.
- **Education and Certifications (10 points)**
 - Level of education attained.
 - Relevant certifications and licenses.
 - Specialized training pertinent to the role.
- **Skills and Competencies (40 points)**
 - Technical skills related to the job.
 - Soft skills such as communication, teamwork, and problem-solving.
 - Language proficiency.
- **Professionalism and Presentation (20 points)**
 - Clarity and organization of the resume or proposal.
 - Project portfolio.
 - Grammar and spelling.
 - Professional appearance and formatting.
- **Interview Performance (10 points)**
 - Attitude
 - Clear understanding of project requirements.

- Innovative and practical approach to solving project challenges.

Evaluation Process

The evaluation process consists of several steps to ensure a fair and thorough review of all applications:

1. **Initial Screening:** All applications will undergo an initial screening to ensure they meet the basic eligibility requirements as follows:
 - Cover Letter
 - Proposal or Resume
 - RUP Certification
 - Proof of registration in the System for Award Management (SAM)
 - Unique Entity Identifier (UEI) number
 - A statement disclosing any potential conflicts of interest
 - Detailed cost proposal (including hourly rate, availability limitations, and other relevant details)
2. **Detailed Evaluation:** Eligible applications will be evaluated by a panel of reviewers.
3. **Interview Process:** Top candidates based on initial screening will be shortlisted for interviews. Structured interviews will be conducted with standardized questions to assess key criteria. If needed, a practical test or case study relevant to the project may be included.

All steps of the evaluation process will be thoroughly documented to ensure transparency and compliance with federal guidelines.

Join us and contribute to our mission with your expertise and dedication!