



Foundation
for Puerto Rico

SCOPE OF WORK
Media Buying Services
(Technical Assistance- Communications Support)
Small Purchase
Community Development Block Grant – Disaster Recovery
Foundation for Puerto Rico
2021-SP-14

1. Introduction

This document defines the work that the Supplier must perform for **Media Buying Services (Technical Assistance-Communications Support)** under a contract with Foundation for Puerto Rico (FPR) for the Whole Community Resilience Planning Program (WCRP or the Program) as included in the Action Plan approved by the U.S. Housing and Urban Development (HUD). A complete copy of the Action Plan is available at <https://www.cdbg-dr.pr.gov/en/action-plan/>.

The WCRP Program will use Community Development Block Grant – Disaster Recovery (CDBG-DR) funds overseen by HUD that will result in the development of comprehensive Community Resilience Plans (CRPs). The Program will provide funding, through awarded Applicants, that will result in the development of comprehensive CRPs, which will allow communities to develop programs, projects and policies so that they may determine their needs, set long-term goals and short-term objectives more rationally and effectively. A whole community approach ensures shared understanding of the needs and capabilities, greater empowerment, integration of resources across the community, and a stronger social infrastructure. The WCRP program provides communities the opportunity to identify programs, projects, and policies that will make them stronger and better prepared to recover from future natural disasters.

The WCRP Media Planner & Buyer will be responsible to create a Media Plan to support the Notice of Funding Availability (NOFA) before, during and after its publication. This Media Plan will include purchasing media spots in traditional and digital media outlets to promote the program and communicate its results.

The FPR reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks prior to and during the term of the contract. If additional CDBG-DR funds are allocated to Puerto Rico during the life of the corresponding contract, Supplier staff may be assigned to work on those future federal grants awarded and potentially expand those services to accommodate other similar programs, yet to be defined. There is no guarantee of a minimum level of services which may be requested by the FPR under a contract. The FPR reserves the right to request the removal of any staff not performing up to standard. No personnel may be assigned to the resulting contract without the written consent of the FPR.

FPR also reserves the right, without limitations, to: (i) cancel this solicitation and reissue the Small Purchase or another version of it, if it deems that doing so is in the best interest of the Public Interest; and (ii) amend the contract(s) of the Selected Supplier(s) to, among others, extend its original duration, as further explained in the Small Purchase Package, or to extend its scope to include work under subsequent FPR plans as related to the services requested herein, or to reduce the

scale of its scope to decrease work as a consequence of underperformance or inexcusable delays related to the Services requested herein.

FPR will review proposed prices received within the submission term and will verify the compliance of the submitted quote with the requirements established in the Scope of Work. FPR may request clarifications to provide a better understanding of the purchase requirements. The FPR reserves the right to negotiate proposal(s) received within the established submission term.

FPR reserves the right to award this Small Purchase to multiple suppliers.

2. Requirements

This section defines the Media Buying Services and related tasks that the Supplier must perform in order to support FPR and its requirements for this small purchase.

- All personnel required in performing all tasks under the contract will be under the Supplier's own expense. FPR expects the Selected Supplier to have available competent and fully qualified staff, authorized or permitted under federal, state, and local law to perform the requirements under the scope of work.
- The Selected Supplier(s) will be directly working with the WCRP Media Planner & Buyer to ensure the accuracy, timeliness, and completion of all advertising or media spots (which is the term used for an advertising space when advertising in television or radio) purchased for the WCRP Program. The scope of work presented is based upon circumstances existing at the time of solicitation.
- It is required that suppliers submitting quotes for the CDGB-DR programs possess a DUNS number and are registered in the System for Award Management (SAM) to be considered. If not yet registered, suppliers must include evidence of registration when submitting their quotes. *Such registrations are free of charge for the suppliers. For the registration of a DUNS number the supplier can access: <https://www.dnb.com/duns-number/get-a-duns.html> and for the registration in SAM the supplier can access: https://www.federalcontractingpr.com/Register_today.*
- The selected supplier must comply with the expected deliverables. All these services must be provided in a professional manner, satisfactory to FPR requirements and in accordance with the terms and conditions included with this Scope of Work as Attachments A through D.
- The selected supplier must always have someone available to work with the WCRP Media Planner & Buyer, as needed. It is preferred that the supplier have a dedicated staff for the purposes of this purchase order/contract.

3. Services and Tasks:

The Selected Supplier will be responsible for performing the following tasks:

- The selected supplier's staff will review the WCRP's External Communications Plan and the WCRP Media Plan which will be provided by the WCRP Media Planner & Buyer to understand the program's media strategy so the supplier can make the best recommendation to comply with the program's communications objectives.

- The selected supplier will work and coordinate with the WCRP Communications Manager and Media Planner & Buyer to recommend best spaces, dates and times for ads to run/air across all media channels. The supplier will need to negotiate with the WCRP Media Planner & Buyer to acquire cost-efficient and budget-conscious advertising space for the WCRP Program.
- The selected supplier should make available for the WCRP Media Planner & Buyer review all the data regarding its audience numbers/reach. The selected supplier also must be able to understand the WCRP program needs to provide advice about the right media opportunities to reach the program's different audiences.

The selected supplier will be responsible to provide at least the following:

Quantity	Term	Type of Media
Three (3)	Monthly	media ads in national newspapers
Fifteen (15)	Monthly	media spots in national radio stations
Three (3)	Monthly	media ads in social media platforms

- The selected supplier must perform check-ins on a weekly basis with the WCRP Communications Manager and the program's Media Planner to provide status of the activities performed, including but not limited to: media reach reporting, flowcharts and recaps, presentations, media analysis, sending and confirmation of ads, status meetings, offers and discounts received from the media, media invoice reconciliation, competition analysis, among other necessary information, as requested by the WCRP Communications Manager or the Media Planner & Buyer.
- The FPR reserves the right to request the removal of any staff not performing up to standard.
- No personnel may be assigned to the resulting contract without the written consent of the FPR.
- The selected supplier's staff must always be available to work with the WCRP Media Planner & Buyer and/or with the WCRP Communications Manager to support the Program and fulfill its media/ advertising space needs.

4. Deliverables

The Supplier shall take into consideration the below mentioned deliverables as part of their proposal:

- The Selected Supplier shall designate a representative or point of contact (POC) within five (5) days of the executed Purchase Order or Contract who will always be responsible for maintaining communication with FPR.
- Within seven (7) days of the executed Purchase Order or Contract, the selected supplier POC shall schedule a meeting with the WCRP Media Planner & Buyer to coordinate the mentioned media buying activities.
- The Selected Supplier shall publish the media ad publication within seven (7) days of FPR request (Task Order).

- The selected supplier shall work with the WCRP Media Planner & Buyer POC on a weekly basis to implement and/or adjust the program's Media Buying Plan including traditional and social media recommendations based on the program's needs.
- The selected supplier must prepare a bi-weekly report after completing the weekly negotiations for the media ad publication (traditional and social media). This report must include the negotiation details, final price given, any discounts received, etc. The report must be sent bi-weekly to FPR via email with the details of the negotiations, the format will be established after signing the contract.

5. Term of Contract

The complete term for this Scope of Work is 17 months after contract execution. Resources may perform tasks concurrently during this term, but deliverables must be completed within the timelines given.

6. Payment Terms

This procurement process is funded by a CDBG-DR grant allocated by HUD, via the PRDOH. Payment of invoices for the goods and/or services rendered will be based on the reimbursement of funds to FPR from PRDOH. FPR will pay the supplier after the presentation, reconciliation and approval of the invoice as soon as FPR receives the reimbursement of funds from PRDOH.

The Scope of Work is hereby accepted by:


Supplier Entity Name

Supplier Authorized Representative Signature

Date

Supplier Authorized Representative Printed Name

Scope of Work Authorized by:



Annie Mayol, President & COO
Foundation for Puerto Rico

06/17/21
Date

