



Foundation
for Puerto Rico

**ADDENDUM No. 4
Small Purchase
Media Buying
Community Development Block Grant – Disaster Recovery
2021-SP-14**

This Addendum consists of Four (4) digital letter size pages (8.5"x11"). One (1) page is the Addendum itself and four (4) pages are the attachment to the Addendum and the Small Purchase. This Addendum is hereby included in and made part of the Small Purchase Media Buying. All requirements of the original Small Purchase Media Buying shall remain in full force and effect except as amended by this Addendum.

This Addendum includes the following new documents:

- **Question and Request for Clarification Log (Reviewed question #1)**
- **Updated Scope of Work (Reviewed national newspaper requirement)**
- **Updated Cost Form (Reviewed list of items)**

All other requirements and provisions of the RFP documents shall remain in full force and effect.

Kevin Pérez Colón, CSCP, CQA ASQ
Purchasing Officer
Foundation for Puerto Rico

San Juan, Puerto Rico
July 23, 2021

Questions and Requests for Clarifications Log
Community Development Block Grant - Disaster Recovery
CDBG-DR-SP-2021-14
Media Buying



Revision: July 23, 2021

#	Proposer	Question Date	RFI No.	Question No.	RFP Section of Document	RFP or Document Page No.	Question	Answer	Responsible Party	Status
1	DDB Latina Puerto Rico	30-Jun-21	1	1			<p>1.En las tres primeras líneas que hace referencia a los anuncios en prensa, radio y social media, en la parte de Unit Price lo que solicitan es el costo más bajo que como agencia podemos conseguir para ustedes en esos medios en particular.</p> <p>a.De ser afirmativa la respuesta necesitaríamos aclarar lo siguiente:</p> <p>i.Newspaper: qué tamaño debemos considerar para hacer la cotización, sería blanco y negro o a color, algún periódico en particular? Estas variables pueden afectar el costo que vayamos a incluir en la forma.</p> <p>ii.Radio: algún horario en particular para efectos de costos, alguna estación en particular o hacemos un costo promedio aunque eso puede variar luego una vez se trabaje el plan en particular.</p> <p>iii.Social Media Ads: asumo que los esfuerzos van a ser bajo el objetivo de awareness. Algún formato en particular para poder cotizar? Hablamos de Facebook & Instagram o alguna otra Plataforma social?</p>	<p>Tamaño: Para esta compra, en una publicación en periódico nacional y regional el estándar será de media página a color.</p> <p>National Newspaper: Para esta compra, se define como un periódico de circulación general en Puerto Rico, que logre una diseminación amplia de noticias y por lo regular de publicación diaria.</p> <p>Regional Newspaper: Para esta compra, se define como un periódico de circulación regional en Puerto Rico, que logre diseminación de noticias en las áreas Norte, Sur, Este y Oeste de Puerto Rico, respectivamente.</p> <p>National Radio Station: Para esta compra, se refiere a una emisora de radio de difusión local de mayor audiencia, en el bloque de horarios comprendido entre 6am-9am; 12pm-2pm; 4pm-6pm.</p> <p>Social Media: Para esta compra, se define como plataforma o redes sociales con al menos un alcance del 50% de los adultos en Puerto Rico.</p>		
2	DDB Latina Puerto Rico	30-Jun-21	2	2			<p>2.En la línea de fee de agencia</p> <p>a.Lo que necesitan es que cotizemos el costo por hora de las personas que van a estar envueltas, un costo promedio?</p> <p>b.Las 20 horas es un número para efectos de comparar el ejercicio de las diferentes agencias o entienden que esa es la cantidad de horas que requiere el manejo de este proyecto mensualmente?</p>	<p>Las 20 horas son la cantidad que entedemos la agencia estaría aplicando para el manejo del proyecto. El monto debe reflejar un total por hora que aglomere todos los recursos necesarios para completar la tareas.</p>		



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

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 Communications Manager 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 Communications Manager 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 Communications Manager, 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 Communications Manager 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 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 Communications Manager to acquire cost-efficient and budget-conscious advertising space for the WCRP Program.

- The selected supplier should make available for the WCRP Communications Manager 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 in Puerto Rico (general circulation newspaper)
One (1)	Monthly	media ad in regional circulation newspaper (North region of Puerto Rico)
One (1)	Monthly	media ad in regional circulation newspaper (South region of Puerto Rico)
One (1)	Monthly	media ad in regional circulation newspaper (East region of Puerto Rico)
One (1)	Monthly	media ad in regional circulation newspaper (West region of Puerto Rico)
Fifteen (15)	Monthly	media spots in national radio stations
Three (3)	Monthly	media ads in social media platforms with at least a reach of 50% of adults in Puerto Rico

- The selected supplier must perform check-ins on a weekly basis with the WCRP Communications Manager to provide status of the activities performed, including but not limited to: media reach reporting, flowcharts and recaps, presentations, media analysis, sending and conformation 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.
- 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 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 Communication Manager 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 Communications Manager 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 5 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:



Soledad Gaztambide, Senior Program Officer
Foundation for Puerto Rico

July-22-2021

Date



**COST FORM
Small Purchase
Media Buying Services
Community Development Block Grant – Disaster Recovery
Foundation for Puerto Rico
2021-SP-14**

Name of Supplier:

Line Item	Quantity (Monthly)	Units	Months	Unit Price	Total Price
National Newspaper Ads	3	[EA]	5	\$ _____	\$ _____
National Radio Stations Spots	15	[EA]	5	\$ _____	\$ _____
media ads in regional (North) newspapers	1	[EA]	5	\$ _____	\$ _____
media ads in regional (South) newspapers	1	[EA]	5	\$ _____	\$ _____
media ads in regional (East) newspapers	1	[EA]	5	\$ _____	\$ _____
media ads in regional (West) newspapers	1	[EA]	5	\$ _____	\$ _____
Social Media Platform Ads	3	[EA]	5	\$ _____	\$ _____
Agency Fees	20	[Hr.]	5	\$ _____	\$ _____
Subtotal	N/A	N/A	N/A	N/A	\$ _____
Tax	N/A	____%	N/A	\$ _____	\$ _____

Total Quote **\$ _____**

Notes on Cost Form:

- (1) Agency fees must include all personnel needed to acquire the desired types of media
- (2) The contract is expected to function as a not-to-exceed contract from which services will be invoiced based on actual hours worked by each resource.
- (3) The hours presented in this cost form are an estimate and FPR reserves the right to distribute the hours between tasks depending on the necessity.
- (4) Payment terms: This procurement process is funded by a CDBG-DR grant allocated by the U.S. Department of Housing and Urban Development (HUD), via the Puerto Rico Department of Housing (PRDOH). Payment of invoices for the goods and/or services rendered will be based on the reimbursement of funds to Foundation for Puerto Rico (FPR) from PRDOH.
- (5) Only input information in the designated gray boxes or underlined areas.

Supplier's Authorized Representative Signature

Date

Supplier's Authorized Representative Printed Name