



GOVERNMENT OF PUERTO RICO  
PUERTO RICO EMERGENCY MANAGEMENT AGENCY  
AEMEAD-RFP-2016-002

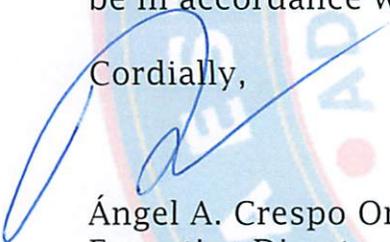
AEMEAD-2-8-2016-kmg

INVITATION TO RFP

Dear Sirs:

The **PUERTO RICO EMERGENCY MANAGEMENT AGENCY** (also known as **AEMEAD**, for its acronym in Spanish) will be considering proposals until **April, 29 2016, at 4:30 p.m.** Proposals must be submitted to our office located Road # 1, Km 25.4 Quebrada Arenas, San Juan, P.R. 00919. The required services for the "**Public Information Dissemination Service**" shall be in accordance with the following conditions (see attached documents).

Cordially,

  
Ángel A. Crespo Ortíz  
Executive Director



## KEY EVENTS AND DATES

The following Schedule of Key Events and Dates represents the Office's best estimate of the schedule that should be followed in this procurement. However, the Office reserves the right, at its sole discretion, to adjust the schedule as it deems necessary. Potential vendors will be notified of adjustments to the schedule, notwithstanding, the ultimate responsibility for obtaining notice of changes in the Schedule of Key Events lies with the potential vendors.

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EVENT	DATES	HOURL
Closing Date for Inquiries by Phone or Email	April, 29 2016	2:30 p.m.
On-Site Clarification Meeting	May, 3 2016	4:30 p.m.
Proposal Submission Date	May, 4 2016	4:30 p.m.



## ACCEPTANCE FORM

Please complete, print, sign and deliver this form to:

Katherine M. Gonzalez Gonzalez  
Executive Special Assistant  
Road 1, Km 25.4 San Juan, P.R. 00919

I agree to comply with the Puerto Rico Emergency Management Agency's Agreement, Terms and Conditions included within this Request for Proposal (RFP), should I be awarded a contract with AEMEAD as a result of this RFP.

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Authorized Representative:

- Name: \_\_\_\_\_
- Signature: \_\_\_\_\_
- Title: \_\_\_\_\_
- Date: \_\_\_\_\_

**\* FAILURE TO COMPLETE THIS FORM AND TO SUBMITT IT WITH YOUR PROPOSAL MAY RENDER THE SUBMISSION NON-RESPONSIVE AND INELIGIBLE FOR AWARD \***



**REQUEST FOR PROPOSAL 2016  
AEMEAD-RFP-2016-004**

***Public Information Dissemination Service for the  
Puerto Rico Emergency Management Agency***

**NOTICE TO PROPONENTS:**

The Puerto Rico Emergency Management Agency (also known as AEMEAD, for its acronym in Spanish) is seeking proposals for a qualified contractor to perform the services of Public Information Dissemination Services for activities where the Agency is involved, and as requested per the Executive Director.

Questions may be directed to:

Katherine M. Gonzalez Gonzalez  
Executive Special Assistant  
Bo. Quebrada Arenas  
Road # 1 Km 24.5 San Juan, PR 00919

**Email:**kgonzalez@prema.pr.gov  
kgonzalez@aemead.gobierno.pr

Proposals will be accepted until **12:30 p.m. on May, 4 2016**, in the AEMEAD Offices located at Road # 1 Km 24.5 San Juan, PR 00919.

If delivered to the Agency, proposals must be sealed and clearly marked with the RFP Proposal Project Name communications services. The delivery must be made on time and received in the AEMEAD offices and or by email. Any proposals after the established date and hour will be rejected. Participants must examine this Request for Proposal carefully; Ignorance of the requirements will not relieve them from liability and obligations included within their offer or by the resulting contract. Also, failure to comply with the specifications herein included may deem the submission non-responsive for consideration in this procedure.

Specifications must be met. Proposals not meeting the detailed specifications will be disqualified. AEMEAD's interpretation of specifications will be deemed in its best interest and shall be binding and final upon the contractor. AEMEAD will make no allowance or concession to the successful bidder for any alleged misunderstanding of deception because of quantity, quality, character, location or other conditions. Should it appear that there is a real or apparent discrepancy between different sections of the



specifications concerning the nature, quality or extent of the work to be furnished, it shall be assumed that the successful proposer has based its proposal on the more expansive manner. Final decision will rest with AEMEAD.

The apparent silence if these specifications as to any detail, or to the apparent omission from it of a detailed description concerning any point, shall be made on the basis of this statement and should be deemed in the most favorable manner to AEMEAD.

Failure to include all required submission materials may render the proposal non-responsive, as determined by AEMEAD. AEMEAD reserves the right to reject any and all proposals, to waive any and all informalities or irregularities and to accept or reject all or any part of any proposal as they may deem to be the lowest and best proposal for AEMEAD. AEMEAD reserves the right to make multiple awards on this Request for Proposal. AEMEAD reserves the unilateral right to amend this RFP in writing at any time. AEMEAD also reserves the right to cancel or reissue the RFP at its sole discretion. Firms shall respond to the final RFP and any exhibits, attachments and amendments.

This is a full service RFP. For purposes of this procurement, full service shall mean that the proposer's price proposal includes, but is not limited to: all labor, all material and supplies, all emergency work and special request; all administrative reporting or other requirements; all overhead costs and profit. It shall also include travel costs, parking fees, logistics and delivery, ancillary fees, permits, licenses, insurance, etc. Details not explicitly stated in these specifications, but necessarily attendant thereto, are deemed to be understood by the proposer and included herein.

This RFP does not commit AEMEAD to award a contract, or to have any obligations for costs incurred by contractors in responding to this procurement. Furthermore, AEMEAD reserves the right to accept or reject any or all proposals received as a result of the RFP. Also, AEMEAD reserves the right to negotiate with any qualified contractor or to cancel in part or in its entirety this RFP; it is determined to be in the best interest of AEMEAD.



## **SCOPE:**

The Puerto Rico Emergency Management Agency (also known as AEMEAD, for its acronym in Spanish) is requesting proposals for a Public Media and Communications Company / Consultant that will be performing media coverage (Press Conference, Activities, Interviews, Others) as requested by the Executive Office and/or the Agency Press Area. Due the nature of the information that shall result of these activities, the Consultant will be required to sign a Confidentiality Agreement. All the data gathered from activities performed must be delivered to the AEMEAD for official use only.

### **I. General objectives:**

- Coverage of press conference of the Agency or activities of the governmental entity.
- Interviews of the Executive Director or selected representative about news related or generated by the Agency.
- Coverage of official events within Puerto Rico.
- Coverage of official events outside Puerto Rico

### **II. Specifics Objectives**

- Publication of Agency activities and / or news approved by the Executive Director on social medias (Facebook, Twitter, Instagram, Others) but not limited to those mentioned on the RFP.
- The consultant shall record interviews on audio or video format and have clips available for media or social media distribution.
- Provide recommendations in regards to media impact and approach to the Executive Directors office.
- The proposal should develop a project plan to support the Agency request.



### III. GENERAL INSTRUCTIONS

- Organization and / or personal credentials must be included in the proposal documentation.
- Itemized budget with justification

### IV. REPORTING

- Consultant shall provide a monthly report of activities covered and submit them to the Agency press area.

### V. CONTRACT DOCUMENTS

- Documents that will form the contract shall include the following:
  - ❖ Request For Proposal, all attachment thereto the winning proponent's proposal and the subsequent "Contract Agreement".
  - ❖ Additional required documentation.
  - ❖ Debarment and Suspension Negative Certification (Applicable for Federal Contracts, refer to executive orders 12549 and 12689).

### VI. CONTRACTOR PERSONNEL

- Upon AEMEAD request, the contractor will provide a list of names for all employees working on the project, that will be performing services. We reserve the right to request any of the Contractors employee to sign a Confidentiality Agreement

### VII. EVALUATION CRITERIA

- Cost of services
- Credentials
- Service to be offer
- Creativity to work the required services
- Previous experience with governmental agencies



### VIII. DUE DATES:

If the Consultant fails to make delivery of the required services within the specified time, or fails to perform any of the other provisions of this contract, AEMEAD has the right to terminate the contract for default. All disputes that might arise under a contract and cannot be resolved between the Consultant and AEMEAD will be handled through appropriate channels as deemed by AEMEAD and the Consultant.

- The Puerto Rico Emergency Management Agency will be receiving proposals until May, 4 2016.
- Proposals must be submitted in hardcopy and/or in electronic format (scanned documents, word documents, or CD's).
- The documents should be submitted to the following email: [kgonzalez@prema.pr.gov](mailto:kgonzalez@prema.pr.gov) / [kgonzalez@aemead.gobierno.pr](mailto:kgonzalez@aemead.gobierno.pr) or be delivered personally to our office.

