

Puerto Rico Planning Board (PRPB)

Request for proposals (“RFP”) under the Code Enforcement Project HMGP-4339-0001

Project: **Advertising, Marketing, Communications and Outreach Implementation Services**

RFP No. 2021-0001

The Puerto Rico Planning Board (PRPB) requests proposals from interested and qualified advertising, marketing and communications companies (which have no legal impediment to be hired by, and are duly registered to provide services for, the government of Puerto Rico and/or the Federal government) to provide services to the PRPB under its risk mitigation and compliance with applicable codes and permitting regulations’ project intended to reduce potential losses from future natural disasters.

The selected company will have experience in the following areas: implementation of public relations, advertising, market research, commercial photography, graphic design, video and film production, website development, search engine optimization, and event planning services.

The RFP is available for review and download on the Puerto Rico Planning Board website at the following link: www.jp.prgov

The RFP contains instructions on questions, clarifications, deadlines, amendments, procedures, and terms and conditions. The deadline for submission of proposals is **July 13th, 2021 at 12:00 pm (noon)**. Proposals received after the deadline will not be considered.

The proposals received timely will be evaluated according to the following criteria:

Criteria	Máximo Points
Qualifications and Experience	40 Points
Implementation Approach	20 Points
Pricing and Pricing Methodology	30 Points
Commitment to Complying with all Applicable Federal and Puerto Rico laws and regulations	10 Points
Total	100 Points

For more information on this document, the Planning Board should be contacted exclusively at the following email: rfp@jp.pr.gov.