

**GENERAL SERVICES AGENCY
OFFICE OF THE GOVERNOR OF GUAM
REQUEST FOR PROPOSAL NO. GSA/GOV RFP 2022-02**

**PROFESSIONAL MULTI-DISCIPLINE SERVICES FOR INTEGRATED
COMMUNICATION, ENGAGEMENT, AND OUTREACH**

RFP Issue Date: November 2, 2022

Number of Pages: 30

**Proposal Due Date and Time:
Friday, November 11, 2022
4:00 p.m., Chamorro Standard Time**

ISSUING AGENCY INFORMATION

Department of Administration
General Services Agency
148 Route 1, South Marine Corps Drive
Piti, Guam 96915

SINGLE POINT OF CONTACT

Claudia S. Acfalle, Chief Procurement Officer
General Services Agency
Email: gsaprocurement@gsadoa.guam.gov
Phone: (671) 475-1707

INSTRUCTIONS TO OFFERORS

Return Proposal to:
Claudia S. Acfalle, Chief Procurement Officer
General Services Agency
148 Route 1, South Marine Corps Drive
Piti, Guam 96915

Mark Face of Envelope/Package:

RFP Number: GSA/GOV RFP 2022-02
RFP Title:
**PROFESSIONAL MULTI-DISCIPLINE SERVICES
FOR INTEGRATED
COMMUNICATION, ENGAGEMENT, AND
OUTREACH**
Proposal Due Date: Friday, November 12, 2022
4:00 p.m. (Chamorro Standard Time)

OFFERORS MUST COMPLETE THE FOLLOWING

Offeror Name/Point of Contact/Address:

Authorized Offeror Signatory:

(Please print name and sign in ink)

Offeror Phone Number:

Offeror FAX Number:

Offeror Federal I.D. Number:

Offeror E-mail Address:

OFFERORS MUST RETURN THIS COVER SHEET WITH THEIR PROPOSALS

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OFFEROR'S CHECKLIST

This checklist is provided for assistance only and should not be submitted with the Offeror's proposal.

The 10 Most Critical Things to Keep in Mind When Responding to this RFP

1. _____ **Read the entire document.** Note critical items such as: mandatory requirements; supplies/services required; Schedule of Events; form of proposals; contract requirements (i.e., contract performance security, insurance requirements, performance and/or reporting requirements, etc.).
2. _____ **Note the Procurement Officer's name, address, phone numbers and e-mail address.** This is the only person you are allowed to communicate with regarding the RFP and is an excellent source of information for any questions you may have.
3. _____ **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or notify the General Services Agency of any ambiguities, inconsistencies, or errors in the RFP.
4. _____ **Take advantage of the “question and answer” period.** Submit your questions to the procurement officer by the due date listed in the Schedule of Events and review the answers given, which will be in the form of an addendum to the RFP.
5. _____ **Follow the format required in the RFP** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6. _____ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Do not assume the General Services Agency will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with the General Services Agency. The proposals are evaluated based solely on the information and materials provided in your proposal.
7. _____ **Use the forms provided**, i.e., cover page, Non-collusion Affidavit form, etc.
8. _____ **Check the General Services Agency's website for RFP addenda.** Before submitting your proposal, check the General Services Agency website at <https://gsa.doa.guam.gov/invitation-for-bid/> to see whether any addenda were issued for the RFP. If so, you must submit a signed copy of the addendum for each addendum issued along with your proposal.
9. _____ **Review and read the RFP document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
10. _____ **Submit your response on time.** Note all the dates and times listed in the Schedule of Events and within the document, and be sure to submit all required items on time. Late proposal responses are ***never*** accepted.

SECTION 1: SCHEDULE OF EVENTS

<u>EVENT</u>	<u>DATE</u> <i>(All times are Chamorro Standard Time (ChST))</i>	<u>LOCATION</u>
RFP Issue Date	Tuesday, November 2, , 2022	Department of Administration “General Services Agency” 148 Route 1, South Marine Corps Drive Piti, Guam 96915
Deadline for Receipt of Written Questions	Friday, November 7, 2022 at 4:00 p.m.	Single Point of Contact
Issuance of Answers to Written Questions	Tuesday, November 9, 2022 at 4:00 p.m.	Single Point of Contact
Pre-proposal Conference	None scheduled at this time.	No location at this time.
Proposal Due Date	Friday, November 12, 2022 at 4:00 p.m.	Attention: Claudia S. Acfalle, Chief Procurement Officer General Services Agency 148 Route 1, South Marine Corps Drive Piti, Guam 96915

SECTION 2: PROJECT OVERVIEW AND INSTRUCTIONS

2.0 **INTENT**

The communications industry has dramatically changed over the last three decades since the introduction of the Internet, modern mobile communications, and the evolution of social media. In addition to traditional forms of communication and media, consumers are increasingly connected to mobile devices with access to retrieve, receive, and share information instantaneously.

While these emerging technologies benefit consumers, it has challenged the government and government communicators to assess its best practices in order to streamline how information is accessed by citizens and end-users. More recently, the COVID-19 pandemic has proven that communication strategies must be more agile, fluid, engaging, and digital in an effort for government information to be effective, and more importantly, trusted.

It is the intent of the **Governor's Office** to fully harness these emerging technologies and channels as part of an integrated communications, engagement, and outreach contract that solicits and consults the professional services and expertise that is currently not employed by the government. This effort will achieve the general principles of government communication and to ensure full compliance with government mandates relative to increasing public access and delivering on government priorities and services in a results-based manner.

Therefore, the General Services Agency, issues **REQUEST FOR PROPOSAL ("RFP") GSA/GOV RFP 2022-02: PROFESSIONAL MULTI-DISCIPLINE SERVICES FOR INTEGRATED COMMUNICATION, ENGAGEMENT, AND OUTREACH**, soliciting proposals from interested professionals and experienced Offeror(s), to provide the full spectrum of integrated communication, engagement, and outreach services as defined by this RFP and further delineated in Section 4: Scope of Services.

The General Services Agency will require respondents to present satisfactory evidence showing they possess sufficient experience and are fully qualified to perform the scope of services in this RFP. A more complete description of the services sought for this project is provided in Section 4: Scope of Services.

2.1 **REQUEST FOR PROPOSAL**

2.1.1 Availability. This Request for Proposal is available for download from the General Services Agency's website at <https://gsa.doa.guam.gov/invitation-for-bid/> inspection at the General Services Agency located at the 148 Route 1, South Marine Corps Drive, Piti Guam Monday through Friday, excluding holidays, between 8:00 a.m. and 5:00 p.m. Offerors may obtain a copy of the RFP at the General Services Agency, Control Section front desk. Upon obtaining this RFP through any means, prospective offerors must complete the Acknowledgement of Receipt Form set forth as an Attachment to this RFP and return the completed form to

gsaprocurement@gsadoa.guam.gov in order to receive any addenda or other notices related to this RFP. Failure by prospective offerors to submit the Acknowledgement of Receipt Form to the General Services Agency may result in the prospective offeror not receiving notices from the General Services Agency regarding this RFP, including addenda, that could lead to point deductions during the proposal evaluation process, or proposals may be deemed non-responsive.

2.1.2. Amendments. The General Services Agency reserves all rights to revise or amend this RFP prior to the date set for opening proposals. Such revisions and amendments, if any, will be announced by an amendment or addendum to this RFP and shall be identified as such. The amendment shall refer to the portions of the RFP it amends. Amendments and addenda shall be sent to all prospective offerors who have submitted the Acknowledgement of Receipt Form to the General Services Agency and shall also be made available on the General Services Agency's website. All prospective offerors who have submitted the Acknowledgement of Receipt Form to the General Services Agency must acknowledge receipt of all amendments or addenda issued.

2.3 PRE-PROPOSAL QUESTIONS AND CONFERENCE

2.3.1 Pre-Proposal Questions. Offerors with questions or requiring clarification or interpretation of any section within this RFP must address their questions in writing or via e-mail to the Chief Procurement Officer referenced above on or before the deadline set forth in the Schedule of Events. Each question must provide a clear reference to the section, page, and item of this RFP in question. Questions received after the deadline may not be considered.

2.3.2 The General Services Agency's Response. The General Services Agency will provide an official written answer by the date set forth in the Schedule of Events to all questions received by the stated due date. The General Services Agency's response will be by written addendum. Any other form of interpretation, correction, or change to this RFP will not be binding upon the General Services Agency. Any written addendum will be forwarded to all entities or individuals who have picked-up an RFP and submitted an Acknowledgement of Receipt Form by the close of business on the date of issuance of the General Services Agency's response. Offerors must sign and return all addenda with their proposals.

2.3.3 Pre-proposal Conferences. Pre-proposal conferences, if any, will be permitted any time prior to the deadline for submission of proposals. The conferences will be conducted only to explain the procurement requirements for this Request for Proposal. Notice of any pre-proposal conference will be provided to all entities or individuals who have picked up an RFP and submitted an Acknowledgement of Receipt Form. The General Services Agency will notify all offerors in writing via an addendum to this RFP of any substantive clarification provided in response to any inquiry raised during the pre-proposal conference.

2.4 **PROPOSALS**

2.4.1. General. Proposals must be in writing, signed in ink, and prepared as described in Section 6. Offerors must clearly mark one proposal as “ORIGINAL” and provide five (5) hard copies and one (1) electronic copy (in .PDF format) on a USB thumb drive. The original and copies must be placed in a sealed envelope clearly labeled with the RFP Number, RFP Title, and Proposal Due Date. The original should be unbound and each hard copy must be separately bound. Erasures or other changes in a proposal must be explained or noted over the signature of the offeror. Proposals containing any conditions, omissions, unexplained erasures or alterations or items not called for in the RFP, or irregularities of any kind may be rejected by the General Services Agency as being non-compliant.

2.4.2. Multiple Proposals. Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document. Each proposal should be submitted in separate envelopes with the offeror indicating the “primary” proposal and all others as “alternate” proposals.

2.4.3. Modification or Withdrawal of Proposals. Proposals may be modified or withdrawn at any time prior to the conclusion of discussions.

2.4.4. No Late Proposals. Proposals must be received at the control section’s front desk at the General Services Agency by the Proposal Due Date set forth in the Schedule of Events. Email or facsimile proposals will not be accepted. Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration. It shall be the offeror’s sole risk to assure delivery at the control section’s front desk at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed if requested.

2.4.5. The General Services Agency Not Responsible for Preparation Costs. The costs for developing and delivering proposals in response to this RFP and any subsequent presentations of the proposal as requested by the General Services Agency shall be at the sole cost and expense of the offeror. The General Services Agency is not liable for any expense incurred by the offeror in the preparation, delivery, and/or presentation of its proposal or any other costs incurred by the offeror.

2.4.6. All Timely Submitted Materials Become the Property of the General Services Agency. All materials submitted in response to this RFP become the property of the General Services Agency and shall be appended to any formal documentation, which would further define or expand any contractual relationship between the General Services Agency and the offeror resulting from this RFP process.

2.4.7. Rejection of Proposals. Any proposal submitted in response to this RFP may be rejected in whole or in part when it is in the best interests of the General Services Agency or the government of Guam in accordance with Guam Procurement Regulations § 3115(e).

2.5 DISCUSSIONS AND EVALUATION

2.5.1. Evaluation Committee. Upon opening the proposals received in response to this RFP, the Procurement Officer will establish an evaluation committee to hold any necessary discussions with offerors and to review and evaluate all timely proposals received.

2.5.2. Discussions. In accordance with the Guam Procurement Regulations, the evaluation committee may conduct discussions with any offeror. The purposes of such discussions shall be to (1) determine in greater detail the offeror's qualifications; and (2) explore with the offeror the scope and nature of the required services, the offeror's proposed method of performance, and the relative utility of alternative methods of approach. The discussions may be video or tape-recorded. At least one key offeror representative must be present for such discussions. In conducting discussions there shall be no disclosure of any information derived from proposals submitted by competing offerors.

2.5.3. Evaluation of Proposals. The evaluation committee will review and score written proposals based on the Evaluation Criteria identified in Section 5. The evaluation team may utilize other sources for technical assistance and guidance.

2.5.4. Selection of the Best Qualified Offerors and Award. After completion of the Discussion and Evaluation of Proposals phases, the evaluation committee shall select, in the order of their respective qualification ranking, no fewer than three (3) offerors (or such lesser number if less than three (3) acceptable proposals were submitted) deemed to be the best qualified to provide the required services. The Procurement Officer will review the ranking to ensure its compliance with the RFP process and evaluation criteria before presenting the evaluation committee's ranking to the Chief Procurement Officer. Once approved, the General Services Agency shall negotiate a professional services agreement with the best-qualified offeror for the required services at compensation determined in writing to be fair and reasonable. If compensation, contract requirements, and contract documents are agreed upon with the best-qualified offeror, a recommendation will be made to the Office of the Governor's Chief of Staff and/or such other entities that may be required for the award to that offeror. If negotiations fail with the best-qualified offeror, the General Services Agency may enter into negotiations with the next qualified offeror, and so on, as provided in the Guam Procurement Regulations.

2.6 CONTRACT

2.6.1. Professional Services Agreement. A Professional Services Agreement will be entered into with the Selected Contractor. The decision to issue and award shall be at the sole discretion of the Chief Procurement Officer and shall be subject to certain conditions, including, but not limited to: the availability of funds, satisfaction with the contractor's work, and successful negotiation of fee and scope of work.

2.6.2. Term of Contract. The term of the agreement shall be for a period of one (1) year with two (2) one-year options to renew, subject to the Office of the Governor's discretion and the satisfactory delivery of services required. The services of the professional consulting contractor shall at all times be subject to termination at the discretion of the Office of the Governor. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds, therefore. The contract shall provide that, in the event, funds are not available for any succeeding fiscal period, the remainder of the contract shall be canceled. Offerors are referred to 2 GAR, Division 4, Chapter 3, Section 3121(e) of the Guam Procurement Regulations, the terms of which are incorporated herein.

2.7 REQUIRED AFFIDAVITS AND ASSURANCES

Each offeror is required to submit the affidavits and assurances attached as **Attachments A-1 through A-6**. Failure to include said affidavits and assurances shall render a proposal non-responsive.

- Disclosure of major shareholders per 5 G.C.A. § 5233 (Attachment A-1). As a condition of this RFP, any partnership, sole proprietorship or corporation doing business with the government of Guam shall submit an affidavit executed under oath that lists the name and address of any person who has held more than ten percent (10%) of the outstanding interest or shares in said partnership, sole proprietorship or corporation at any time during the twelve (12) month period immediately preceding submission of a proposal. The affidavit shall contain the number of shares or the percentage of all assets of such partnership, sole proprietorship or corporation which have been held by each such person during the twelve (12) month period. In addition, the affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to this RFP for the offeror and shall also contain the amounts of any such commission, gratuity or other compensation. The affidavit shall be open and available to the public for inspection and copying.
- Certification of Independent Price Determination per 2 GAR § 3126 (Attachment A-2). By submitting an offer, the offeror certifies that the price submitted was independently arrived at without collusion.
- Representation Regarding Gratuities and Kickbacks per 5 G.C.A. § 5630 (Attachment A-3). **Gratuities.** It shall be a breach of ethical standards for any person to offer, give or agree to give any employee or former employee, or for any employee or former employee to solicit, demand, accept or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding

- or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract; or to any solicitation or proposal, therefore. **Kickbacks.** It shall be a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.
- Prohibition against Contingent Fees per 2 GAR § 11108 (Attachment A-4). It shall be a breach of ethical standards for a person to be retained, or to retain a person, to solicit or secure a government contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business.
- Representation regarding Ethical Standards per 2 GAR § 11103 (Attachment A-5). The bidder, offeror, or contractor represents that it has not knowingly influenced and promises that it will not knowingly influence a government employee to breach any of the ethical standards set forth in 5 GCA Chapter 5 Article 11 (Ethics in Public Contracting) of the Guam Procurement Act and in Chapter 11 of the Guam Procurement Regulations.
- Wage Determination per 5 G.C.A. § 5801 (Attachment A-6). In such cases where the government of Guam enters into contractual arrangements with a sole proprietorship, a partnership or a corporation ('contractor') for the provision of a service to the government of Guam, and in such cases where the contractor employs a person(s) whose purpose, in whole or in part, is the direct delivery of service contracted by the government of Guam, then the contractor shall pay such employee(s) in accordance with the Wage Determination for Guam and the Northern Mariana Islands issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to the government of Guam. The Wage Determination most recently issued by the U.S. Department of Labor at the time a contract is awarded to a contractor by the government of Guam shall be used to determine wages, which shall be paid to employees pursuant to this Article. Should any contract contain a renewal clause, then at the time of renewal adjustments, there shall be made stipulations contained in that contract for applying the Wage Determination, as required by this Article, so that the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date shall apply.

- Benefits Determination per 5 G.C.A. § 5802 (Attachment A-6). In addition to the Wage Determination detailed in 5 G.C.A. Chapter 5, Article 13, any contract to which 5 G.C.A. Chapter 5, Article 13 applies shall also contain provisions mandating health and similar benefits for employees covered by 5 G.C.A. Chapter 5, Article 13, such benefits having a minimum value as detailed in the Wage Determination issued and promulgated by the U.S. Department of Labor, and shall contain provisions guaranteeing a minimum of ten (10) paid holidays per annum per employee.

2.8 PROHIBITION AGAINST EMPLOYMENT OF SEX OFFENDERS

Pursuant to 5 G.C.A. § 5253:

(a) No person convicted of a sex offense under the provisions of Chapter 25 of Title 9 Guam Code Annotated, or an offense as defined in Article 2 of Chapter 28, Title 9 GCA in Guam, or an offense in any jurisdiction which includes, at a minimum, all of the elements of said offenses, or who is listed on the Sex Offender Registry, and who is employed by a business contracted to perform services for an agency or instrumentality of the government of Guam, shall work for his employer on the property of the government of Guam other than a public highway.

(b) All contracts for services to agencies listed herein shall include the following provisions: (1) warranties that no person providing services on behalf of the contractor has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA, or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry; and (2) that if any person providing services on behalf of the contractor is convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry, that such person will be immediately removed from working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

SECTION 3: GENERAL INFORMATION

3.0 AUTHORITY

This RFP is issued under the authority of the Guam Procurement Act and the Guam Procurement Regulations and in furtherance of the Office of the Governor's enabling legislation (5 GCA Chapter 5). The request for proposal process is a procurement option allowing the award to be based on stated evaluation criteria. The RFP states the relative importance of all evaluation criteria. No other evaluation criteria, other than as outlined in the RFP, will be used.

3.1 OFFEROR COMPETITION

The General Services Agency encourages free and open competition among offerors. Whenever possible, the Office of the Governor will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy the Office of the Governor's need to procure technically sound, cost-effective services and supplies.

3.2 SINGLE POINT OF CONTACT

From the date this RFP is issued until final award, offerors shall not communicate with any of the Office of the Governor staff, or officials regarding this procurement, except at the direction of Chief Procurement Officer, Claudia S. Acfalle as the Single Point of Contact in charge of this solicitation. Any unauthorized contact may disqualify the offeror from further consideration. Contact information for the single point of contact is as follows:

Claudia S. Acfalle, Chief Procurement Officer
General Services Agency
148 Route 1, South Marine Corps Dr
Piti, Guam, 96915
Phone Number: (671) 475-1707
Email: gsaprocurement@gsadoa.guam.gov

All questions regarding this RFP shall be sent to the Single Point of Contact.

3.3 SUBCONTRACTORS

The General Services Agency reserves the right to approve all subcontractors. The firms and/or individuals selected by the General Services Agency to provide the services solicited under this RFP shall be responsible to the General Services Agency for the acts and omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and the General Services Agency.

3.4 TAXES

Offerors are cautioned that they are subject to Guam Business Privilege Taxes and Guam Income Taxes. Specific information regarding taxes may be obtained from the Director of Revenue and Taxation.

3.5 LICENSING

Offerors are cautioned that they are subject to Guam Licensing laws. Specific information on licenses may be obtained from the Director of Revenue and Taxation. Offerors are required to obtain all licenses required to provide the services solicited in this RFP.

3.6 RECEIPT/OPENING OF PROPOSALS

Proposals shall not be opened publicly and shall be opened in the presence of two or more procurement officials. Proposals and modifications shall be time-stamped upon receipt and held in a secure place until the established due date. After the date established for receipt of proposals, a Register of Proposals shall be prepared which shall include for all proposals the name of each offeror, the number of modifications received, if any, and a description sufficient to identify the supply, service, or construction item offered. The Register of Proposals shall be opened to public inspection only after award of the contract.

3.7 CLASSIFICATION OF PROPOSALS AS RESPONSIVE OR NON-RESPONSIVE

Proposals may be found non-responsive any time during the evaluation process or contract negotiation if any of the required information is not provided; the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFP; or the proposal is not within the plans and specifications described and required in the RFP. If a proposal is found to be non-responsive, it will not be considered further.

3.8 DETERMINATION OF RESPONSIBILITY

The procurement officer will determine whether an offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through contract negotiation if information surfaces that would result in a determination of non-responsibility. If an offeror is found non-responsible, the determination must be in writing, made a part of the procurement file, and mailed to the affected offeror.

3.9 COMPLETENESS OF PROPOSALS

Selection and award will be based on the information contained in the offeror's proposal. Proposals may not include references to information located elsewhere, such as Internet websites or libraries unless specifically requested by the General Services Agency. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.

3.10 FAILURE TO COMPLY WITH INSTRUCTIONS

Offerors failing to comply with the instructions set forth in this RFP may be subject to point deductions. The General Services Agency may also deem non-responsive and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

3.11 THE GENERAL SERVICES AGENCY'S RIGHTS RESERVED

While the General Services Agency has every intention to award a contract as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the General Services Agency to award and execute a contract. Upon a determination such actions would be in its best interest, the General Services Agency, in its sole discretion, reserves the right to:

- Cancel or terminate this RFP;
- Reject any or all proposals received in response to this RFP;
- Waive any undesirable, inconsequential, or inconsistent provisions of this RFP which would not have a significant impact on any proposal;
- Waive any minor informalities in proposals received, or have them corrected by the offeror in accordance with applicable regulations;
- Not award if it is in the best interest of the Office of the Governor not to proceed with contract execution; or
- If awarded, terminate any contract if the Office of the Governor determines adequate funds are not available.

3.12 NON DISCLOSURE OF DATA

In accordance with Guam Procurement Regulation 2 GAR, Division 4, Chapter 3, § 3114(h)(2), offerors may identify trade secrets and other proprietary data contained in their proposals. If the offeror selected for award has requested in writing the nondisclosure of trade secrets and other proprietary data so identified, the General Services Agency shall examine the request to determine its validity prior to entering into negotiations. If the parties do not agree as to the disclosure of data, the General Services Agency shall inform the offeror in writing what portion of the proposal will be disclosed and that, unless the offeror withdraws the proposal or protests under 5 G.C.A. Chapter 5 Article 9 the proposal will be so disclosed.

3.13 DEBARMENT

The offeror certifies, by submitting its proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If an offeror cannot certify this statement, attach a written explanation for review by the General Services Agency.

SECTION 4: SCOPE OF SERVICES

4.0 PROJECT OVERVIEW

The Office of the Governor is soliciting proposals from qualified firms who hold an active and valid Guam Business License to provide integrated communication services

These services will ensure the timely dissemination of information to the people of Guam as to the Office of the Governor's effort fully harness emerging technologies, best practices and channels as part of an integrated communications, engagement, and outreach contract that solicits and consults the professional services and currently not employed by the government. This effort will achieve the general principles of government communication and to ensure full compliance with government mandates relative to increasing public access and delivering on government priorities and services in a results-based manner. A statement of qualifications and approach to addressing these tasks are required. Upon selection of the best-qualified offeror, a price for the provision of said services will be negotiated between the selected vendor and the Office of the Governor.

The successful offeror will perform services as set forth in task orders that may be issued from time to time for the services as defined herein. Services of the offeror shall be subject to the advice and approval of the Office of the Governor when required. Approval shall not in any way relieve the offeror of responsibility for the adequacy of the services. The offeror is solely responsible for the services described in such task orders. The offeror shall, without an additional fee, correct or revise any portion of the deliverable work product if the Office of the Governor finds that such revision or correction is necessary to remedy errors or deficiencies for which the offeror is responsible. The entire compensation of the offeror for all services performed under an agreement will be based on completed tasks identified in task orders for services. This amount shall include all out-of-pocket expenses incurred in rendering these services, and the offeror shall not be entitled to receive any additional compensation, reimbursement, or other payment beyond the flat fee set forth in the task order.

4.1 MINIMUM QUALIFICATIONS

4.1.1 Have a minimum of three (3) years of full-time experience in business as well as the development of strategic marketing, communication, and planning in Guam. Must demonstrate experience with local strategic planning with international networking and marketing participation.

4.1.2 The applicant must provide a description of the approach that it recommends for marketing services, brand promotion, and other marketing or strategic planning services to plan, coordinate and market Guam as an investment destination internationally and to the United States. Also necessary is a summary of the offeror's demonstrated capability, including the length of time the firm has provided services being requested in this RFP.

4.1.3 Provide at least three (3) local references with project descriptions and/or promotional material from clients that received similar services from the offeror. The General Services Agency reserves the right to contact any of the clients, organizations, or individuals listed.

4.2

GENERAL STATEMENT OF REQUIRED SERVICES AND DELIVERABLES

The following services will be refined for each Task Order issued. Services will be provided to support the Integrated Marketing, Communications, and Engagement project for the Office of the Governor. These services include but is not limited to:

- Professional services in graphic design and graphic arts industry who assembles together images, typography, or motion graphics to create a piece of design, primarily for published, printed, or electronic media, such as brochures and advertising, and educational outreach materials
- Media buying services to identify and purchase advertisement space on various mediums and media platforms that are relevant to target audiences at optimal times for the least amount of money, to include print media, broadcast media, social platforms
- Professional services for planning, program development, integration, and implementation in the delivery of government services, programs, and initiatives, particularly to populations who face access barriers
- Key message development and language access services in order to overcome language barriers and provide meaningful access to government programs, activities, and services
- Web-Based Services (including mobile native and web apps, social media, etc.)
- Content development, exhibit design and implementation services
- Professional services in content planning, production, and execution
- Stakeholder relations, engagement, outreach, and development (including government institutions and organizations, non-profit organizations, non-governmental organizations, and civic organizations)
- Any other duties or services assigned germane to this RFP.

SECTION 5: EVALUATION CRITERIA

5.0 EVALUATION

After receipt of all proposals, an evaluation committee will be convened to review and evaluate the proposals according to the following criteria based on a maximum possible value of 100 points. In the evaluation, rating, and selection of proposals, the factors, and their relative importance will be as follows:

Evaluation Criteria	Value
<u>Conformance with RFP requirements.</u> Proposals will be awarded a maximum of ten (10) points for providing all of the information required by this RFP. Proposals that do not provide all of the information required by this RFP could have points deducted under this criterion or the proposals could be deemed non-responsive depending upon the importance of the information, at the Office of the Governor's discretion.	10 points
<u>Qualifications, Relevant Experience and Past Performance.</u> Offerors will be evaluated on their overall experience in providing the services identified in this RFP and for comparable programs or projects of similar size, scope, budget, and complexity. The education, training, and general and specific experience of key personnel, management, and technical staff, including the designated project manager to be assigned to plan, implement and manage the services provided by the offeror will be assessed. The references provided by offerors will be assessed. Offerors' past work will be examined. A maximum of forty (40) points will be awarded under this criterion.	40 points
<u>Project Approach</u> Effectiveness and comprehensiveness of strategy in carrying out the scope of services solicited under this RFP to include a work plan, clear explanation of methods to be used to accomplish the work and timeframes for completion. A maximum of forty (40) points will be awarded under this criterion.	40 points
<u>Communication Skills</u> Offerors will be evaluated on the effectiveness of the offeror's communication skills or attributes; how communications will be handled to ensure current and relevant information is being incorporated, handled, and or leveraged. A maximum of ten (10) points will be awarded under this criterion.	10 points
MAXIMUM POINTS	100 points

SECTION 6: PROPOSAL STRUCTURE

SECTION 6: PROPOSAL STRUCTURE. Offerors must organize their proposals into the sections delineated below, with tabs separating each section.

1. **Introduction.**

a. Cover letter. (must be on offeror's letterhead)

- i. Point of Contact. The individual executing the letter shall identify their name and position and have the legal authority to bind the offeror.
- ii. Contact Information. Include the offeror's name, address, telephone and facsimile numbers, email and website address, and place of the business address.

b. Confirmation Statement. A point-by-point response to all numbered sections, subsections, and attachments to the RFP is required. Suppose no explanation or clarification is required in the offeror's response to a specific subsection. In that case, the offeror shall indicate in the point-by-point response or utilize a blanket response for the entire section with the following statement:

“(Offeror's Name)” understands and will comply.

2. **Company Overview.**

- a. Type of firm. State whether the offeror is a corporation, LLC, partnership, sole proprietorship, joint venture, etc. Provide the organizational documents for the offeror and a certificate of good standing from the state or territory of formation.
- b. Year firm established. Indicate the number of years the offeror has been in business under its present business name and the number of full-time personnel employed by the offeror in the last twelve (12) months.
- c. Other firm names. Indicate all other names by which the offeror has been known and the length of time known by each name.
- d. Participating in branch offices. If applicable, state the branch offices that participated in the development of the proposal will participate in the evaluation phase and will participate in the conduct of any services provided (office name and address).
- e. Office on Guam. State whether the offeror currently has an office(s) on Guam, and, if not, explain the offeror's plans to establish and maintain an office and personnel on Guam.

3. Qualifications, Experience, and Expertise of Offeror.

- a. Executive Summary. Submit an Executive Summary with a brief description of how the offeror qualifies to provide the services solicited under the RFP. Include a statement regarding the offeror's commitment and availability to complete the projects in the required timeframes.
- b. Overall Project Manager. Identify the overall project coordinator or manager who will serve as the single point of contact and liaison between the Office of the Governor and the Selected Consultant for all work under the contract. The manager candidate may be subject to the approval of the Office of the Governor.
 - i. Provide his/her resume and describe his/her qualifications, including education, experience, and professional organizations.
 - ii. Explain why this person has been selected as the overall project coordinator/manager.
 - iii. Indicate whether the Project Manager will reside on Guam.
- c. General and specific experience of offeror
 - i. Include a detailed statement of the offer's experience in providing similar services for projects of similar size, scope, budget, and complexity as those envisioned by this RFP within the last three years. In addition, offerors must include a detailed statement of their overall experience in providing the services required by this RFP. In submitting projects for which the offeror participated in an auxiliary capacity or in a joint venture or partnership or as part of a team, including the name and contact information of the lead team member/partner/entity and the role of the offeror.
 - ii. Discuss the offeror's experience with the Government of Guam or any of its agencies, if any.
- d. Client list and work. Include a listing of current and former clients and a description of the type of work performed or is being performed.
- e. References. The offeror shall provide a minimum of three (3) references to which the offeror has provided services similar to those solicited in this RFP. The references must include all government entities to whom the offeror, preferably within the last three (3) years, has provided services. At a minimum, the offeror shall provide the reference name, the location where the services were provided, contact person(s), telephone number, a complete description of the services provided, and dates the services were provided. These references may be contacted to verify the offeror's ability to perform the contract.

The General Services Agency reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification or point deductions.

4. **Provision of Services.**

Overall project approach. Offerors should provide a detailed description of their proposed plan and the methods to be used that will convincingly demonstrate to the Office of the Governor how the offeror intends to carry out the required scope of services and the timeframes necessary to accomplish the work. At a minimum, the proposed plan should specifically identify obligations of the Office of the Governor upon which the proposed plans are contingent, including the recommended methods and means to assure the best value and identify opportunities for cost savings, identify any unique processes or tools that will assist in streamlining planning and program management delivery, and outline offeror's approach to its interaction with the Office of the Governor, the Government of Guam, and other stakeholders to ensure program/project success.

5. **Conflicts of Interest.** The proposal shall also indicate any current or historical engagement or relationships with any public or private party that could potentially create a conflict of interest with the Office of the Governor, the Government of Guam, or any of its agencies or instrumentalities.

6. **Qualification to do Business.** The consultant must be certified to do business in Guam concurrent with the execution of the professional services agreement. Please submit a statement indicating the offeror's intent to comply with this requirement.

7. **Affirmative Action.** Include a statement that the offeror has established and implemented an Affirmative Action Plan for equal employment opportunities.

8. **Required documentation:**

- a. Major Shareholders Disclosure Affidavit (Attachment A-1)
- b. Non-Collusion Affidavit (Attachment A-2)
- c. Non-Gratuity Affidavit (Attachment A-3)
- d. Affidavit Regarding Contingent Fees (Attachment A-4)
- e. Ethical Standards Affidavit (Attachment A-5)
- f. Declaration Regarding Compliance with U.S. DOL Wage and Benefits Determination (Attachment A-6)

ATTACHMENT A-1: MAJOR SHAREHOLDERS DISCLOSURE AFFIDAVIT

**AFFIDAVIT DISCLOSING OWNERSHIP, INFLUENCE, COMMISSIONS
AND CONFLICTS OF INTEREST**

(Required by 5 GCA § 5233 as amended by P.L. 36-13 (4/9/2021))

CITY OF _____)
) ss.
ISLAND OF GUAM)

Preface. As a condition of submitting a Bid/Offer/Proposal or responding to any method of source selection under Guam's Procurement Law for the purpose of entering into a contract with the government of Guam, this Affidavit requires all Bidders/Offerors/Prospective Contractors to make disclosures of ownership, influence, commissions, gratuities, kickbacks, and conflicts of interest occurring **during the 365 calendar days preceding the publication of this solicitation and until award of a contract**. This includes the duty to disclose **any changes** to the facts disclosed herein throughout the solicitation process; and if the entity submitting this Affidavit is awarded a contract, the duty to disclose **any changes** to the facts disclosed herein **continues throughout the life of the contract, including any extensions or renewals**.

A. I, the undersigned, being first duly sworn, depose and say that I am an authorized representative of the Bidder/Offeror/Prospective Contractor and that (please check and fill out all that apply):

[] The Bidder/Offeror/Prospective Contractor is an individual with a business license, and all decisions are by, and all profit is for, that same individual, with principal place of business street address being: _____

[] The Bidder/Offeror/Prospective Contractor is a business or artificial person (as defined in 1 GCA § 715 or 5 GCA §§ 5030(n) or 5233(b)), and is a sole proprietorship owned entirely (100%) by _____, with principal place of business street address being: _____

[] The Bidder/Offeror/Prospective Contractor is a business or artificial person (as defined in 1 GCA § 715 or 5 GCA §§ 5030(n) or 5233(b)), and is owned by the following multiple individuals. Note: owners of more than 10% are statutorily required to be listed below, but other owners of smaller percentage are encouraged to be listed as well.

Name of Owner	Principal Place of Business Street Address	% of Interest
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

- [] One or more of the more-than-10% owners listed above is a business or artificial person. Any more-than-25% owners of such a business or artificial person are listed below per 5 GCA § 5233. Note: any less-than-25% owners of such a business or artificial person is encouraged to also be listed below.

Name of >10% Owner Business or Artificial Person:

--

Names of owners of the >10% Owner Business or Artificial Person ("Second Tier Owner")	Owner's Principal Place of Business Street Address	% of Interest

Name of other >10% Owner Business or Artificial Person:

--

Names of owners of the >10% Owner Business or Artificial Person ("Second Tier Owner")	Owner's Principal Place of Business Street Address	% of Interest

- B. If any Second Tier Owner identified above is an artificial person, the natural or artificial owners of such Second Tier Owner who have held more than 49% of the shares or interest in the Bidder/Offeror/Prospective Contractor (Third Tier Owners) are as follows [if none, please so state]:

Second Tier Owner Name _____

Name of Third Tier Owner	Principal Place of Business Street Address	% of Interest
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

- C. If the name of no natural person has been identified as an owner, or a Second or Third Tier Owner of the Bidder/Offeror/Prospective Contractor, please identify the name, position, address, and contact information of the natural person having the authority and responsibility for the Bid/Offer/Proposal/Prospective Contract, and the name of any natural person who has the authority and power to remove and replace the designated responsible person:

Name of Natural Person	Position	Street Address of Principal Place of Business	Phone Number, Email Address, and other Contact Information

- D. Further, I say that the persons who have received or are entitled to receive a commission, gratuity, contingent fee or other compensation to solicit, secure, or assist in obtaining business related to the Bid/Offer/Proposal/Prospective Contract for which this Affidavit is submitted are as follows (if none, please so state):

Name	Principal Place of Business Street Address	Amount of Compensation

- E. Further, I say that the persons who have directly or indirectly participated in this solicitation and who are also employees of the government of Guam or the government of the United States, if federal funds are to be used in the payment of the contract related to the Bid/Offer/Proposal/Prospective Contract for which this Affidavit is submitted, are as follows (if none, please so state):

Name	Principal Place of Business Street Address

- F. Regardless of any ownership interest, the following individuals have the power to control the performance of the contract or to control the Bidder/Offeror/Prospective Contractor, directly or indirectly:

Name	Principal Place of Business Street Address

- G. Until award of the contract, and throughout the term of any contract awarded to the Bidder/Offeror/Prospective Contractor represented herein, I agree to promptly make any disclosures not made previously and update changes in ownership, identities of owners and other required information, interests, compensation or conflicts of the persons required to be disclosed. I understand that failure to comply with this requirement shall constitute a material breach of contract.
- H. I hereby declare under penalty of perjury under the laws of Guam that the foregoing is true and correct.

Executed on: _____(date)

Signature of one of the following:
Bidder/Offeror/Prospective Contractor, if a licensed individual
Owner of sole proprietorship Bidder/Offeror/Prospective Contractor
Partner, if the Bidder/Offeror/Prospective Contractor is a partnership
Officer, if the Bidder/Offeror/Prospective Contractor is a corporation

Subscribed and sworn to before me

This _____ day of _____, 20_____.

Notary Public

My commission expires: _____

ATTACHMENT A-2: NON-COLLUSION AFFIDAVIT

CITY OF _____)
) ss.
ISLAND OF GUAM)

_____[*state name of affiant signing below*], being first duly sworn, deposes and says that:

1. The name of the offering company or individual is [*state name of company*]
_____.

2. The proposal for the solicitation identified above is genuine and not collusive or a sham. The offeror has not colluded, conspired, connived or agreed, directly or indirectly, with any other offeror or person, to put in a sham proposal or to refrain from making an offer. The offeror has not in any manner, directly or indirectly, sought by an agreement or collusion, or communication or conference, with any person to fix the proposal price of offeror or of any other offeror, or to fix any overhead, profit or cost element of said proposal price, or of that of any other offeror, or to secure any advantage against the government of Guam or any other offeror, or to secure any advantage against the government of Guam or any person interested in the proposed contract. All statements in this affidavit and in the proposal are true to the best of the knowledge of the undersigned. This statement is made pursuant to 2 GAR Division 4 § 3126(b).

3. I make this statement on behalf of myself as a representative of the offeror, and on behalf of the offeror's officers, representatives, agents, subcontractors, and employees.

Signature of one of the following:

Offeror, if the offeror is an individual;
Partner, if the offeror is a partnership;
Officer, if the offeror is a corporation.

Subscribed and sworn to before me

this ____ day of _____, 201__.

NOTARY PUBLIC

My commission expires _____, _____.

ATTACHMENT A-3: NON-GRATUITY AFFIDAVIT

CITY OF _____)
) ss.
ISLAND OF GUAM)

_____[state name of affiant signing below], being
first duly sworn, deposes and says that:

1. The name of the offering firm or individual is [state name of offeror company]
_____. Affiant is _____ [state one
of the following: the offeror, a partner of the offeror, an officer of the offeror] making the foregoing
identified bid or proposal.

2. To the best of affiant's knowledge, neither affiant, nor any of the offeror's officers,
representatives, agents, subcontractors, or employees have violated, are violating the prohibition against
gratuities and kickbacks set forth in 2 GAR Division 4 § 11107(e). Further, affiant promises, on behalf of
offeror, not to violate the prohibition against gratuities and kickbacks as set forth in 2 GAR Division 4 §
11107(e).

3. To the best of affiant's knowledge, neither affiant, nor any of the offeror's officers,
representatives, agents, subcontractors, or employees have offered, given or agreed to give, any
government of Guam employee or former government employee, any payment, gift, kickback, gratuity or
offer of employment in connection with the offeror's proposal.

4. I make these statements on behalf of myself as a representative of the offeror, and on behalf of
the offeror's officers, representatives, agents, subcontractors, and employees.

Signature of one of the following:

Offeror, if the offeror is an individual;
Partner, if the offeror is a partnership;
Officer, if the offeror is a corporation.

Subscribed and sworn to before me

this _____ day of _____, 200__.

NOTARY PUBLIC

My commission expires _____, _____.

ATTACHMENT A-4: AFFIDAVIT REGARDING CONTINGENT FEES

CITY OF _____)
) ss.
ISLAND OF GUAM)

_____[*state name of affiant signing below*], being first duly sworn, deposes and says that:

1. The name of the offering company or individual is [*state name of company*]
_____.

2. As a part of the offering company's bid or proposal, to the best of my knowledge, the offering company has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. This statement is made pursuant to 2 GAR Division 4 11108(f).

3. As a part of the offering company's bid or proposal, to the best of my knowledge, the offering company has not retained a person to solicit or secure a contract with the government of Guam upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business. This statement is made pursuant to 2 GAR Division 4 11108(h).

4. I make these statements on behalf of myself as a representative of the offeror, and on behalf of the offeror's officers, representatives, agents, subcontractors, and employees.

Signature of one of the following:

Offeror, if the offeror is an individual;
Partner, if the offeror is a partnership;
Officer, if the offeror is a corporation.

Subscribed and sworn to before me

this _____ day of _____, 201__.

NOTARY PUBLIC

My commission expires _____, ____.

ATTACHMENT A-5: ETHICAL STANDARDS AFFIDAVIT

CITY OF _____)
) ss.
ISLAND OF GUAM)

_____[*state name of affiant signing below*], being first
duly sworn, deposes and says that:

The affiant is _____ [*state one of the following: the offeror, a partner of the offeror, an officer of the offeror*] making the foregoing identified bid or proposal. To the best of affiant's knowledge, neither affiant nor any officers, representatives, agents, subcontractors or employees of offeror have knowingly influenced any government of Guam employee to breach any of the ethical standards set forth in 5 GCA Chapter 5, Article 11. Further, affiant promises that neither he or she, nor any officer, representative, agent, subcontractor, or employee of offeror will knowingly influence any government of Guam employee to breach any ethical standards set forth in 5 GCA Chapter 5, Article 11. These statements are made pursuant to 2 GAR Division 4 § 11103(b).

Signature of one of the following:

Offeror, if the offeror is an individual;
Partner, if the offeror is a partnership;
Officer, if the offeror is a corporation.

Subscribed and sworn to before me
this _____ day of _____, 201__.

NOTARY PUBLIC

My commission expires _____, _____.

**ATTACHMENT A-6: DECLARATION REGARDING COMPLIANCE
WITH U.S. DOL WAGE and BENEFITS DETERMINATION**

Procurement No.: _____

Name of Offeror Company: _____

I, _____ hereby **certify under penalty of perjury**:

(1) That I am _____ [*please select one: the offeror, a partner of the offeror, an officer of the offeror*] making the bid or proposal in the foregoing identified procurement;

(2) That I have read and understand the provisions of 5 GCA § 5801 and § 5802 which read:

§ 5801. Wage Determination Established.

In such cases where the government of Guam enters into contractual arrangements with a sole proprietorship, a partnership or a corporation ("contractor") for the provision of a service to the government of Guam, and in such cases where the contractor employs a person(s) whose purpose, in whole or in part, is the direct delivery of service contracted by the government of Guam, then the contractor shall pay such employee(s) in accordance with the Wage Determination for Guam and the Northern Mariana Islands issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to the government of Guam.

The Wage Determination most recently issued by the U.S. Department of Labor at the time a contract is awarded to a contractor by the government of Guam shall be used to determine wages, which shall be paid to employees pursuant to this Article. Should any contract contain a renewal clause, then at the time of renewal adjustments, there shall be made stipulations contained in that contract for applying the Wage Determination, as required by this Article, so that the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date shall apply.

§ 5802. Benefits.

In addition to the Wage Determination detailed in this Article, any contract to which this Article applies shall also contain provisions mandating health and similar benefits for employees covered by this Article, such benefits having a minimum value as detailed in the Wage Determination issued and promulgated by the U.S. Department of Labor, and shall contain provisions guaranteeing a minimum of ten (10) paid holidays per annum per employee.

(3) That the offeror is in full compliance with 5 GCA § 5801 and § 5802, as may be applicable to the procurement referenced herein;

(4) That I have attached the most recent wage determination applicable to Guam issued by the U.S. Department of Labor. [*INSTRUCTIONS - Please attach!*]

Signature

ATTACHMENT B: ACKNOWLEDGEMENT OF RECEIPT FORM

Please acknowledge receipt of

GSA/GOV RFP 2022-02

**PROFESSIONAL MULTI-DISCIPLINE SERVICES FOR INTEGRATED
COMMUNICATION, ENGAGEMENT, AND OUTREACH**

Name of Prospective Offeror _____

Name of person receiving RFP _____

Signature _____

Date _____

Time _____

Contact Person regarding RFP _____

Company/Firm _____

Title _____

E-mail Address _____

Contact Number _____

Fax Number _____

Mailing Address _____

Physical Address _____