



**Digital Frontiers**

Modification 01

to

Request for Proposals (RFP)

No. 2023-04

Cross-Border Privacy Rules (CBPR) Messaging Campaign Strategy

Issue Date: February 28, 2023

## 1. Purpose

Modification 01 adds Attachment I to this RFP, consisting of responses to questions and requests for clarifications received by March 7, 2023.

## 2. Attachment I: Responses to Questions and Requests for Clarification

1. What is the desired length of contract and desired contract start date?

*We anticipate the period of performance will be 12 months. Desired contract start date would be May 1, 2023, depending on the selection and negotiation process.*

2. How many PR firms are included in the initial search? How many do you plan to invite to pitch?

*We cannot disclose the number of firms.*

3. What will the pitch process entail?

*As outlined in the RFP, offerors will submit written proposals that will be evaluated based on the evaluation criteria described in the RFP.*

4. What is the timeline for pitching and firm selection?

*Proposals are due March 28, 2023. Proposals will then be evaluated and scored by a technical evaluation committee. We anticipate that an offeror will be selected by April 14 but this may vary depending on committee availability and evaluation results.*

5. Who are the current identified Thought Leaders/Subject Matter Experts on the CBPR team?

*Digital Frontiers works closely with the U.S. Department of Commerce's International Trade Administration. Their team includes thought leaders and subject matter experts on CBPR who will be available to work with the selected offeror.*

*There are currently 8 jurisdictions participating the [Global CBPR Forum](#). The U.S. Department of Commerce will facilitate the other jurisdiction's review and feedback of draft materials and other inputs when necessary. The selected offeror may also be expected to communicate/coordinate with CBPR Accountability Agents and CBPR certified companies.*

6. Can you detail the anticipated travel needs (especially international) and the frequency?

*Offerors can anticipate travelling to two international CBPR workshops, one in November 2023 and one in April 2024 and two additional engagements to be determined.*

7. Can a firm be in pursuit of obtaining evidence of a UEI, CAGE/NCAGE code, and SAM.gov registration at the time of pitching/proposal submission, if not already in possession of those certifications?

*Yes, the Digital Frontiers team encourages all offerors to work on obtaining a UEI and CAGE/NCAGE code at this time.*

8. Can you confirm that the budget for the project shall not exceed \$100,000?

*Yes, Digital Frontiers requests that budgets do not exceed \$100,000.*

9. In addition to USAID and the U.S. Department of Commerce, can you detail who other partners are in this effort (either government agencies or private sector)?

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10. Will this project entail a substantial international press and/or, events component?

*The selected offeror will be expected to engage in some international press, especially in selected target countries to be determined during the campaign development phase. There are two CBPR workshops planned for November 2023 and April 2024 that the selected offeror would be able to attend and support.*

11. Are security clearances required from contractors working on the PR project?

*No.*

12. What is the estimated cadence/number of press releases and thought leadership pieces, based on the current campaign and upcoming opportunities?

*We estimate one press release per quarter and at least two thought leadership pieces per quarter.*

13. Are there other marketing, advertising, or communications agencies involved in this effort? If so, how many?

*The selected offeror will be expected to coordinate efforts with the U.S. Department of Commerce's Office of Public Affairs.*

All other RFP terms remain unchanged.