



May 1, 2024

## ***Request for Quotes***

### **Public Relations and Website Management**

New Mexico Renewable Energy Transmission Authority (RETA) issues this Request for Quotes (RFQ) for providing public relations (PR) support and business website management services for its website <https://nmreta.com>. RETA is a governmental instrumentality of New Mexico with offices located in Santa Fe, NM. RETA requests responses that directly and concisely address the scope of services noted below with supporting cost information.

RETA is looking for a PR/website contractor to assist in its expansion of internal operations, resulting from growth in New Mexico's renewable energy, and transmission infrastructure. PR support is needed for updated branding, media relations, issue management, and press releases, often under short timelines. RETA's website is used primarily for basic background information on renewable energy, projects, and publications. RETA has ongoing and recurring requirements for posting notices on its website and RETA expects to retain that capability without outside support. Contractor support is needed for more significant updates and recommended routine maintenance.

RETA also recognizes the need to improve its website to be responsive to project development partners and the general public. RETA is soliciting these contractual services to examine its website structure and design changes that are more reflective of its current mission and the expectations of the website's visitors.

Another contractor provides business IT services for RETA. RETA has cloud storage and security measures in place. The web engine is WordPress, as hosted by [SiteGround.com](https://SiteGround.com). The selected firm may need to coordinate with these entities.

In your submittal, please describe your firm's approach and capabilities to perform our requested scope of services:

- Website Refresh:
  - Analyze current structure and compare to needs
  - Draft design changes for approval
  - Publish approved changes
  - Update content as requested
  
- Public Relations
  - Branding and messaging assistance
  - Media relations

- Issue management
- Press releases
- Designing outreach material
- Website Management
  - On-call updating
  - Website maintenance
  - Website upgrades
  - Webpage design updates

The flat fee or hourly costs for website refresh, public relations services, and website management services should be itemized in the quote. In your submittal, please describe the capabilities of the team and subcontractors who will be working with RETA, links to examples of your recent work as well as your approaches to achieving each of our objectives. Please limit your submittal to 10 pages. Please see the following for a more detailed description of the services needed.

### **Public Relations**

Provide an experienced staff person or team to work with the New Mexico media outlets. Maintain contact with the RETA Executive Director, as needed. Have demonstrated knowledge of New Mexico's legislative process and an interest in and willingness to learn about renewable energy, state/federal clean energy policies, and RETA's role in assisting with development of transmission and storage infrastructure.

### **Website Management**

Update RETA's current website with new information requiring significant coding ability, as directed by RETA staff. Maintain the RETA website with periodic checking of website status, links, functionality, and security. Backup website on a regular schedule.

### **Website Refresh, Design, and Development**

RETA is interested in the capabilities of your team to provide website design and development. RETA is due for a significant refresh/redesign of its website.

### **Services Procurement**

RETA would like a flexible way to request services and be invoiced for tasks that makes sense with your business, as well as RETA's budgeting and accounting practices. The tasks envisioned range from short notice press releases and website revisions, to involved public relations campaigns and website overhaul projects.

RETA expects regular reporting, backups, and maintenance tasks recommended for a smoothly running website. Training is requested to provide RETA staff with basic tools for routine in-house

website updates. RETA wants to know when it is being billed for consultation time with your staff, or if consultation is included under a comprehensive service plan so that it can control costs. The expectation is that RETA would receive timely invoices, showing details of work done and how it was billed.

### **Agreement**

Upon selection of a PR/website contractor RETA will enter into a master agreement to define the scope, terms, and conditions. The anticipated period of work will be for two years, from July 1, 2024 through June 30, 2026.

### **Cost Information**

RETA wants a PR/website contractor that is highly experienced with assisting New Mexico clients, and is responsive to its particular needs, efficient, and affordable. Please include schedules, standard task orders, and not to exceed sum (all before NMGRT). The total contract sum should be less than \$60,000.00.

### **Contact and Deadline**

The RETA contact for providing quotes is Laurel Pierce ([laurel@nmreta.net](mailto:laurel@nmreta.net); 505-699-0599). Written quotes are due to RETA at the contact email address by 5:00pm on May 22, 2024.