

**GOVERNMENT OF
THE VIRGIN ISLANDS OF THE UNITED STATES**

**Request for Proposal – Negotiation
Professional Services**

To:

Date: October 10, 2025

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RFP No. BD-26-300-3001-616

Pursuant to 31 V.I.C. 236 (j) and Rules and Regulations thereunder issued, the Government of the Virgin Islands, hereinafter referred to as GVI, Department of Property and Procurement, shall receive proposals for the work described below. Proposals shall be received no later than **Friday, October 24, 2025, at 4:30 p.m.** Atlantic Standard Time.

DESCRIPTION OF WORK:

This Scope of Services (SOS) is for an established United States Virgin Island's website to create a Street Addressing Initiative (SAI) Specific Portal and Content Page on their established website for the Office of the Lieutenant Governor in the St. Thomas/St. John and St. Croix District.

NEGOTIATED PROCEDURES:

The Commissioner of the Department of Property and Procurement will appoint a Selection Committee to assist in the evaluation and selection of the Contractor. Accordingly, proposals shall be reviewed and rated on the selection criteria outlined in the **"Factors For Discussions."** After reviewing and rating the proposals, the Committee will select for discussions from the firm/s or person/s **deemed to be the most highly qualified to provide the services herein required.** Discussions will be conducted with the firm or person so selected. The Committee may select to conduct discussions and/or oral presentations from the firm/s or person/s, not less than two (2) deemed to be the most highly qualified.

FACTORS FOR DISCUSSIONS:

Selection criteria will include **(i)** Professional qualification, registration, and general reputation of principals of the firm or person; **(ii)** the extent to which the firm or person specializes in or has provided services of a type and scope similar to the hereunder; **(iii)** familiarity with the location (s) in which services will be performed; **(iv)** project approach and capability of meeting schedules; and **(v)** quality of performance on other

similar projects. Proposals will be **evaluated and rated** according to the following criteria in descending order: (a) Project Approach (b) Qualifications (c) Experience (d) References and (e) Cost. The Selection Committee may, at its option, request any or all proposers to participate in on-site or virtual interviews.

NEGOTIATION:

The Selection Committee shall recommend to the Commissioner **the highest qualified firm or person with whom a contract shall be negotiated as a result of the Committee's scores from the written proposals or discussions-oral presentations if conducted.** The Commissioner, with the assistance of the Selection Committee, shall attempt to negotiate a contract with such firm or person.

Should the Commissioner be unable to negotiate a satisfactory contract with the firm considered to be the most qualified, at a price, he determines to be fair and reasonable to the Government, negotiations with that firm will be formally terminated. Negotiations will then commence with the second most qualified, the third most qualified, or additional firms, in order of preference, and shall continue until an agreement is reached.

Lisa M. Alejandro
Commissioner
Property and Procurement

INSTRUCTION TO PROPOSERS

A. NOTICE

BD-26-300-3001-616 – An established United States Virgin Island’s website to create a Street Addressing Initiative (SAI) Specific Portal and Content Page on their established website for the Office of the Lieutenant Governor in the St. Thomas/St. John and St. Croix District.

Information provided in the scope of work is to be used only for purposes of preparing a proposal. It is further expected that each proposer will read the scope of work thoroughly, for failure to meet certain specified conditions may invalidate the proposal.

The Government of the Virgin Islands, herein after referred to as GVI, reserves the right to reject any or all proposals or any portion thereof and to accept the proposal deemed most advantageous to GVI. The **price** shall not be the sole criterion of awarding this project. Scope and quality of work proposed and the ability of the proposer to complete this type of project shall also be considered.

Proposers are requested to submit proposals on the basis of the scope of work. Alternative proposals recommending new features and technology other than that requested in the scope of work will receive consideration providing such new features and/or technology is clearly explained. Any exceptions to the requirements requested herein must be clearly noted in writing and be included as part of the proposal.

Request for Information: The information contained herein is believed to be accurate but is not to be considered in any way as a warranty. Request for additional information clarifying the Scope of Services should be directed in writing and submitted on the **Q&A tab of the solicitation in GVIBUY** via your GVIBUY vendor account accessed through the following link: <https://gvibuy.buyspeed.com/bsa/>. Last day for request for written clarification will be **Friday, October 17, 2025, at 12:00 noon Atlantic Standard Time.**

B. STATEMENT OF PURPOSE

To assist the Government of the Virgin Islands in meeting the requirement for the following services: **BD-26-300-3001-616 – An established United States Virgin Island’s website to create a Street Addressing Initiative (SAI) Specific Portal and Content Page on their established website for the Office of the Lieutenant Governor in the St. Thomas/St. John and St. Croix District.**

C. PROPOSED SCOPE OF WORK

See attached Scope of Work.

D. TIMETABLE

Last Day for Written Clarification is Friday, October 17, 2025, Atlantic Standard Time.

E. SUBMISSION OF PROPOSAL

All interested parties shall submit **one (1)** electronic copy of proposals, which are to be delivered to the Department of Property and Procurement via the vendor's GVIBUY account no later than **Friday, October 24, 2025, at 4:30 p.m.** Atlantic Standard Time accessed through the following link: <https://gvibuy.buyspeed.com/bsol/>.

Proposers should review and validate their quotes for accuracy before pressing the **"Submit Quote"** tab. The Summary tab at the top of the screen is where proposers will review the information entered on their quote and submit to the Government, Department of Property and Procurement. Once the Bid Open Date has been reached, the Government, Department of Property and Procurement will open and review all quotes received. Quotes must be submitted in advance of the Open Bid Date. Any quote not submitted by the Open Bid Date is considered unsubmitted and **will not** be considered for evaluation. To submit the quote, follow steps 1 through 4 below.

1. Review the information and ensure all of the submitted data is correct. If there are errors, Quotes can be withdrawn and resubmitted, but it is good practice to ensure Quotes are comprehensive before submitting.
2. Once all information has been validated, scroll to the bottom of the screen and click **Submit**.
3. A popup appears asking if you want to submit the Quote. Click **OK** to confirm.
4. The screen refreshes. Your quote is now submitted.

Note: Quotes may be withdrawn by clicking the **Withdraw Quote** button on the same screen.

F. WITHDRAWALS OF PROPOSAL

A proposal may be withdrawn at any time prior to the time specified as the closing time for acceptance of proposals. However, no proposal shall be withdrawn or canceled for a period of thirty (30) days after said closing time for acceptance of proposals, nor shall the successful provider withdraw, cancel or modify the proposal, except at the request of GVI after having been notified that GVI has accepted proposal.

G. INTERPRETATION OF SPECIFICATIONS

If any person contemplating submitting a proposal requires clarification of any part of the scope of work, he/she may submit to the GVI a written request for an interpretation thereof via the **Q&A tab of the solicitation in GVIBUY**. GVI will not respond to questions received after the above established date. The person submitting the request will be responsible for its prompt delivery. Any interpretation of the scope of work will be made in writing to all prospective providers. Oral explanations will not be binding.

H. CONSIDERATION OF PROPOSAL

The Commissioner of Property and Procurement shall represent and act for GVI in all matters pertaining to the scope of work and contract in conjunction therewith. **This RFP does not commit GVI to the award of a contract or pay of any cost incurred in preparing and submitting proposals in anticipation of a contract. GVI reserves the right to reject any or all proposals and to disregard any informality and/or irregularity in the proposal when, in its opinion, the best interest of GVI will be served by such action.** Proposals failing to provide some of the items in the scope of work shall not be rejected per se, but any deviations from the scope must be clearly noted.

I. ACCEPTANCE OF PROPOSALS

GVI will notify in writing acceptance of one of the proposals. Failure to provide any supplementary documentation to comply with the respondent's proposal may be grounds for disqualification.

J. CONTENTS OF PROPOSAL

The following is a list of information to be included in the written proposal. The documents listed under this section are required for submission of a proposal in response to this RFP. Current Documents may be uploaded in the vendor's GVIBUY profile and, once current, do NOT need to be resubmitted. Failure to comply with any requirement as outlined will adversely affect proposer(s) rating score.

1. Organization:
 - a. Introductory letter about the respondent:
 - i. Name, address, email, and telephone numbers.
 - ii. Type of service for which individual/firm is qualified.
 - b. Provide a list of staff available for the project (Local & Off-Territory) to include key personnel, an organization chart and expertise of staff/personnel.
 - c. Current Business License or state register for the services being advertised. All proposers bidding as a Joint Venture must be licensed as a Joint Venture in the US Virgin Islands
 - d. Current trade name registration certification; if applicable
 - e. Certificate of Good Standing dated July 1, 2025 or later.
 - f. Articles of Incorporation (For Corporations) or Articles of Organization for (LLC's) or Statement of Qualification (Limited Partnerships), if applicable.
 - g. Corporate Resolution or equivalent identifying the person who is authorized to act for the respondent with respect to this RFP.
2. Sub-Contractors (If you are not utilizing a subcontractor, please state that within your proposal):
 - a. Provide listing of Sub-Contractors that shall be retained for this project including phone numbers.
 - b. Provide what percentage of work will be sub-contracted.

3. Project Experience:
 - a. Provide a list of similar projects performed within the last three (3) years.
Include a brief description of the work performed and cost of each project.
 - b. Provide a list of projects currently being performed. Include a brief description of the project and percentage completed.
4. Project Approach:
 - a. The respondent applying to this solicitation will describe how you will approach this project and availability to perform the services requested.
5. References Letters: 3 letters minimum related to the project being solicited within the past 12-18 months. To obtain maximum allotted points, each letter must:
 - a. Include information about past performance on similar project from authorized representative; and
 - b. Include a working telephone number; and email address to be contacted
6. Proof of Sam.Gov active registration that reflects the expiration date.
7. **Cost Proposal *must* be included in the proposer's proposal. Please provide a detailed breakdown of the total cost.**

K. CONFLICT OF INTEREST

A proposer filing a proposal hereby certifies that no officer, agent, or employee of GVI has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of GVI; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same request for proposals; the respondent, is competing solely on its own behalf without connection with, or obligation to, any undisclosed person or firm.

L. ACCEPTANCE OF CONTRACT TEMPLATE AND OTHER TERMS AND CONDITIONS

By submitting a proposal in response to this RFP, the respondent agrees to accept the boilerplate terms and conditions of the Government's standard Professional Services Contract, a copy of which is attached to this RFP, if the respondent is selected for award.

M. BID PROTESTS

The Contracting Officer shall consider all protests or objections to the award of a contract, within ten (10) calendar days after receipt of a notice of award/non-award. Protest(s) of

award shall be submitted in writing to the Contracting Officer and shall be handled in a manner to be determined by the circumstances. The Contracting Officer will provide a written response to each protest received within the time allotted for receipt of protests. Protests must be addressed to the Commissioner of Property and Procurement in writing and submitted to: debrief_protest@dpp.vi.gov.

N. DEBRIEFING

The Government shall provide written notice to all offerors advising them of the selection or non-selection of their bid. Debriefings may be performed orally, or in writing upon written request received by an offeror within three (3) days of the Government's notification about the outcome of the solicitation. An offeror that was notified of exclusion from the competition, that fails to submit a timely request, is not entitled to a debriefing. The Government shall establish the time when the debriefing shall occur and will be carried out in the manner, requested by the offeror and allowed by the Government. At a minimum, the debriefing information shall include: (1) The Government's evaluation of the offeror's bid/proposal; (2) offeror's cost or price (including unit prices) and technical rating, if applicable of the successful offeror and debriefed offeror, and past performance information on the debriefed offeror; (3) Summary of the rationale for award and (4) Reasonable responses to debriefers responsiveness and responsibility. The debriefings shall not include point-by-point comparison of the debriefed offeror's bid/proposal with those of other offerors and shall not reveal any information prohibited by disclosure such as: (i) Trade secrets; (ii) privileged or confidential manufacturing processes and techniques; (iii) commercial and financial information that is privileged or confidential, including cost breakdowns, profit, indirect cost rates, and similar information; and (iv) the names of individuals providing reference information about an offeror's past performance. Requests for debriefing must be addressed to the Commissioner of Property and Procurement in writing and submitted to: debrief_protest@dpp.vi.gov.

O. MANDATORY LIST OF REQUIRED SUPPORTING DOCUMENTS TO CONTRACT WITH GOVERNMENT OF THE VIRGIN ISLANDS

1. See Attached.

THE DOCUMENTS IN THE ATTACHMENT WILL BE REQUIRED FOR APPROVAL OF THE CONTRACT WITH THE SUCCESSFUL RESPONDENT.



List of Required
Docs.09.17.2018.pdf

[mandatory_list_of_required_supporting_documents_to_contract_with_government_of_the_virgin_islands_19.pdf](#)

Scope of Work



Tregenza A. Roach, Esq.
LIEUTENANT GOVERNOR

THE UNITED STATES VIRGIN ISLANDS OFFICE OF THE LIEUTENANT GOVERNOR Street Addressing Initiative



COMMISSIONER OF INSURANCE
CHAIRMAN, V.I. BANKING BOARD

PROPOSAL FOR AN ESTABLISHED VIRGIN ISLANDS BASED WEBSITE TO CREATE A STREET ADDRESSING INITIATIVE SPECIFIC PORTAL AND CONTENT PAGE ON THEIR WEBSITE

I. GENERAL INFORMATION

A. PURPOSE / OVERVIEW

The Office of the Lieutenant Governor (henceforth referred to as the "OLG") is seeking quotes from a U.S. Virgin Islands centered website with the quantitative engagement/unique visits, knowledge, expertise, cutting-edge web-design techniques, and in public operation for three (3) years minimum to provide a dedicated portal for the Street Addressing Initiative (SAI) Public Awareness campaign on its website.

1. **Project Duration:** The Proposal set forth below is expected to be completed over Eight (8) months.
2. **Categories/Cost of Services:** OLG is requesting quotes for the Advertising & Marketing services on a major Virgin Islands website to inform the population of the Territory, both locally & abroad, regarding all facets of the SAI:
 - To provide SAI Specific Portal to SAI content page
 - To provide multimedia coverage, utilizing cutting edge web techniques and tools showcasing SAI specific events and milestones
 - To provide main page advertisements
 - To provide SAI related content via independent interviews and articles
 - To provide SAI sponsorship elements in other website content

B. BACKGROUND

A comprehensive street addressing system is established by the Federal Geographic Data Committee's United States Thoroughfare, Landmark, and Postal Address Data Standard; Standard: FGDC-STD-016-2011. Standard: FGDC-STD-016-2011 is universally implemented across the United States and recognized at both the Local & Federal level. This type of addressing is critical for Emergency Services, Economic Development, Government and Private Operations. The Office of the Lieutenant Governor (OLG), as the administrator of the Territory's GIS (Geographic Information Systems) data, maintains the data for use by the public and private sectors as a tool for infrastructure planning and community development. In this role the OLG is specifically positioned to manage a comprehensive street addressing project by authority granted by the of the Virgin Islands Code (33 V.I.C. § 2361 (2014).

C. ADMINISTRATIVE STRUCTURE

L. Christopher George is the Administrator of OLG's Geospatial Information Systems Division (henceforth referred to as the "GISD") and is designated as **SAI Project Manager** for the Street Addressing Initiative. The official physical and mailing address to be used for any correspondence or delivery of paper reports for the **GISD** is as follows:

**GIS Division – Office of the Lieutenant Governor
5049 Kongens Gade #18
St. Thomas, US Virgin Islands 00802**

D. STREET ADDRESSING INITIATIVE BACKGROUND AND HISTORY

The US Virgin Islands currently uses Lot number/Estate name in combination with environment descriptions to navigate throughout the islands. The U.S. Virgin Islands lacks a comprehensive street addressing system whereby structures and directions can be identified in a consistent and logical fashion by a unique combination of orderly street numbers and a unique street name. The lack of a comprehensive street addressing system has detrimental effects on critical social functions in the U.S. Virgin Islands, which has a high low-moderate income population. Emergency Services such as the Fire Department, Police, and EMS, do not have adequate navigation and direction capabilities that can be utilized. This can present issues with reliability and timing for those entities that provide life-saving services in time of need. During the Hurricanes of 2017 and the COVID-19 global pandemic, the lack of a comprehensive street addressing system created a multitude of problems for Local, Federal, and International emergency agencies in providing support and much needed assistance.

II. SCOPE OF WORK

To accomplish the completion of the Street Addressing Initiative in the US Virgin Islands, the OLG is seeking quotes from major U.S. Virgin Islands centered website with proof of quantitative engagement/unique visits, knowledge, expertise, and cutting-edge promotional techniques for the final Territory-wide phase of the Street Addressing Initiative (SAI). This Proposal specifically describes the Tasks that need to be completed.

The work will consist of performing the steps in strict accordance with the following United States Federal Trade Commission policies:

- Children's Online Privacy Protection Act (COPPA)
- Consumer Review Fairness Act
- INFORM Consumers Act
- US Virgin Islands Code Title 12A - Consumer Code Chapter 2 - Consumer Protection Law of 1973 SubChpt II - Sales Advertising

OLG requirements, and/or supplemental Specifications provided in the contract Documents.

III. GENERAL

Executing a successful media campaign on a major U.S. Virgin Islands website for six (8) months.

A. Schedule

The Proposal shall delineate a schedule detailing the milestones and timeframes for achieving each milestone.

B. Milestones

Part I: **MEET WITH SAI STAFF TO DETERMINE PROJECT PROMOTION IDEAS, DETAILS, & TIMEFRAMES**

Part II: **OFFICIAL LAUNCH**

Part III: **COMPLETE ITEMIZED TASKS**

C. Monitoring and Evaluation of Work

The SAI Project Manager responsibilities ensures that the work being performed is complete, accurate, and consistent with the terms and conditions of the proposal and contract. The GISD will:

- Schedule and attend progress meetings.
- Facilitate all SAI Stakeholder correlations.
- Facilitate all OLG related resources for advertisement development.
- Monitor discussions and conditions leading to contract modifications.

SAI Project Manager will not grant final approval on any phase of the SAI project until:

- All specified work is completed by the Contractor and then inspected and accepted by GISD per required standards and specifications.

The SAI Project Manager shall prepare written interim and/or final performance evaluation reports that will be sent to the Contractor for comment upon project completion and after appropriate milestones. The Contractor has the option to respectfully contest any point in the evaluation report by submitting a written explanatory report to the SAI Project Manager. Please be aware that the SAI Project Manager has final judgment authority and shall attach each submitted explanatory report to the final evaluation report.

D. STANDARDS

All advertising and marketing work will comply with the following standards:

- Applicable Government of the Virgin Islands, Department of Public Works, & Virgin Island Code standards
- Children's Online Privacy Protection Act (COPPA) Consumer Review Fairness Act
- INFORM Consumers Act
- US Virgin Islands Code Title 12A - Consumer Code Chapter 2 - Consumer Protection Law of 1973 SubChpt II - Sales Advertising

IV. DELIVERABLES

Table 1: Tasks to Be Completed

TASKS	Objectives
1. SAI Specific Portal to Dedicated SAI Page	<ul style="list-style-type: none">- Web Portal to dedicated SAI related media page, with continuous updates and using cutting edge design
2. Multimedia coverage of SAI specific events and milestones	<ul style="list-style-type: none">- Ability to cover and market all SAI related content generated by the Office of the Lt Governor
3. Main page advertisements	<ul style="list-style-type: none">- Ability to provide Large Main Page Banner design and advertisements throughout website
4. SAI related content via independent interviews and articles	<ul style="list-style-type: none">- Ability to create SAI content independently via interviews and SAI related articles.
5. SAI sponsorship elements via other website content	<ul style="list-style-type: none">- Boost SAI branding via other website content, ie. logo placement, live mentions, etc.

V. COORDINATION REQUIREMENTS

The Contractor will be responsible for ALL coordination required to complete tasks. This includes providing for determination of details, coordination with relevant entities, necessary transportation, materials, and supplies.

VI. REPORTING REQUIREMENTS

Complete, accurate, concise, and clear documentation will be required for all types of work involved in the SAI.

The Advertising & Marketing Professionals or Firms performing the work and who are responsible for the work must be registered with the Office of the Lieutenant Governor, Division of Corporations and Trademarks.

Contractor must also be registered and have an "ACTIVE" status on SAM.gov.

VII. REFERENCES

The Contractor will need to provide a list of at least three (3) references for Advertising/Media campaign projects they have successfully completed to show relevant or related achievements in the following. Types of work will include, but are not restricted to the following:

- **Political Campaigns**
- **LARGE-scale Event promotion (festivals, Carnivals, Conferences, etc.)**
- **Direct Product marketing**
- **Varied demographics**
- **TV/Radio shows**
- **Social Media campaigns**

VIII. CONSUMER PROTECTION OR REGULATORY CONSTRAINTS

The Contractor will comply with all applicable Federal and USVI laws, rules, and regulations regarding consumer protection, truth in advertising, and other regulatory constraints. Under the law, claims in advertisements must be truthful, cannot be deceptive or unfair, and must be evidence-based. For some specialized products or services, additional rules may apply.

IX. HUD GENERAL PROVISIONS

Because the contract is being funded with HUD funds, the contract shall be governed by certain general HUD terms, conditions, labor laws (including but not limited to Davis Bacon and Related Acts), and attached hereto as Hud-Federal-Cross-Cutting-Measures. Respondent shall provide a description of experience with such requirements and affirmatively represent and certify that the respondent shall adhere to the terms and conditions set forth in the attachment.

X. DAVIS-BACON ACT

Contractor hereby agrees that it shall comply with all rulings and interpretations of the Davis-Bacon Act (40 U.S.C.A. §§ 3142 et seq.) and that the contractor and subcontractor agree that all employees shall be paid the local prevailing wages as established by Virgin Islands statutes and laws.

XI. CONTRACTING WITH SMALL AND MINORITY BUSINESSES, WOMEN’S BUSINESS ENTERPRISES AND LABOR SURPLUS AREA FIRMS

Contractor hereby agrees that it shall comply with all rulings and interpretations of the small and minority businesses, women’s business enterprises and labor surplus area firms section of Title 2 of the CFR § 200.321 and that subcontracts will be procured in accordance therein.