



Request for Proposal for Crisis Response Communications Firm

Date of Release: September 30, 2021

1. General Information

1.1. Request for Proposal (RFP) Objective

The objective of ERCOT in this procurement is to identify and contract with one or more qualified Respondent(s) to provide four types of as-needed disaster communications services, focused specifically on Public Relations, External Affairs, Website Content & Graphics and Media Monitoring services.

ERCOT reserves the right to award contracts for the following services to one or multiple respondents based on respondent experience and expertise. Prior to the completion of any deliverables, respondent employees must undergo extensive knowledge transfer and training in order to understand ERCOT's business and role in Texas.

Requested services include:

- Public Relations Services
- External Affairs Services
- Website Content & Graphics Services
- Media Monitoring Services

Electric Reliability Council of Texas will be using Scout RFP to manage the submission process for this RFP.

In order to participate, each respondent is required to create a free supplier account with Scout by accessing the following link and following the instructions for new account creation.

<https://go.scoutrfp.com/rfps/public/272430>

Once registered, you can view details and ask questions (via Scout's message center) to Electric Reliability Council of Texas within the Scout platform. You will also be able to invite additional team members to collaborate, and submit your RFP response.

1.2. ERCOT Point of Contact

The sole point of contact for inquiries concerning this RFP is:

Jason Terrell
Jason.Terrell@ercot.com
ERCOT
2705 West Lake Drive
Taylor, Texas 76574

All communications relating to this RFP must be directed to the specified ERCOT Point of Contact. All other communications between a Respondent and ERCOT staff concerning this RFP are prohibited. Failure to comply with this section may result in ERCOT's disqualification of the proposal.

1.3. Procurement Timeline

Procurement Timeline	
RFP Release Date	September 30, 2021
Optional Notice of Intent to Propose Due	October 06, 2021
Respondent Questions Due	October 06, 2021
Response to Respondent Questions Sent	October 08, 2021
Respondent Proposals Due	October 15, 2021
Respondent Presentations (if needed)	TBD
Anticipated Contract Award	TBD
Anticipated Contract Start Date	TBD