

# REQUEST FOR PROPOSALS

## Binational/Border Media Monitoring, Social Listening and Analysis

The North American Development Bank (NADBank) provides financing, as well as technical and other assistance, to support the development and implementation of environmental infrastructure projects that help preserve, protect and enhance the environment of the border region to advance the well-being of the people of the United States and Mexico.

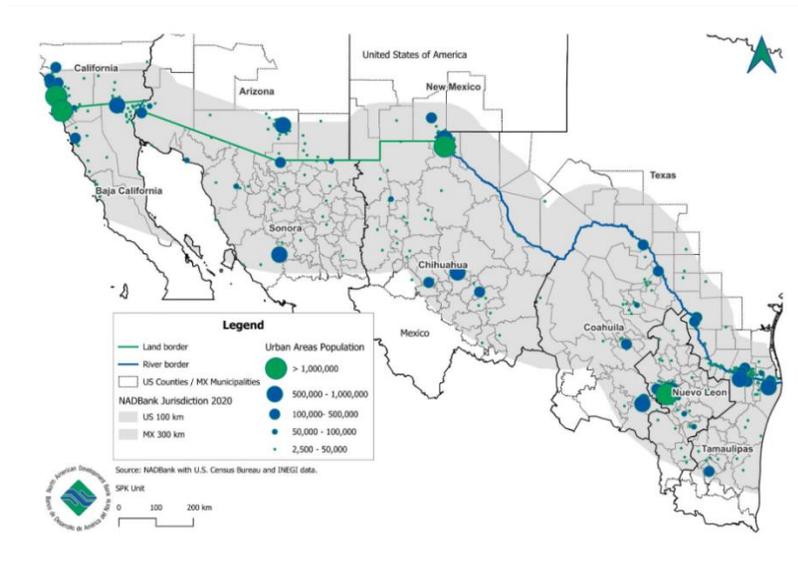
At NADBank, we lead binational cooperation, mobilizing investments in environmental infrastructure to achieve sustainable development in the communities we serve through exemplary and innovative financial, technical and environmental solutions that meet the highest standards.

Online news and social media are key channels that NADBank can convey messages to meet strategic goals in communications, building awareness and establishing partnerships.

The Bank has a critical need for media monitoring and evaluating its performance in the US-Mexico border region using key performance indicators. In addition, the bank relies on media insights on key themes and audience sentiment to determine the social impact of its environmental projects and programs.

The purpose of this RFP is to seek proposals from qualified vendors to provide solutions for media monitoring, social listening, and analyze media coverage across various platforms, including print, online, and social media.

NADBank's jurisdiction is defined as the area in the United States within 100 kilometers/62 miles north and the area in Mexico within 300 kilometers/186 miles south of the international boundary (see map below).



The Bank will consider:

- Joint proposal that includes services in English and Spanish.
- Individual proposal based on single language service.

The Bank will consider separate proposals based on language and regionalization of services. The Bank may also select separate vendors to provide services based on skill and expertise in the preferred language.

**Timeframe:** Initial period will be one year with possible extension for additional periods of one year subject to satisfactory performance.

### **Scope of services**

Comprehensive monitoring to track mention of the Bank, its programs and projects from print, television, and social media from US and Mexican market and in English and Spanish.

- Monitor traditional outlets such as New York Times, Los Angeles Times,
- Monitor state, regional border media outlets (Texas Tribune, Arizona Republic, San Diego Union Tribune, Border Report)
- Monitor Mexican traditional outlets: Reforma, El Financiero, El Economista.
- Monitoring Mexican state, regional and border outlets: El Norte, etc.
- Provide analysis of coverage though audience reach and advertising value equivalency.

Online Reputation Management.

Tracking public perception through reviews, comments and ratings.

- Identify journalists focused on key sector areas such as water, wastewater, solid waste, renewable energy and air quality in US/Mexico.

Track Brand Awareness

- Monitor public perception through comments, replies, shares, retweets, saves, reposts, mentions and tags.

Internal client support.

- Bilingual services.
- Dashboards in English and Spanish.
- On demand training.
- Designated client representative

If you are interested in undertaking this assignment, you are invited to submit a proposal in accordance with the outline given in the **“Supplementary Information for Consultants”** for the services required under the **“Scope of Work”**. Bidding documents are available upon request to **Irma Flores** by email: [iflores@nadb.org](mailto:iflores@nadb.org)

### **CALENDAR OF EVENTS:**

Issuance of RFP	February 18, 2026
Deadline for Questions	February 23, 2026, 5:00 PM
Deadline for Answers	February 25, 2026, 5:00 PM
Proposal Due Date	March 6, 2026, 5:00 PM

Please note that your proposal must be prepared in accordance with the instructions given in the **“Supplementary Information for Consultants”**.

Your proposal will be considered on its merits in accordance with the evaluation criteria outlined in the Supplementary Information and, if selected, could eventually form the basis for negotiations and, ultimately, a contract between your firm and the NADBank. It is anticipated that contract negotiations with the selected firm and the assignment would commence around **March 23, 2026**.

The Binational/Border Media Monitoring, Social Listening and Analysis will be a joint effort between the consultant and key NADBank personnel. NADBank will assign an internal project manager and core team to work in close coordination with the consultant. The assignment is expected to start no later than **April 1, 2026**, and should, subject to budget approval by NADBank, be completed within **Twelve (12) months**.

Consultant must submit any pre-bid question via email at: [iflores@nadb.org](mailto:iflores@nadb.org) no later than 5:00 pm CST on **February 23, 2026**. NADBank will respond by email to all such queries no later than **February 25, 2026**. If additional information is requested after that date, NADBank will endeavor to provide such information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.

You are asked to hold your proposal valid for sixty (60) days from the date of submission, during which time you will maintain without changing the personnel proposed for the assignment and your proposed price. NADBank will make its best effort to select a consultant within this period.

NADBank is not bound to select any of the consultants that submit proposals. Furthermore, as quality is an important selection criterion, the NADBank does not bind itself in any way to select the firm offering the lowest price.

The Consultant will be selected and engaged in accordance with NADBank’s Internal Procurement Regulations.

After selection, the consultant submitting the first-ranked proposal will be invited to negotiate financial and other terms of the contract without delay. Should the negotiations prove unsatisfactory, the consultant submitting the next-ranked proposal will be invited for negotiations (and so on, if necessary, until an agreement is concluded). As soon as the contract is signed with the selected consulting firm, other participating firms will be notified.

Proposals must be sent via e-mail to [iflores@nadb.org](mailto:iflores@nadb.org) no later than 5:00 pm central time, **March 6, 2026**.

For more information, contact, Irma Flores at [iflores@nadb.org](mailto:iflores@nadb.org)