

TEXAS PARKS AND WILDLIFE

Texas Parks and Wildlife Department
Purchasing and Contracting C-1
4200 Smith School Road
Austin, Texas 78744

REQUEST FOR PROPOSALS

RFP No. 802-21-5613

Marketing Services

NIGP Class/Items: 915-00, 915-01, 915-03, 915-04, 915-22

| | |
|----------------------------|---|
| RFP Issue Date: | June 3, 2021 |
| Questions Due: | June 17, 2021; 2:00 PM CT |
| HUB Notification Deadline: | June 17, 2021 (may be applicable if subcontracting) |
| Proposal Due Date: | June 29, 2021; 2:00 PM CT |

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ATTENTION: It is the responsibility of interested parties to periodically check the Electronic State Business Daily (ESBD) website for updates to this solicitation prior to submitting a response. The Respondent's failure to periodically check the ESBD will in no way release the selected contractor from "addenda or additional information" resulting in additional cost to meet the requirements of the RFP.

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SECTION I – GENERAL INFORMATION AND STATEMENT OF WORK

1. INTRODUCTION

- 1.1. Texas Parks and Wildlife Department (TPWD) is seeking qualified respondents to establish blanket contracts to provide Marketing Services and other support services as needed on a project-by-project basis to assist TPWD in creating and executing marketing and communications efforts that achieve defined goals of each project.
- 1.2. Marketing Services will include qualitative and quantitative consumer research; planning and execution of results-oriented marketing strategies to include digital, broadcast, print, outdoor and other media planning, buying and placement; creative services including copywriting, design and production; event marketing; sponsorship and partnership development (media, retail, manufacturer, etc.); sales promotions; email marketing; direct mail marketing; and analysis and reporting.
- 1.3. Awarded contractor(s) will provide a variety of services on projects as they become available and will provide the required services in partnership with and augmenting the work of TPWD according to the needs of each project. Individual project needs may range from providing a single support service to providing any combination of the services listed in Section II-Statement of Work. Awarded contractor(s) may also be requested to work on projects in collaboration with TPWD's other contractors, providing services to meet the needs of the specific project.

2. DEFINITIONS

The following definitions are provided in addition to those listed in [Section III – General Terms and Conditions, Subsection 1 – Definitions](#).

- 2.1. **Acceptable Quality Level:** The level of acceptable service. Services performed below this standard in accordance with the contract will not be paid or damages may be assessed.
- 2.2. **Addendum:** A modification of this Request for Proposal and distributed to prospective respondents prior to the opening of proposals.
- 2.3. **Contract:** Consists of this Request for Proposal, any addenda, a successful respondent's response, and an executed Contract for Services.
- 2.4. **Contract Manager:** The individual designated by TPWD and identified in the Contract as authorized to represent TPWD during the term of the contract. (Ref: [Section I, Subsection 20](#))
- 2.5. **Coordinator:** One or more individuals designated by the Contract Manager to monitor and inspect the performance of the work during the contract.

3. BACKGROUND

- 3.1. TPWD is responsible for managing and conserving the natural and cultural resources of Texas and to provide hunting, fishing and outdoor recreation opportunities for the use and enjoyment of present and future generations. TPWD currently manages and participates in a full range of public education, outreach and public involvement activities to engage Texans and visitors in protecting and enjoying its wide diversity of natural resources.
- 3.2. Several individual programs, products and initiatives within TPWD are represented in this proposal and each has separate goals. Historically, projects have included efforts to recruit, retain or reactivate hunters and anglers (R3), campaigns to increase awareness of aquatic invasive species ("Protect the Lakes You Love" and "Don't Dump Your Tank" campaigns), campaigns to generate revenue (Conservation License

Plates, Big Time Texas Hunts), and campaigns to generate support of and participation in TPWD programs (Toyota ShareLunker, Neighborhood Fishin', Texas Outdoor Annual, Win Your Dream Year).

- 3.3. The size and scope of projects may range from development of a new logo design to the planning and execution of large, integrated communications campaigns including deliverables such as the creation and placement of outdoor media, digital, print, radio and TV ads; planning and execution of media events; and design and production of various promotional materials.

4. SOLICITATION METHOD AND INTENT

- 4.1. The Request for Proposal (RFP) solicitation method allows qualified respondents to submit a written proposal addressing pricing, qualifications, experience, availability, approach, and other factors that will be employed to ensure successful accomplishment of the requirements set forth herein. TPWD will review, compare, and evaluate responses based on the criteria and weights identified in this RFP.
- 4.2. It is TPWD's intent to identify qualified contractors and award multiple contracts for marketing services. After award, TPWD will identify individual projects and award as outlined in Subsection 5 below.

5. CONTRACTOR SELECTION FOR INDIVIDUAL PROJECTS

- 5.1. **Individual Projects:** After award of the contract(s), TPWD will identify individual projects as they become available and provide a scope of work, in writing or verbally, that details the project objectives, background, timing, and budget.

In the event multiple contracts are awarded, TPWD may issue a direct contract for a specific project to a firm that is determined to be best value based on availability, experience, budget, or other factors. Based on the project's complexity or size, TPWD may competitively solicit the project from the awarded Contractors and will award the individual project based on best value to the State. It is TPWD's sole discretion to determine best value.

TPWD does not guarantee to purchase any minimum quantity of any type of service.

5.2. **Individual Project Scope and Budget:**

- 5.2.1. For each individual project to be completed under this contract, TPWD will discuss the project scope of work with the Contractor(s) to determine the types of services needed. The Contractor(s) will prepare and present to TPWD an estimate including deliverables, budget breakdown and timeline for the project within a mutually agreed upon timeline (routinely within 10 business days or less).
- 5.2.2. When the estimate is approved by TPWD, a work authorization order in the form of a purchase order (PO) will be issued to the selected Contractor(s) prior to any work on the project being started. Once the work authorization order is issued, any revisions must be submitted in writing to TPWD and agreed to by both parties.
- 5.2.3. The total service hours shall be included in a budget section of the project estimate and be billed at the rates listed on the [Exhibit C – Price Sheet](#).

6. CONTRACT TERM

- 6.1. **Initial Contract Term:** The contract shall commence on September 1, 2021 or Date of Award, whichever is later, and continue through August 31, 2022, unless sooner terminated under the terms of the contract.
- 6.2. **Renewal Option:** Contract may be renewed for up to two (2) additional two (2) year periods, provided both parties agree in writing prior to contract expiration date. Any extensions shall be in accordance with the original terms and conditions plus any approved changes.

- 6.3. **Contract Extensions:** In the event that the contract(s), if any, resulting from the award of this RFP shall terminate or be likely to terminate prior to the making of an award for a new contract for the identified products and/or services, TPWD may, with the written consent of the awarded supplier(s), extend the contract for a period of time as may be necessary to permit TPWD continued supply of the identified products and/or services (not to exceed twelve month extension period). Any extensions shall be at the same terms and conditions, plus any approved changes.
- 6.4. **Termination:** The contract shall terminate upon full performance of all requirements contained in the contract, unless otherwise extended or renewed, as provided in accordance with the contract terms and conditions.
- 6.5. **Amendments:** The contract may be amended in writing by mutual consent of the parties.
- 6.6. **Quantities:** Unless this RFP states otherwise, the resulting contract award does not guarantee volume or a commitment of funds.

7. ESTIMATED QUANTITIES

- 7.1. Estimated total value of service ranges from \$550,000 to \$1,000,000 per year. Additional projects may become available in the future. However, there are no guarantees as to the quantity or value of services or projects.
- 7.2. TPWD has expended an average of \$757,000 per year on Marketing Services over the past five years.

Historical spend on marketing services by project/campaign:

| Project/Campaign | Fiscal Year 2016 | Fiscal Year 2017 | Fiscal Year 2018 | Fiscal Year 2019 | Fiscal Year 2020 | Totals |
|------------------------------------|---------------------|-----------------------|---------------------|---------------------|---------------------|-----------------------|
| Inland Invasive Species Awareness | \$749,186.28 | \$811,382.56 | \$530,306.95 | \$642,390.44 | \$396,041.71 | \$3,129,307.94 |
| Coastal Invasive Species Awareness | \$0.00 | \$36,881.59 | \$41,608.75 | \$39,981.10 | \$32,000.00 | \$150,471.44 |
| Conservation License Plates | \$19,719.43 | \$46,640.07 | \$54,537.33 | \$84,474.56 | \$45,500.00 | \$250,871.39 |
| Big Time Texas Hunts | \$14,954.32 | \$19,993.05 | \$19,998.82 | \$12,000.00 | \$0.00 | \$66,946.19 |
| Toyota ShareLunker | \$0.00 | \$70,615.00 | \$0.00 | \$2,025.00 | \$30,000.00 | \$102,640.00 |
| Neighborhood Fishin' | \$0.00 | \$19,445.46 | \$0.00 | \$0.00 | \$0.00 | \$19,445.46 |
| Texas Outdoor Annual Campaign | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$50,000.00 | \$50,000.00 |
| TPWD TV Show 30th Anniversary | \$4,889.73 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$4,889.73 |
| Win Your Dream Year | \$10,906.51 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$10,906.51 |
| Totals | \$799,656.27 | \$1,004,957.73 | \$646,451.85 | \$780,871.10 | \$553,541.71 | \$3,785,478.66 |

8. QUALIFICATIONS AND EXPERIENCE

- 8.1. **Respondent Minimum Qualifications and Experience:** Respondent (and awarded contractor(s)) must meet the following minimum qualifications:
- 8.1.1. Engaged in the business of Marketing with uninterrupted service for a *minimum* of five (5) years within the past five (5) years, providing services similar in size and scope to those described herein. Respondent shall be a full-service firm providing multi-media marketing campaigns to include research, planning and execution of results-oriented marketing strategies and creative services, as well as the placement of purchased or donated media most appropriate to reach the target audience.
 - 8.1.2. A minimum of three (3) years' experience (or subcontractor relationship with one or more firms that have a minimum of three (3) years' experience) providing additional capabilities such as consumer research, event marketing, sales promotions, strategic marketing alliances/partnerships, sponsorship development (including sales and fulfillment), public relations.
 - 8.1.3. Has available all necessary qualified personnel, skills, qualifications, organization, facilities, equipment, and supplies required to fulfill all requirements under this RFP and any resulting contract.
 - 8.1.4. Demonstrated ability to provide added value (ex: "match" for what is spent) in media buying.
 - 8.1.5. Is in good financial standing and current in payment of all taxes and fees such as state franchise fees. TPWD reserves the right to request a copy of any respondent's audited or un-audited financial statement.
- 8.2. **Key Personnel Qualifications:**
- 8.2.1. **Senior Account Manager:** Respondent shall assign one Senior Account Manager with a minimum of ten (10) years' experience in project management for marketing, advertising, and other related services. The Senior Account Manager will be involved at a high level in TPWD projects, providing oversight of the Account Manager(s) and providing strategic guidance as needed. The Senior Account Manager will NOT be the day-to-day project contact for TPWD. The Senior Account Manager must have been a permanent staff member with respondent company for a minimum of one year. The Senior Account Manager must have experience in handling projects in public or private sectors for medium-to-large-scale projects.
 - 8.2.2. **Account Manager(s):** Respondent shall assign one or more Account Manager(s) with a minimum of five (5) years' experience within the last ten (10) years in project management for marketing, advertising, and other related services. Multiple Account Managers may be designated for the contract, but a single Account Manager will be designated for each project. The Account Manager(s) will serve as the primary day-to-day project contact for TPWD. Account Manager(s) must have been a permanent staff member with respondent company for a minimum of one year. Account Manager(s) must have experience in handling projects in public or private sectors for medium-to-large-scale projects.
 - 8.2.3. **Digital Strategist:** Respondent shall designate a Digital Strategist with a minimum of five (5) years' experience within the past seven (7) years. The Digital Strategist will be responsible for optimizing digital strategies for business results, researching digital tools and trends, measuring the efficiency and effectiveness of digital channels, and analyzing and reporting on digital campaigns. The Digital Strategist should not be the same staff member who purchases the digital media. The Digital Strategist must have been a permanent staff member with respondent company for a minimum of one year.
- 8.3. **Supporting Documentation:** Respondent shall complete and submit [*Exhibit D – Company Profile, Exhibit E – Company Qualifications & Experience, Exhibit F – Key Personnel, Exhibit G – Past Projects with Corresponding References*](#) with proposal to provide documentation to support the above qualifications. (Ref: [*Section II, Subsection 3.2.*](#))

9. STATEMENT OF WORK

Contractor shall provide Strategic Marketing Services in accordance with the following specifications.

9.1. **Contractor shall research, recommend and execute appropriate marketing, advertising and media strategies for each project and provide the marketing services as needed for each project.** Individual projects to be completed under the contract(s) may require one or a combination of the following types of marketing services:

- 9.1.1. Develop and produce creative materials that are audience-centered, research-driven and tested, and suited to fit the format of the selected media.
 - 9.1.1.1. Materials include, but are not limited to: out-of-home advertising including billboards, direct mail print ads, digital advertising (including digital radio, social, video, display, email, mobile app and SEM), radio and television spots, point-of-purchase materials, event backdrops and collateral, and any other materials as may be requested and appropriate.
 - 9.1.1.2. Media include, but are not limited to: television, radio, print, over-the-top (OTT), digital, outdoor, events, retail or manufacturer point-of-purchase materials, direct mail, and any other media outlets as may be requested and appropriate.
- 9.1.2. Develop and produce creative materials to support marketing efforts, including but not limited to: logos, signage, printed collateral (e.g., brochures, rack cards, etc.), promotional or novelty items (e.g., book covers, T-shirts), and digital marketing materials (e.g., direct mail, email blasts, landing pages).
- 9.1.3. Research, evaluate, negotiate, and place media including public services announcements (PSA), partnerships and other added-value opportunities.
- 9.1.4. Develop and implement strategies for generating earned or unpaid media utilizing public relations and/or social media.
- 9.1.5. Provide quantitative and qualitative consumer research (such as surveys, focus groups and stakeholder interviews) in order to evaluate project effectiveness and/or determine target audiences and the most effective media, creative messaging and visuals, events, or partnerships to reach or motivate them.
- 9.1.6. Recommend and implement tools for tracking, evaluating, and analyzing project results and effectiveness.
- 9.1.7. Utilize data mining and analysis to develop target audiences for advertising and to evaluate results.
- 9.1.8. Request, review, evaluate and recommend sponsorship and partnership marketing opportunities.
- 9.1.9. Develop and, as needed, sell and fulfill TPWD-approved sponsorships and strategic alliances/partnerships.
- 9.1.10. Concept, develop and execute event marketing strategies and promotions.
- 9.1.11. Develop and deliver sales promotions.
- 9.1.12. Provide value-added services, such as leveraging relationships to provide bonus media, discounted rates, partnerships or sponsorships to benefit TPWD.

9.2. **Contractor shall meet the following general services:**

- 9.2.1. Provide staff at the skill and volume necessary to support TPWD projects.
- 9.2.2. Meet all interim and final deadlines associated with each project.
- 9.2.3. Provide and manage personnel or subcontractors who have demonstrated success in delivering Marketing Services as outlined in 9.1.
- 9.2.4. Pay media vendors, sponsors and subcontractors.
- 9.2.5. Reconcile project invoices and invoice TPWD. Provide all billing associated with the project within 30 days of project completion.

9.3. **Contractor shall provide the following specific account management services for each project:**

- 9.3.1. Marketing campaign management, including scheduling and running meetings, writing meeting reports, developing project estimates and timelines, managing project budget, and confirming scheduling and placement of all project deliverables.
- 9.3.2. Propose recommended strategies, campaign plans, estimated budgets and timelines that align with the project goal(s), budget, and timeline.
- 9.3.3. Strategically identify: target audience (demographic and psychographic variables), media market(s), formative-research need(s), marketing strategies (including rationale and justification), objectives, key performance indicators and measurements, and evaluation processes.
- 9.3.4. Support research activities by: collaborating with market-research firm to identify, clearly define, and meet research needs and objectives; reviewing survey instruments, discussion guides, or questionnaires; preparing professional concepts or story boards for testing; making recommendations for applying research findings to overall communications and/or creative strategies.
- 9.3.5. Prepare and submit clear, timely reports, recaps, and an evaluation/analysis for each project, according to the individual project schedule. Reports to be provided, at a minimum, monthly throughout each project, with a final report to be provided within 30 days of project completion.
- 9.3.6. Provide a comprehensive final report at the end of each project to document the work completed, the results, lessons learned and recommendations for future projects.
- 9.3.7. Attend meetings as required by TPWD to discuss the project or campaign.

9.4. **Contractor shall meet the following criteria and expectations:**

- 9.4.1. **Strategic:** Proposes strategies that advance a program's goals and objectives and aligns with the program's stated mission/purpose, audience, and budget parameters. Routinely includes quantitative and qualitative research, including utilization of data such as media rankers, media trends, informal focus groups, web analytics, prior campaign performance and benchmarks, and existing TPWD research, in developmental and evaluation processes.
- 9.4.2. **Results-Oriented:** Projects are developed and implemented to ensure cost-effectiveness and achieve desired outcomes. Consistently identifies key measurable objectives that are measured, optimized to, and included in all reporting.
- 9.4.3. **Highly Targeted:** Demonstrates a genuine understanding of the specific project's target audience(s) at every step, developing creative, information and messages that have meaning for that particular target audience, and reaching them through the most appropriate channels.
- 9.4.4. **Creative:** Develops compelling, original messaging and visuals that appeal to the target audience

and motivate the desired change in attitude or behavior.

- 9.4.5. Budget Conscious: Works within budget and seeks opportunities to provide added value. Assigns the most appropriate Account Manager to handle the project and maximize cost-effective labor fees. Provides accurate estimates and never exceeds purchase order amount per project. Promptly notifies TPWD in writing if a project estimate needs to be revised or updated due to a change in direction beyond the initial scope, or due to other unforeseen changes.

10. CONTRACTOR RESPONSIBILITIES

10.1. Meeting and Communications:

- 10.1.1. Contractor and TPWD Marketing Group will each appoint a primary point of contact (POC) for each project. As determined by the scope and location of the project, the Contractor may be required to travel to Austin, Texas, or any location within Texas, as determined by TPWD, to attend formal meetings in person. Contractor shall attend all scheduled meetings in person or by teleconference if acceptable to TPWD. Failure to attend a scheduled meeting without a minimum five (5) business days prior notification to reschedule may result in the work order being cancelled and project being reassigned. Contractor is responsible for all travel expenses incurred while attending required meetings.
- 10.1.2. Contractor shall be available to meet with and advise TPWD on prospective projects and assist with the development of a scope of work or budget.
- 10.1.3. Contractor POC shall be available as needed for communication and meetings via telephone, teleconferencing, and Internet. Contractor shall have access to a stable and reliable email account and an FTP site that will allow for the exchange of information and files.

11. CONTRACTOR RESPONSIBILITIES ON INDIVIDUAL PROJECTS

Contractor shall:

- 11.1. Provide in writing the estimate, including proposed deliverables, budget breakdown and timeline for each project assigned within a mutually agreed upon timeline.
- 11.2. Receive written approval from TPWD of the project estimated and any subsequent proposed changes, as well as a work authorization order in the form of a purchase order (PO), prior to commencing work on the actual project.
- 11.3. Attend all scheduled formal review meetings as required by each project's scope of work and schedule. All work, files and other representations of work completed up to that point for the project being discussed, shall be forwarded to TPWD POC at least three (3) business days in advance of a scheduled meeting.
- 11.4. Submit any drafts and proofs in accordance with the review strategy mutually agreed upon for each project.
- 11.5. Upon final acceptance by TPWD, provide TPWD with archival copies of all files, images, drawings and other related documents or files that were used to complete the project, at which point they shall become the property of TPWD.

12. CONTRACTOR REQUIREMENTS

- 12.1. Contractor agrees to conduct all its services under the awarded contract by and through appropriate communications with TPWD. No work, installation or other services shall be undertaken by Contractor except with the prior written authorization by TPWD. Contractor understands and agrees that services

performed prior to award of contract and/or approved amendment shall be performed exclusively at Contractor's risk.

- 12.2. Contractor shall provide service in accordance with requirements specified herein and the resulting contract(s) and adhere to the TPWD Terms and Conditions.
- 12.3. Contractor shall provide all labor, materials, and equipment necessary to meet requirements of the specified services throughout the term of the contract.
- 12.4. Contractor is responsible for all costs incurred in the performance of the contract.
- 12.5. Contractor shall comply with all laws, ordinances, statutes, and regulations pertaining to the services requested herein, and shall obtain such permits, licenses or other authorizations as may be required.
- 12.6. Contractor shall follow relevant safety rules and conduct the work in a safe manner.

13. TPWD RESPONSIBILITIES

- 13.1. TPWD will designate a Project Manager and Contract Manager upon contract award.
- 13.2. TPWD will furnish no material, labor, equipment, or facilities unless otherwise provided for in this contract.
- 13.3. TPWD will schedule a meeting between the awarded Contractor(s) and the incumbent Contractor within fifteen (15) calendar days of the contract award, for the purpose of ensuring a smooth transition from one contract to another.
- 13.4. TPWD will schedule an annual review meeting with the Contractor to review performance and discuss strengths, weaknesses, and opportunities of the relationship, and identify ways to optimize the effectiveness of the relationship.

14. PERFORMANCE MEASURES

- 14.1. Contractor will be responsible for the performance of any contractual obligations that may result from an award based on this RFP and shall not be relieved due to non-performance of any or all subcontractor(s). By submitting a proposal, the Respondent commits to providing the goods and services required in the RFP. The successful Respondent(s) will be required to abide by TPWD policies, procedures, standards and guidelines relevant to the execution of this contract.
- 14.2. The successful Respondent(s) will attend a meeting with TPWD and the incumbent Contractor, within fifteen (15) calendar days of the contract award, for the purpose of ensuring a smooth transition from one contract to another.
- 14.3. The Contractor will attend an annual review meeting with TPWD to review performance and discuss strengths, weaknesses, and opportunities of the relationship in order to identify ways to optimize the effectiveness of the relationship.
- 14.4. TPWD will measure and evaluate the Contractor's and/or subcontractor's performance under the contract. If the Contractor or subcontractor does not meet any standards for deliverables and/or performance incentives (if applicable), TPWD may impose remedies if the Contractor or subcontractor(s) fails to meet their responsibilities as outlined in the RFP and the terms and conditions of the contract. All services and deliverables under the contract shall be provided at an acceptable quality level and in a manner consistent with acceptable industry standards, customs, and practices. In the event TPWD deems that the Contractor's performance does not meet an acceptable quality level of service and deliverables, TPWD may seek or negotiate remedies with the Contractor on a project-by-project basis.

15. ADDING NEW PRODUCTS/SERVICES TO CONTRACT AFTER AWARD

Following the contract award, additional products/services of the same general category that could have been encompassed in the award of this contract, and that are not already on the contract, may be added. A formal written request will be sent to successful respondent to quote on the proposed additional products/services. Respondent shall submit proposals to TPWD as instructed. All prices are subject to negotiation with the Best and Final Offer (“BAFO”). TPWD may accept or reject any or all proposals and may issue a separate solicitation for the products/services after rejecting some or all of the responses. The products/services covered under this provision shall conform to the specifications as outlined in the request.

16. MODIFICATIONS OF CONTRACT TERMS AND/OR AMENDMENTS

- 16.1. The terms and conditions of the Contract shall govern all transactions under the Contract.
- 16.2. The Contract may only be modified or amended upon mutual written agreement of Texas Parks and Wildlife Purchaser(s) and the Contractor.
- 16.3. Terms and conditions that do not conflict with the Contract and are acceptable to the Contractor(s) may be added in a Purchase Order and given effect. No additional term or condition added in a Purchase Order can conflict with or diminish a term or condition of the Contract. In the event of a conflict between Purchase Order and the Contract, the Contract term shall control.

17. PRICE ADJUSTMENTS

- 17.1. Extension Period Pricing: A price escalation may be allowed upon renewal provided the vendor notifies TPWD Purchasing and Contracting Branch, in writing, prior to renewal. Request for price escalation must be submitted with appropriate documentation to support the increase. TPWD reserves the right to approve the increase, negotiate a new rate, and/or deny, as determined to be best value and dependent on available budget.
- 17.2. Price Decreases: Price decreases will be allowed at any time. Contractor shall apply price decreases as soon as practicable following their determination. Any price reductions passed on to other customers shall be correspondingly offered at the same ratio to TPWM. Contractor’s failure to promptly notify TPWD of such industry-wide price decreases may constitute a breach of contract and the contract may be canceled. TPWD reserves the right to award any canceled contract to the next lowest responsive respondent or re-bid, whichever is in TPWD’s best interest.

18. INSURANCE

- 18.1. Contractor shall procure and maintain during the entire period of their performance under this contract the following minimum insurance.

| Type of Insurance | Each Occurrence/Aggregate |
|--|---|
| Workers Compensation | STATUTORY LIMITS |
| Employer's Liability Bodily Injury by Accident Bodily Injury by Disease Bodily Injury by Disease | \$1,000,000 Ea. Accident \$1,000,000 Ea. Employee \$1,000,000 Policy Limit |
| Commercial General Liability General Aggregate Applies Per Project | \$2,000,000 Aggregate \$5,000 Medical Expense each person \$50,000 Damage to Premises Rented to You \$2,000,000 Products Completed Operations \$1,000,000 Personal & Advertising Liability \$1,000,000 Each Occurrence |

| | |
|--|---------------------------------|
| Automobile Liability All Owned, Hired and Non-Owned Vehicles | \$500,000 Combined Single Limit |
|--|---------------------------------|

- 18.2. Policy must contain an additional insured endorsement: *The State of Texas, acting through Texas Parks and Wildlife Department and its officers and employees, is listed as an additional insured and loss payee.*
- 18.3. The required coverage is to be with companies licensed in the state of Texas, with an “A” rating from A.M. Best, and authorized to provide the corresponding coverage.
- 18.4. Prior to the commencement of the job and not later than ten (10) days following award, the Contractor shall furnish to TPWD, for approval, a certificate of insurance as proof that the required insurance is in full force and effect. The certificate of insurance shall be sent to: Nicole Erzen / Purchasing & Contracting, Texas Parks & Wildlife Department, 4200 Smith School Road, Austin, Texas 78744; or may be faxed to 512-389-4677.

19. SUBCONTRACTING

Refer to Section III – General Terms and Conditions, Paragraph 56 – Subcontractors.

20. HUB SUBCONTRACTING PLAN

- 20.1. RESPONDENT MUST COMPLETE, SHOW A GOOD FAITH EFFORT, SIGN AND SUBMIT A HUB SUBCONTRACTING PLAN (**EXHIBIT B**) WITH THEIR RESPONSE SUBMISSION AND IN ACCORDANCE WITH THE FOLLOWING INSTRUCTIONS. **FAILURE TO COMPLETE AND SUBMIT THE HUB SUBCONTRACTING PLAN (HSP) WITH THE RFP RESPONSE WILL RESULT IN DISQUALIFICATION OF THE RFP FROM CONSIDERATION.**
- 20.2. In accordance with Texas Gov't Code § 2161.252 and 34 Texas Administrative Code § 20.285, TPWD has determined that subcontracting opportunities are probable under this contract, and that the contract value may exceed \$100,000. This probability is based on HUB availability, HUB utilization, geographic location of the project, the contractual scope of work, or other factors. TPWD estimates the value of this contract to be greater than \$100,000 and further sets the HUB subcontracting goal at **26 %** of the contract’s value.
- 20.3. It is the Respondent's determination if they choose to subcontract any of the work under the contract with a Texas Certified Historically Underutilized Business (HUB) or other businesses. The Respondent shall identify all proposed HUB and other subcontractors at the time of response submittal by completing and submitting *Exhibit B – HUB Subcontracting Plan*.
- 20.4. A list of HUB subcontractors that may be able to perform the work identified as areas with potential subcontracting opportunities is attached to the HUB Subcontracting Plan forms. Respondents may also access a list of HUB subcontractors who may be able to perform this work by searching the Centralized Master Bidder’s List (CMBL), as maintained by the Texas Comptroller of Public Accounts. The main CMBL search page is located here: <https://mycpa.cpa.state.tx.us/tpasscmlbsearch/tpasscmlbsearch.do>.
- 20.5. A few minority and women trade organizations and development centers are listed below that you may contact to announce your opportunity (as specified in the HSP, Method B). For a more complete list visit: <https://www.comptroller.texas.gov/purchasing/vendor/hub/resources.php>.

| | | |
|--|---|--|
| Women Contractors Association 6703 Chimney Rock Rd. Bellaire, TX 77401 (703) 807-9977 phone director@womencontractors.org email www.womencontractors.org website | Texas Association of African American Chambers of Commerce 807 Brazos St., Ste. 710 Austin, TX 78701 (512) 535-5610 phone cro@taaacc.org email www.taaacc.org website | Texas Association of Mexican American Chambers of Commerce 606 Main St. Buda, TX 78610 (512) 444-5727 phone president@tamacc.org email www.tamacc.org website |
|--|---|--|

| | | |
|--|---|--|
| US Pan Asian American Chamber of Commerce SW 711 E. Lamar Blvd., Mailbox 103A Ste. 211 Arlington, TX 76011 (682) 323-5869 phone gmcdermott@uspaacc-sw.org email www.uspaacc-sw.org website | Dallas/Fort Worth Minority Supplier Development Council 8828 N. Stemmons Fwy, Ste. 550 Dallas, TX 75247 (214) 630-0747 phone (214) 637-2241 fax sourcing@dfwmsdc.com email www.dfwmsdc.com website | US India Chamber of Commerce DFW 5930 LBJ Fwy, Ste. 310 Dallas, TX 75240 (214) 346-9559 phone (214) 346-9521 fax info@usicoc.org email www.usicoc.biz website |
|--|---|--|

- 20.6. **Respondents are highly encouraged to contact TPWD HUB Administration at 512-389-4784 or hub@tpwd.texas.gov for assistance with completing the HSP forms, obtaining HUB lists if web access is not possible, and/or further explanation of the TPWD HUB program.**
- 20.7. HUB Subcontracting Plan (HSP) Prime Contractor Progress Assessment Report: After award of the contract, the Contractor shall report all HUB and non-HUB subcontractor information using the HSP Prime Contractor Progress Assessment Report form. The report shall be submitted to the TPWD HUB Program monthly. The report shall be submitted monthly even during the months the Contractor is not invoicing TPWD. All payments made to subcontractors shall be reported. TPWD may verify the amounts being reported as paid by requesting copies of cancelled checks paid to subcontractors.

21. CONTRACT ADMINISTRATION

TPWD will maintain on-going review and status of Contractor’s progress toward completion of services and will certify whether contractor’s billings are reasonably comparable with the work completed. Payment(s) will not be made until all work has been reviewed and accepted by TPWD.

Administration of the contract is a joint responsibility of TPWD Communications Division and the TPWD Purchasing & Contracting Branch. TPWD purchasing staff will be responsible for administering the contractual business relationship with the contractor. Upon issuance of contract, TPWD will designate an individual who will serve as the project manager and point-of-contact between the agency and the contractor. The project manager does not have any express or implied authority to vary the terms of the contract, amend the contract in any way or waive strict performance of the terms or conditions of the contract. This individual’s project management and contract administration responsibilities include, but are not limited to:

- 21.1. Monitoring the contractor’s progress and performance and ensuring services conform to established specification requirements.
- 21.2. Managing the financial aspects of the contract including approval of payments.
- 21.3. Meeting with the contractor to schedule service, and as needed to review progress, discuss problems, and consider necessary action.
- 21.4. Identifying a breach of contract by assessing the difference between contract performance and non-performance.
- 21.5. Other areas as identified by the State of Texas Procurement and Contract Management Guide, latest edition.

22. INVOICING AND PAYMENT

The following procedures apply to invoicing and payment in addition to those listed in *Section III, General Terms and Conditions, Paragraph 9*:

- 22.1. Contractor to submit invoice(s) to: Texas Parks & Wildlife Department, Accounts Payable, 4200 Smith School Road, Austin, Texas 78744.

22.2. Invoices must show:

- 22.2.1. Name of Contractor exactly as shown on the contract, Texas Payee Identification Number (PIN), and correct "Remit to" address
- 22.2.2. Name of receiving entity
- 22.2.3. Contract/purchase order number
- 22.2.4. Description, quantity, unit of measure, unit price, extended price of each item
- 22.2.5. Total price
- 22.2.6. Discount, if applicable, extended and deducted to arrive at a NET TOTAL for invoice
- 22.2.7. Attach supporting documentation, if required

22.3. Payment:

- 22.3.1. The contractor will be paid for the services performed as invoiced. If another payment mechanism is agreed to by the parties, then contractor will be paid in accordance with the agreement approved by the parties.
- 22.3.2. Under no circumstances shall TPWD be obligated to make any payment (whether a progress payment or final payment) to Contractor, if any of the following conditions exists:
 - 22.3.2.1. Contractor is in breach of this contract;
 - 22.3.2.2. Any portion of a payment is for services that were not performed in accordance with this contract provided, however, payment shall be made for those services which were performed in accordance with this contract;
 - 22.3.2.3. Contractor has failed to make payments promptly to consultants or other third parties used in connection with services for which TPWD has made payment to Contractor;
 - 22.3.2.4. If TPWD, in good faith, determines that the balance of the unpaid fees are not sufficient to complete the services in accordance with this contract; or if Contractor has failed to achieve a level of performance necessary to maintain the project schedule. No deductions shall be made from Contractor's compensation on account of liquidated damages or other sums withheld from payments to other contractors or on account of the cost of changes in the Work other than those for which Contractor may be liable.
- 22.3.3. Payment normally will be made to the Contractor within 30 days after receipt of a properly prepared invoice or the receipt of and the acceptance of services ordered, whichever is later. State agencies are required by state law to pay properly submitted invoices within 30 days or the Contractor may charge a late payment fee established by law.
- 22.3.4. Payments for services purchased with state appropriated funds will be made through state warrants issued by the Comptroller of Public Accounts. Payments by qualified ordering entities will be made through the entities local payment system.
- 22.3.5. Electronic payment may be available through some ordering entities. Contact Accounts Payable at 512-389-4833 for additional information.

SECTION II – PROPOSAL REQUIREMENTS

1. SCHEDULE OF EVENTS

TPWD intends to proceed according to the following schedule. These dates represent a tentative schedule of events. TPWD reserves the right to change the dates in the schedule of events above upon written notification to prospective Respondents through a posting on the Electronic State Business Daily as an Addendum.

| Event | Date/Time |
|-----------------------------------|--|
| RFP Issue Date: | June 3, 2021 |
| HUB Notification Deadline: | June 17, 2021 (may be applicable if subcontracting) |
| Questions Due: | June 17, 2021; 2:00 PM CT |
| Proposal Due Date: | June 29, 2021; 2:00 PM CT |

2. INQUIRIES

- 2.1. **CONTACT:** All requests, questions, or other communications about this Solicitation shall be made in writing to TPWD's Purchasing Department, addressed to the following person:

Nicole Ernzen, Purchaser
Texas Parks & Wildlife Department
4200 Smith School Road
Austin, Texas 78744

Contact Info:
Phone 361-413-8984
Fax 512-389-4677
Email: nicole.ernzen@tpwd.texas.gov

- 2.2. **CLARIFICATIONS:** TPWD will allow written requests for clarification of this Solicitation. Questions may be faxed or e-mailed to the point-of-contact listed in [Section II, Subsection 2.1](#). Questions should be submitted in the following format: a) Reference the Solicitation number; b) Reference the Section number, Page number, Paragraph number, and Text of passage being questioned; and c) Question.
- 2.3. **DEADLINE FOR SUBMISSION OF QUESTIONS:** To provide TPWD with sufficient time to adequately prepare responses to vendor inquiries, all questions must be submitted by the deadline specified in [Section II, Subsection 1](#).
- 2.4. **ANSWERS TO QUESTIONS:** The target date for answering questions is within three business days after deadline for questions. Official answers will be posted as an addendum to this solicitation, on the Electronic State Business Daily at <http://www.txsmartbuy.com/esbd>. Respondent names will be removed from questions in the responses released. TPWD reserves the right to amend answers prior to the proposal submission deadline. If respondents do not have Internet access, copies may be obtained through the point of contact listed above. **Note:** *It is the responsibility of interested parties to periodically check the ESBD for updates to the procurement prior to submitting a proposal. Respondent's failure to periodically check the Electronic State Business Daily (ESBD) will in no way release the selected vendor from "addenda or additional information" resulting in additional costs to meet the solicitation requirements.*
- 2.5. **PROHIBITED COMMUNICATIONS:** Upon issuance of this solicitation, TPWD, its representative(s), or partners will not answer questions or otherwise discuss the contents of this Solicitation with any potential Respondent or their representative(s), except for the written inquires described in [Section II, Subsection 2.2](#) above. Attempts to ask questions by phone or in person will not be allowed or recognized as valid. **Failure to observe this restriction may disqualify respondent.** Respondent shall rely only on written statements issued through or by TPWD's purchasing staff. This restriction does not preclude discussions between affected parties for the purposes of conducting business unrelated to this solicitation.

3. PROPOSAL CONTENT

Below is a summary of required and requested information. Proposals submitted without this information will be evaluated accordingly. TPWD reserves the right, in its sole judgment and discretion, to waive minor technicalities and errors in the best interest of the state.

3.1. **GENERAL RESPONSE FORMAT:**

Respondents shall submit **one (1) original** proposal signed in ink (marked Original). In addition, Respondents should submit **one (1) copy** of the proposal. *Pricing should not be included in the submitted copies.* Additionally, two (2) copies of the HUB Subcontracting Plan (HSP) shall be submitted with proposals. Submissions should be on 8 ½ x 11 inch paper and tab-indexed corresponding to the sections/exhibits listed below. (Plastic spine-bound or wire-bound submittals are highly discouraged.)

TPWD prefers that submissions are indexed/ bookmarked corresponding to the sections/exhibits listed below.

3.2. **REQUIRED RESPONSE CONTENT:**

Respondent MUST include the following documentation in their response submission. ***Failure to submit with response will result in disqualification of the proposal.***

- 3.2.1. **Exhibit A – Execution of Proposal:** Respondent must submit original signed, dated and completed [Exhibit A - Execution of Proposal](#).
- 3.2.2. **Exhibit B – HUB Subcontracting Plan:** Respondent must comply with and submit [Exhibit B - HUB Subcontracting Plan](#).
- 3.2.3. **Exhibit C – Price Sheet:** Include completed [Exhibit C – Price Sheet](#).
- 3.2.4. **Exhibit D – Company Profile:** Include completed [Exhibit D \(or reasonable facsimile\)](#).
- 3.2.5. **Exhibit E – Company Qualifications & Experience:** Include completed [Exhibit E \(or reasonable facsimile\)](#).
- 3.2.6. **Exhibit F – Key Personnel:** Include completed [Exhibit F](#), including resumes or bios (*or a reasonable facsimile, with resumes or bios*)
- 3.2.7. **Exhibit G – Past Projects with Corresponding References:** Include completed [Exhibit G](#) (or reasonable facsimile).
- 3.2.8. **Exhibit H – Technical Proposal:** Include [Technical Proposal – tabbed Exhibit H](#) (max 2 pages), including numbered responses corresponding to each of the items listed in [Exhibit H](#).
- 3.2.9. **Addenda:** Respondent shall acknowledge receipt of any addendums generated as part of this solicitation. The respondents should include the signed and dated addendum(s) with their response submission.

4. PROPOSAL SUBMISSION

- 4.1. All proposals shall be received no later than 2:00 PM Central Time on the date specified in [Section II, Subsection 1](#). Late proposals will not be considered under any circumstances.
- 4.2. TPWD prefers electronic submittals of proposals to Purchasing.BidBox@tpwd.texas.gov
 - 4.2.1. E-mailed responses should include the following information in the e-mail “Subject” line: RFP number, submittal deadline date and time. It is the Respondent’s responsibility to e-mail the proposal to TPWD by the specified date and time.

- 4.2.2. If Respondent is unable to submit Proposal via email, contact Nicole Ernzen, Nicole.Ernzen@tpwd.texas.gov to make other arrangements.
- 4.2.3. **If hard copies are submitted, Respondent shall provide a flash drive of the proposal along with their submission.**
- 4.3. Receipt of all addenda to this RFP should be acknowledged by returning a signed copy of each addendum to the response. Signed addenda shall be e-mailed to Purchasing.BidBox@tpwd.texas.gov and may be included with proposal or sent in a separate e-mail.
- 4.4. Respondents to this RFP are responsible for all costs of proposal preparation.
- 4.5. Proposals shall be submitted to TPWD Headquarters, Purchasing & Contracting, as noted in [Section II, Subsection 6](#) below.
- 4.6. **Telephone and facsimile proposals are NOT an acceptable response to an RFP.** All submitted proposals become the property of TPWD after the RFP submittal due date/ deadline. Responses submitted shall constitute an offer for a period of ninety (90) days or until selection is made by TPWD, whichever is earlier.
- 4.7. When Proposals are opened, only the names of the Respondents who submitted proposals will be read. Prices and terms will not be divulged until after contract award.

5. DELIVERY OF PROPOSALS

- 5.1. **E-MAIL submittals are preferred for this solicitation.** If hard copies are submitted, Respondent shall provide a flash drive of the proposal along with their submission.
 - 5.1.1. Flash drive shall include the files listed below in PDF format. Each of the files listed below shall be a separate PDF file for a total of four (4) PDF files.
 - 5.1.1.1. Completed, signed, and dated Exhibit A – Execution of Proposal
 - 5.1.1.2. Redacted Exhibit A – Execution of Proposal with pricing and confidential information (social security numbers, etc.) removed.
 - 5.1.1.3. Exhibit B – HUB Subcontracting Plan (HSP)
 - 5.1.1.4. Technical Proposal and all Exhibits
 - 5.1.1.5. Completed Exhibit C – Price Sheet
 - 5.1.2. Flash drives shall be submitted to TPWD by one of the following methods:

| U.S. Postal Service | Overnight/Express Mail |
|--|--|
| Texas Parks and Wildlife Dept. Purchasing & Contracting C-1 4200 Smith School Road Austin, TX 78744 | TPWD – Mail Room Attn: Purchasing & Contracting C-1 4200 Smith School Road Austin, TX 78744 Hours – 8:00 AM to 5:00 PM |
| NOTE: Proposals must be date stamped in Purchasing & Contracting prior to the due date and time. | |

6. EVALUATION AND AWARD

- 6.1. A contract will be awarded to the responsible respondent(s) who submits the proposal determined to be the best value to the State and who meet all requirements included in this solicitation.
- 6.2. Cash discounts offered by the respondent will NOT be a factor in proposal evaluation.

- 6.3. Proposals may be withdrawn by written notice at any time prior to award. An e-mail to the purchaser identified in [Section II, Subsection 2](#) above will be acceptable as a written notice for withdrawn. No proposals will be returned after award.
- 6.4. **Step 1 – Administrative Review by Purchasing:** Only a complete response with the listed required submittal documents will be considered. Failure to meet the minimum qualifications and submit the required documents will result in a response being declared non-responsive. Proposals that do not conform to the instructions included in this RFP may be rejected by TPWD. No proposal received in TPWD Purchasing and Contracting Section after the exact date and time specified as the deadline for responses will be considered.
- 6.5. **Step 2 – Phase I Evaluation:** A TPWD evaluation committee will evaluate and score each response based on established criteria. Respondents shall not contact members of the evaluation team. Responses will be evaluated according to the respondent’s ability to best satisfy TPWD requirements. Respondent’s submission is evaluated and scored on a weighted system to determine the best value as follows:

| Phase I Evaluation Criteria | Weight |
|---|--------|
| Compensation and Fees (Ref: Exhibit C) | 40% |
| Experience, Qualifications, and Capabilities (Ref: Exhibits D, E, F, G) | 35% |
| Proposed Services (Ref: Exhibit H) | 25% |
| Total | 100% |

- 6.6. **Step 3 – Short List:** At TPWD’s sole discretion, a short-list may be developed. Then, TPWD may check references.
 - 6.6.1. References may include past performance evaluations. References will be scored on a pass/fail basis. Any negative responses received may be grounds for disqualification of the proposal.
 - 6.6.2. TPWD may conduct reference checks with other entities regarding past performance. In addition to evaluating performance through the Vendor Performance Tracking System (as authorized by 34 Texas Administrative Code § 20.108), TPWD may examine other sources of vendor performance including, but not limited to, notices of termination, cure notices, assessments of liquidated damages, litigation, audit reports, and non-renewals of contracts. Any such investigations shall be at the sole discretion of TPWD, and any negative findings, as determined by TPWD, may result in non-award to the Respondent.
- 6.7. **Step 4 – Phase II Evaluation:** At TPWD’s sole discretion, top ranking respondents may be required to submit a written proposal and conduct a 1-hour oral presentation of a hypothetical program or project determined by TPWD. The purpose of Step 4 is to demonstrate the Respondent’s capability, creativity, and media buying strategy from a sample campaign. The written proposal would be required to include budget proposals and timelines. TPWD would advise candidates in writing of the date, time, and guidelines for the oral presentations. It is expected that the respondents would be two to three weeks to prepare for the oral presentations.
 - 6.7.1. Step 4 Phase II Evaluation measures the following criteria:
 - 6.7.1.1. **Research/Justification:** Proposal demonstrates use of qualitative and/or quantitative research in determining campaign strategy and how to achieve desired goals.
 - 6.7.1.2. **Creative Concept and Messaging:** The proposal demonstrates a creative strategy and message approach that will reach and engage target audience(s) so the desired outcome(s) of this campaign/project are achieved.
 - 6.7.1.3. **Marketing, Promotional and Media Buying Strategies:** The proposal identifies the desired target audience(s) and includes plans to effectively use a variety of marketing, promotional and media buying strategies to communicate the message to the target population.

6.7.1.4. Hypothetical Budget: The allocation of budget is prioritized effectively for the proposed activities and demonstrates the ability to leverage resources to meet campaign/project goals.

6.7.1.5. Sponsorship Component: Concept, Proposal and Targeted Category of Sponsorship (i.e. Insurance Company, Sporting Goods Retailer, Boat Retailer, Airline) that would be used to secure underwriting for message extension.

6.7.2. Respondent will be evaluated and scored on a weighted system to determine the best value as follows:

| Phase II Evaluation Criteria | Weight |
|--|---------------|
| Research/Justification | 20% |
| Creative Concept and Messaging | 20% |
| Marketing, Promotional and Media Buying Strategies | 35% |
| Hypothetical Budget | 15% |
| Sponsorship Component | 10% |
| Total | 100% |

6.8. Step 5 - Best and Final Offer (BAFO): The evaluation committee will determine if discussions and/or Best and Final Offers are necessary. Award of a contract may be made without discussions or Best and Final Offers, if in the best interest of the state.

6.8.1. Discussions: The evaluation committee may determine that discussions are necessary to clarify or verify a written proposal.

6.8.2. BAFO: A request for a Best and Final Offer is at the sole discretion of TPWD and will be requested in writing. If requested, respondent(s) shall submit a final price and any added value. If more than one respondent reaches this level, the negotiated terms, references, BAFO and added values will be the considered in the award. TPWD will make the final determination on the best value.

6.8.3. The evaluation committee will evaluate the finalists and make a recommendation for award.

6.9. AWARD: TPWD reserves the right to award a contract to a single contractor, or award to more than one contractor—whichever provides the best value to TPWD in performance of this service. TPWD will be the sole judge of best value. (Refer to *Section III, Item 3.3* for Best Value criteria.)

SECTION III – GENERAL TERMS AND CONDITIONS

GENERAL TERMS AND CONDITIONS

DECEMBER 2020

(ITEMS BELOW APPLY TO AND BECOME A PART OF THE CONTRACT)

Any Contract awarded as a result of this solicitation will contain the general terms and conditions listed below in this Section. Subcontractors are also obliged to comply with these provisions.

1. **DEFINITIONS:** As used throughout this solicitation, the following terms have the meaning set forth below. All other terms have the meaning set forth in Webster's II New College Dictionary.
 - 1.1. Contractor: The individual, corporation, company, partnership, firm, or organization that has to furnish the materials and has to perform the work as stated in the solicitation.
 - 1.2. ESBD: The Electronic State Business Daily, which is available online at <http://www.txsmartbuy.com/esbd>.
 - 1.3. Gov't Code: The Texas Government Code.
 - 1.4. Owner: Texas Parks and Wildlife Department, an agency of the State of Texas.
 - 1.5. Party/Parties: Either the TPWD and Respondent separately or collectively.
 - 1.6. Respondent: Any person or vendor who submits a Bid/Proposal/Offer in response to this solicitation.
 - 1.7. Services: Includes the use of labor, materials, facilities, equipment, and any other need that is necessary or incidental to the successful completion of the contract.
 - 1.8. Subcontractor: Any supplier, distributor, Contractor, person, or firm furnishing to the Contractor, materials or services necessary or incidental to the performance of the contract between TPWD and Contractor.
 - 1.9. TAC: The Texas Administrative Code, which is the publication for administrative rules.
 - 1.10. Texas Identification Number: A unique 11-digit number assigned by the Texas Comptroller of Public Accounts. When a payee first contracts with a state agency, that payee must provide either a federal Employer Identification Number (EIN) or a Social Security number (SSN). The Texas Identification Number (TIN) is based on this number. (Note: If respondent does not have a TIN, or does not know their TIN, they may list their EIN or SSN on the "Texas Identification Number" line of the Vendor Information Block of their RFP, RFO, IFB or RFQ response.)
 - 1.11. TPWD: Texas Parks and Wildlife Department acting on behalf of the State of Texas.

2. **SPECIFICATIONS:**
 - 2.1. The goods/services provided shall be in accordance with the purchase specifications herein. TPWD will decide the answers to all questions that may arise as to the interpretation of the specifications and the quality, or acceptability of goods/services provided. TPWD will decide the rate of progress of the work and the acceptable fulfillment of the goods/service on the part of the Contractor.
 - 2.2. Catalogs, brand names or manufacturer's references are descriptive only, and indicate type and quality desired. Bids/Proposals on brands of like nature and quality will be considered unless advertised under Texas Gov't Code § 2155.067. If the Respondent is offering brands other than the references, response should show manufacturer, brand or trade name, and other description of product offered. If Respondent is offering brand(s) other than brand(s) specified, illustrations and complete description of product offered are requested to be made part of the bid. Failure to take exception to specifications or reference data will require Respondent to furnish specified brand names, numbers, etc.
 - 2.3. Unless otherwise specified, items shall be new and unused and of current production.
 - 2.4. Samples, when requested, must be furnished free of expense to the State. If not destroyed in examination, they will be returned to the respondent, on request, at respondent's expense. Each sample should be marked with respondent's name and address, and requisition number. Do not enclose in or attach response submission to sample.

- 2.5. The State will not be bound by any oral statement or representation contrary to the written specifications of this Solicitation.
- 2.6. Manufacturer's standard warranty shall apply unless otherwise stated in the solicitation.

3. **AWARD OF A PURCHASE ORDER:** Standard Purchase Order Terms and Conditions apply. If a conflict exists between the standard purchase order terms and conditions and specific language in this solicitation, the language in the solicitation shall prevail.
- 3.1. A response to a solicitation is an offer to contract with TPWD based on the terms, conditions and specifications contained in the solicitation. Responses do not become contracts unless and until they are accepted through an authorized TPWD designee by issuance of a purchase order.
- 3.2. This procurement will be conducted in accordance with the State Purchasing Act, Title 10, Subtitle D, Chapters 2151 through 2177, of the Texas Gov't Code (TGC) and TPWD rules. Any contract resulting from this procurement shall consist of one (1) document. This document will contain all of the rights and duties of the parties extracted from the relevant terms and conditions of: this solicitation (including its attachments, exhibits, supplements, and addenda); the successful Contractor's response; any TPWD request for a Best and Final Offer; and any successful Contractor's Best and Final Offer, if applicable.
- 3.3. Best Value – TPWD will be the sole judge of best value. Award will be based on Best Value criteria and may include, but is not limited to:
- 3.3.1. Best meets the goals and objectives of the solicitation as stated above.
- 3.3.2. Best meets the quality and reliability of the proposed services.
- 3.3.3. Effect of the proposed solution on agency productivity.
- 3.3.4. Provides the most customer focused solution that will best meet the needs of the public.
- 3.3.5. Experience in successfully providing services in this solicitation.
- 3.3.6. Past Performance: A Respondent's past performance will be measured based upon pass/fail criteria in compliance with applicable provisions of Gov't Code §§ 2155.074, 2155.075, 2156.007, 2157.003, and 2157.125. Respondents may fail this selection criterion for any of the following conditions:
- The vendor has a score less than C or Legacy Unsatisfactory in the Vendor Performance System,
 - Currently under a Corrective Action Plan through the Texas Comptroller of Public Accounts (CPA),
 - Having repeated negative Vendor Performance Reports for the same reason,
 - Having purchase orders that have been cancelled in the previous 12 months for non-performance (i.e. late delivery, etc.).
- 3.3.7. Contractor performance information is located on the CPA web site at: www.txsmartbuy.com/vpts. CPA may conduct reference checks with other entities regarding past performance. In addition to evaluating performance through the Vendor Performance Tracking System (as authorized by 34 Texas Administrative Code § 20.115), CPA may examine other sources of vendor performance including, but not limited to, notices of termination, cure notices, assessments of liquidated damages, litigation, audit reports, and non-renewals of contracts. Any such investigations shall be at the sole discretion of CPA, and any negative findings, as determined by CPA, may result in non-award to the Respondent.
4. **UNIT PRICES:** Respondents must price per unit shown. Unit prices shall govern in the event of extension errors.
5. **FREIGHT:** Quote FOB destination, freight prepaid and allowed unless otherwise stated within the specifications.
6. **DELIVERY:**
- 6.1. Show number of days required to place material in receiving agency's designated location under normal conditions. Delivery days mean calendar days, unless otherwise specified. Failure to state delivery time obligates respondent to deliver in 14 calendar days. Unrealistic delivery promises may cause solicitation to be disregarded.

- 6.2. If delay is foreseen, Contractor shall give written notice to the TPWD. Contractor must keep the TPWD advised at all times of status of order.
- 6.3. Default in promised delivery (without accepted reasons) or failure to meet specifications authorizes the TPWD to purchase supplies elsewhere and charge full increase, if any, in cost and handling to defaulting Contractor.
- 6.4. Substitutions: No substitutions permitted without written approval of TPWD.
- 6.5. Delivery shall be made during normal working hours only, unless prior approval has been obtained from ordering agency. Normal working hours are 8:00 AM until 5:00 PM Monday through Friday except State and National holidays.

7. **TESTING AND INSPECTION:**

- 7.1. TPWD may test and inspect goods and services purchased under the Contract to ensure compliance with the specifications of this solicitation and the Contract. TPWD may also test and inspect goods and services before they are purchased under the Contract. Authorized TPWD personnel shall have access to the Respondent's place of business for the purpose of inspecting the goods. To the extent practical, TPWD inspections will not disrupt the Respondent's daily operations. Tests shall be performed on samples submitted with the Bid/Proposal or on samples taken from regular shipments. All costs of testing and inspection shall be borne by the Respondent. In the event the goods tested fail to meet or exceed all conditions and requirements of the solicitation and Contract, the goods will be rejected in whole or in part, at the State's option, and returned to the Respondent or held for disposition at the Respondent's expense. Latent defects may result in cancellation of the Contract at no expense to the state.
- 7.2. If material fails to meet specifications, the Respondent will be notified by fax / mail or e-mail. The Respondent will have ten (10) working days after receipt of the notification to remove the rejected material from state property. Material will be removed at the Respondent's expense. Material not removed in the allotted time period will be disposed by TPWD. The Respondent will be charged for all disposable expenses conducted by TPWD.

8. **CHANGES:** TPWD may at any time, by a written order, make changes within the general scope of this contract, in the definition of services to be performed, and the time (i.e., hours of the day, days of the week, etc.) and place of performance thereof. If any such change causes an increase or decrease in the cost of, or the time required for the performance of any part of the services under this contract, whether changed or not changed by any such order, an equitable adjustment shall be made in the contract price or time of performance or both and the contract shall be modified in writing accordingly. Any claim by the Contractor for adjustment under this clause must be asserted within 30 days from the date of receipt by the Contractor of the notification of change, provided, however, that TPWD, if it decides that the facts justify such action, may receive and act upon such claims asserted at any time prior to final payment under this contract. Failure to agree to any adjustment shall be a dispute concerning a question of fact within the meaning of the clause of this contract entitled "Dispute Resolution."

9. **INVOICING AND PAYMENT:**

- 9.1. Invoices: In order to receive payment under the Contract, the Contractor must submit an original invoice to TPWD, which will be designated in the purchase order as the "Bill To" address. To be a proper invoice that may be accepted and paid, the invoice must include the following information and/or attachments: (1) Name and address of the Contractor. (2) The Contractor's Texas Identification Number (TIN). (3) The Contractor's invoice remittance address. (4) The purchase order number authorizing the delivery of products or services. (5) A description of what the Contractor delivered, including, as applicable, the time period, serial number, unit price, quantity, and total price of the products and services. If the invoice is for a lease, the Contractor must also include the payment number (e.g., 1 of 36).
- 9.2. Disputed Invoices: As stated above, the Contractor will receive notice of an error in an invoice submitted for payment by not later than the 21st day after the date the invoice was received by the TPWD. If an invoice dispute is resolved in favor of the Contractor, the Contractor is entitled to

receive interest on the unpaid balance of the invoice, beginning on the date the invoice became overdue, pursuant to Gov't Code § 2251.021. If a dispute is resolved in favor of the TPWD, the Contractor shall submit a corrected invoice that must be paid in accordance with Section 2251.021. The unpaid balance accrues interest if the corrected invoice is not paid by the appropriate date.

- 9.3. **Time and Manner of Payment:** Pursuant to Texas Gov't Code Chapter 2251, payment by TPWD is overdue on the 31st day after the later of: (1) the date the TPWD receives the goods under the Contract; (2) the date the performance of the service under the contract is completed; or (3) the date the TPWD receives the invoice for the goods or service. Payment by a political subdivision Customer whose governing body meets only once a month or less frequently is overdue on the 46th day after the later event of: (1) the date TPWD receives the goods under the Contract; (2) the date the performance of the service under the contract is completed; or (3) the date TPWD receives the invoice for the goods or service.

10. **PATENTS, TRADEMARKS, OR COPYRIGHTS:** Respondent agrees to defend and indemnify the TPWD and State from claims involving infringement or violation of patents, trademarks, copyrights, trade secrets, or other proprietary rights, arising out of the TPWD's or the State's use of any good or service provided by the respondent as a result of this solicitation.
11. **PROHIBITION ON LOBBYING:** The Respondent shall comply with the provisions of a federal law known generally as the Lobbying Disclosure Act, 2 U.S.C. § 1601 et seq. By submitting a Bid/Proposal, the Respondent certifies that it shall not and has not used federally appropriated funds to pay any person or organization for influencing or attempting to influence any officer or employee of any federal agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. It also certifies that the Respondent shall disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award by completing and submitting Standard Form LLL.
12. **ANTI-TRUST AND ASSIGNMENT OF CLAIMS:** The undersigned affirms under penalty of perjury of the laws of the State of Texas that (1) in connection with this Response, neither I nor any representative of the Respondent have violated any provision of the Texas Free Enterprise and Antitrust Act., Tex. Bus. & Comm Code Chapter 15; (2) in connection with this Response, neither I nor any representative of the Respondent have violated any federal antitrust law; and (3) neither I nor any representative of the Respondent have directly or indirectly communicated any of the contents of this Response to a competitor of the Respondent or any other company, firm, partnership or individual engaged in the same line of business as the Respondent. The successful Contractor hereby assigns to TPWD, any and all claims for overcharges associated with any contract resulting from this solicitation which arise under the antitrust laws of the United States 15 U.S.C.A., Section 1, et seq. (1973), and which arise under the antitrust laws of the State of Texas, Texas Business and Commercial Code Ann. Sec. 15.01, et seq. (1967).
13. **DEBTS AND DELINQUENCIES:** As required by Gov't Code § 2252.903, the Respondent agrees that any payments due under the Contract shall be directly applied towards eliminating any debt or delinquency is has to the State of Texas including, but not limited to, delinquent taxes, delinquent student loan payments, and delinquent child support.
14. **DISPUTE RESOLUTION:**
- 14.1. The dispute resolution process provided for in Chapter 2260 of Texas Gov't Code and TPWD regulations shall be used by TPWD and the Respondent to resolve all disputes arising under this contract. The Contractor shall comply with such rules, as revised from time to time.
- 14.2. If the Contractor's claim for breach of Contract cannot be resolved informally with TPWD, it shall be submitted to the negotiation process provided in Chapter 2260. To initiate the process, the Contractor shall submit written notice, as required by Chapter 2260. The notice shall also be given to the individual identified in the Contract for receipt of notices. Any informal resolution efforts shall in no way modify the requirement or toll the timing of the formal written notice of a claim for breach

of contract required under § 2260.051 of Texas Gov't Code. Compliance by the Contractor with Chapter 2260 is a condition precedent to the filing of a contested case proceeding under Chapter 2260.

- 14.3. The contested case process provided in Chapter 2260 is the Contractor's sole and exclusive process for seeking a remedy for an alleged breach of Contract by TPWD if the Parties are unable to resolve their disputes as described above.
- 14.4. Compliance with the contested case process provided in Chapter 2260 is a condition precedent to seeking consent to sue from the Legislature under Chapter 107, Civil Practices and Remedies Code. Neither the execution of the Contract by TPWD nor any other conduct of any representative of TPWD relating to the Contract shall be considered a waiver of sovereign immunity to suit.
- 14.5. Notwithstanding any other provision of the Contract to the contrary, unless otherwise requested or approved in writing by TPWD, the Contractor shall continue performance and shall not be excused from performance during the period any breach of contract claim or dispute is pending under either of the above processes; however, the Contractor may suspend performance during the pendency of such claim or dispute if the Contractor has complied with all provisions of Gov't Code § 2251.051, and such suspension of performance is expressly applicable and authorized under that law.

15. FRAUD, WASTE, AND ABUSE: By submitting a Response to this Solicitation, the Respondent represents and warrants that it has read and understood and shall comply with CPA's Anti-Fraud Policy, found at: <https://comptroller.texas.gov/about/policies/ethics.php>, as such Policy currently reads and as it is amended throughout the term of the Contract.

16. NAME CHANGES AND SALES:

- 16.1. If the Contractor changes its name or is sold to another entity, it must provide written notification to TPWD. The Contractor, in its notice, shall describe the circumstances of the name change or sale, state its new name, provide the new Tax Identification Number, and describe how the change will impact its ability to perform the Contract. If the change entails personnel changes for personnel performing the responsibilities of the Contract for the Contractor, the Contractor shall identify the new personnel and provide resumes to TPWD, if resumes were originally required by the Solicitation. TPWD may request other information about the change and its impact on the Contract and the Contractor shall supply the requested information within five (5) working days of receipt of the request.
- 16.2. TPWD may terminate the Contract due to a sale of or change to the Contractor that materially alters the Contractor's ability to perform under the Contract. The TPWD has the sole discretion to determine if termination is appropriate.

17. CONTRACTOR RESPONSIBILITIES:

- 17.1. Contractor agrees to comply with all terms and conditions contained in this solicitation and resulting Contract.
- 17.2. Contractor guarantees services offered will meet or exceed the written specifications identified in this solicitation.
- 17.3. Permits: Contractor shall be responsible, at the Contractor's expense, for obtaining any and all permits or licenses required by city, county, state, or federal rules, regulations, law, or codes that pertain to the Contract.
- 17.4. Electrical Items: All electrical items provided by the Contractor to TPWD under the Contract must meet all applicable OSHA standards and regulations, and bear the appropriate listing from UL, FMRC, or NEMA.
- 17.5. Executive Head: Pursuant to Gov't Code § 669.003, the TPWD may not enter into a contract with a person who employs a current or former Executive Head of a state agency until four years have passed since that person was the executive head of the state agency. By submitting a Proposal, the Respondent certifies that it does not employ any person who was the Executive Head of a state

agency in the past four years. If Section 669.003 applies, Respondent shall complete the following information in order for the response submission to be evaluated:

Name of former executive: _____
 Name of state agency: _____
 Date of separation from state agency: _____
 Position with Respondent: _____
 Date of employment with Respondent: _____

- 17.6. Contractor agrees to take precautions necessary to protect person or property against injury or damage, and be responsible for such injury or damage.
- 17.7. Contractor agrees to comply with Federal law or State Worker's Compensation laws which are applicable to the work required or performed under this contract and to pay or cause to be paid all compensation, medical or hospital bills which may become due or payable thereunder, and to protect and indemnify TPWD from and against any and all liability by reason of injury to employees of Contractor or subcontractor.
- 17.8. Contractor shall provide all labor, equipment and materials (unless otherwise stated herein) necessary to furnish the goods or perform the service. All employees of the Contractor shall be a minimum of 17 years of age and experienced in the type of work to be performed. Only the Contractor and its employees will be allowed on state property during working hours.
18. **TERMINATED CONTRACTS:** By submitting a Response, the Respondent certifies that it has not had a contract terminated or been denied the renewal of any contract for non-compliance with policies or regulations of any state or federally funded program within the past five (5) years nor is it currently prohibited from contracting with a governmental agency. If the Respondent does have such a terminated contract, the Respondent shall identify each and provide an explanation for the termination.
19. **AGENT FOR PURPOSES OF CUSTOMER INFORMATION:** Contractor will act as TPWD's agent for the purposes of receiving and protecting the confidentiality of any customer information provided by TPWD under this Contract. The TPWD shall not be responsible for withholding taxes from payments made under the Contract. The Contractor shall have no claim against the TPWD for vacation pay, sick leave, retirement benefits, social security, worker's compensation, health or disability benefits, unemployment insurance benefits, or employee benefits of any kind.
20. **RIGHT TO AUDIT / RECORDS RETENTION:** Under Section 2262.154 of the Texas Gov't Code, the state auditor may conduct an audit or investigation of any entity receiving funds from the state directly under any contract or indirectly through a subcontract under the contract. The acceptance of funds by the Contractor or other entity or person directly under the contract or indirectly through a subcontract under the contract acts as acceptance of the authority of the State Auditor's Office, TPWD or any successor agency, under the direction of the legislative audit committee, to conduct an audit or investigation in connection with those funds. Under the direction of the legislative audit committee, the Contractor or other entity that is the subject of an audit or investigation by the state auditor must provide the state auditor with access to any information the state auditor considers relevant to the investigation or audit. Contractor shall ensure that this paragraph concerning the State's authority to audit funds received indirectly by subcontractors through Contractor and the requirement to cooperate is included in any subcontract it awards. Contractor shall maintain and retain supporting fiscal and any other documents relevant to showing that any payments under these Contract funds were expended in accordance with the laws and regulations of the State of Texas, including but not limited to, requirements of the Comptroller of the State of Texas and the State Auditor. Contractor shall maintain all such documents and other records relating to this Contract and the State's property for a period of seven (7) years after the date of submission of the final invoices or until a resolution of all billing questions, whichever is later. Contractor shall make available at reasonable times and upon reasonable notice, and for reasonable periods, all documents and other information related to the work of this Contract. Contractor and the subcontractors shall provide the State Auditor with any information that the State Auditor deems relevant to any investigation or audit. Contractor must retain all work and other supporting documents pertaining to this Contract, for purposes of inspecting, monitoring, auditing, or evaluating by TPWD and any authorized agency of the State of Texas, including an investigation or audit by the State Auditor. Contractor shall cooperate with any authorized agents of the State of Texas and shall provide them

with prompt access to all of such State's work as requested. Contractor's failure to comply with this Section shall constitute a material breach of this Contract and shall authorize TPWD and the State of Texas to immediately assess appropriate damages for such failure.

21. **FORCE MAJEURE:** Neither Respondent nor TPWD shall be liable to the other party for any delaying, or failure of performance, of any requirement in the contract caused by force majeure. The existence of such causes of delay or failure shall extend the period of performance until after the causes of delay or failure have been removed, provided the non-performing party exercises all reasonable due diligence to perform. Force majeure is defined as acts of God, fire, explosions, hurricanes, floods, epidemics or pandemics, national or regional emergency, failures of transportation, or other causes that are beyond the reasonable control of either party and that by exercise of due foresight such party could not reasonably have been expected to avoid, and which, by the exercise of all reasonable due diligence, such party is unable to overcome. The burden of proof for the need of such relief shall rest upon the Contractor. To obtain release based on force majeure, the Contractor shall file a written request with TPWD reasonably promptly from the time the force majeure event occurs.
22. **PROPRIETARY OR CONFIDENTIAL INFORMATION:**
- 22.1. Any proprietary, trade secret or otherwise confidential information Respondent includes in its Proposal must be clearly labeled as proprietary or confidential information, and Respondent must identify the specific exception to disclosure in the Public Information Act (PIA). Merely making a blanket claim the entire Proposal is protected from disclosure because it contains some proprietary information is not acceptable and shall make the entire Proposal subject to release under the PIA. In order for TPWD to initiate the process of seeking an Attorney General opinion on the release of proprietary or confidential information, the specific provisions of the Proposal that are considered by the Respondent to be proprietary or confidential must be clearly labeled as described herein. Any information which is not clearly identified as proprietary or confidential shall be deemed to be subject to disclosure pursuant to the PIA.
- 22.2. Contractor acknowledges that TPWD may provide Contractor with access to customer information as defined by Texas Parks and Wildlife Code §11.030 and 31 TAC §§ 51.300-306. This information may include, but is not limited to, the name, age, email, home address, and telephone number of a TPWD customer. This information is confidential regardless of the medium in which the information is provided to Contractor and will be clearly identified and marked by TPWD as such when provided to Respondent.
- 22.3. Information, documentation, and other material in connection with this Response or any resulting contract may be subject to public disclosure under the Texas Public Information Act, Chapter 552 of the Texas Gov't Code.
- 22.4. Contractor is required to make any information created or exchanged with the state pursuant to this contract, and not otherwise excepted from disclosure under the Texas Public Information Act, available in a format that is accessible by the public at no additional charge to the state.
23. **RIGHT TO DATA, DOCUMENTS AND COMPUTER SOFTWARE (STATE OWNERSHIP):** Any software, research, reports studies, data, photographs, negatives or other documents, drawings or materials prepared by Contractor in the performance of its obligations under this contract shall be the exclusive property of the State of Texas and all such materials shall be delivered to the State by the Contractor upon completion, termination, or cancellation of this contract. Contractor may, at its own expense, keep copies of all its writings for its personal files. Contractor shall not use, willingly allow, or cause to have such materials used for any purpose other than the performance of Contractor's obligations under this contract without the prior written consent of the State; provided, however, that Contractor shall be allowed to use non-confidential materials for writing samples in pursuit of the work. The ownership rights described herein shall include, but not be limited to, the right to copy, publish, display, transfer, prepare derivative works, or otherwise use the works.
24. **PUBLIC DISCLOSURE / NEWS RELEASES:** No public disclosures or news releases pertaining to this solicitation shall be made without prior written approval of TPWD.

- 25. CONFIDENTIALITY AND SECURITY:** As mentioned in Subsection 22.2 above, Contractor acknowledges that TPWD may provide access to customer information as defined by Texas Parks and Wildlife Code §11.030 and 31 TAC §§ 51.300-306. This information is confidential and will be clearly identified and marked by TPWD as such when provided to Contractor. TPWD shall retain full ownership and control of any customer information that is provided to Contractor under this Contract. Any information the Contractor compiles or creates as a result of the Contract must be maintained and protected in accordance with any federal, state, or local laws and regulations that apply. The Contractor shall establish a method to secure the confidentiality of records and other information relating to clients and TPWD customers in accordance with applicable federal and state laws, rules, and regulations. The obligations of the Contractor under this Confidentiality and Security Article shall survive this Contract and shall be included in all subcontracts.
- 26. TERMINATION:** This contract shall terminate upon full performance of all requirements contained in this contract, unless otherwise extended or renewed as provided in accordance with the contract terms and conditions.
- 26.1. Termination for Convenience: TPWD reserves the right to terminate the contract at any time, in whole or in part, without cost or penalty, by providing 30 calendar days' advance written notice if TPWD determines that such termination is in the best interest of the state. In the event of such a termination, the Contractor shall, unless otherwise mutually agreed upon in writing, cease all work immediately upon the effective date of termination. TPWD will be liable for payments limited only to the portion of work authorized by TPWD in writing and completed prior to the effective date of cancellation, provided that TPWD shall not be liable for any work performed that is not acceptable to TPWD and/or does not meet contract requirements. All work products produced by the Contractor and paid for by TPWD shall become the property of TPWD and shall be tendered upon request. Termination under this paragraph shall not relieve the vendor of any obligation or liability that has occurred prior to cancellation.
- 26.2. Termination for Cause/Default: If the Contractor fails to provide the goods or services contracted for according to the provisions of the Contract, or fails to comply with any of the terms or conditions of the Contract, the TPWD may, upon written notice of default to the Contractor, terminate all or any part of the Contract after providing an opportunity to cure the default.
- 26.2.1. Contractor will be responsible for paying damages to TPWD including but not limited to re-procurement costs, and any consequential damages to the State of Texas or TPWD resulting from Contractor's non-performance. The defaulting Contractor will not be considered in the re-solicitation and may not be considered in future solicitations for the same type of work, unless the specification or scope of work is significantly changed.
- 26.3. The rights and remedies of TPWD provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.
- 26.4. TPWD may exercise any other right, remedy or privilege which may be available to it under applicable law of the state and any other applicable law or may proceed by appropriate court action to enforce the provisions of the Contract, or to recover damages for the breach of any agreement being derived from the Contract. The exercise of any of the foregoing remedies will not constitute a termination of the Contract unless TPWD notifies the Contractor in writing prior to the exercise of such remedy. The Contractor shall remain liable for all covenants and indemnities under the Contract. The Contractor shall be liable for all costs and expenses, including court costs, incurred by TPWD with respect to the enforcement of any of the remedies listed herein.
- 27. SURVIVAL OF TERMS:** Termination of the Contract for any reason shall not release the Contractor from any liability or obligation set forth in the Contract that is expressly stated to survive any such termination or by its nature would be intended to be applicable following any such termination, including the provisions regarding confidentiality, indemnification, transition, records, audit, property rights, dispute resolution, and invoice and fees verification.
- 28. RIGHTS UPON TERMINATION OR EXPIRATION OF CONTRACT:** In the event that the Contract is terminated for any reason, or upon its expiration, TPWD shall retain ownership of all associated work products and documentation obtained from the Contractor under the Contract, unless otherwise specified.

29. **CHANGE IN FEDERAL OR STATE REQUIREMENTS:** If federal or state laws or regulations or other federal or state requirements are amended or judicially interpreted so that either TPWD or the Contractor cannot reasonably fulfill the Contract and if the Parties cannot agree to an amendment that would enable substantial continuation of the Contract, the Parties shall be discharged from any further obligations under the Contract.
30. **TAXES:** Purchases made for state uses are exempt from Texas State Sales Tax and Federal Excise Tax. An Excise Tax Exemption Certificate will be furnished upon written request to TPWD.
31. **BUY TEXAS:** In accordance with § 2155.4441, Gov't Code, the Contractor agrees that during the performance of a contract for services it shall purchase products and materials produced in Texas when they are available at a price and time comparable to products and materials produced outside Texas.
32. **NOTE TO RESPONDENT:** Any terms and conditions attached to a solicitation will not be considered unless specifically referred to on this solicitation form and may result in disqualification of the response submission. If any respondent takes a 'blanket exception' to the entire solicitation or does not provide proposed alternative language, the respondent's response may be disqualified from further consideration.
33. **ACCESSIBILITY STANDARDS:** Under Texas Government Code, Chapter 2054, Subchapter M, TPWD must procure products that comply with the Accessibility Standards defined in the Texas Administrative Code, 1 TAC 206 and 1 TAC 213, when such products are available in the commercial marketplace or when such products are developed in response to a procurement solicitation. Accordingly, Contractor must provide electronic and information resources and associated product documentation and technical support that comply with these Accessibility Standards (in the form of a Voluntary Product Accessibility Template, or "VPAT") in its response to this RFO. Vendors who do not already have accessibility documentation should complete the form located here: <http://www.itic.org/policy/accessibility/>. Contractors that claim their products are exempt from accessibility requirements must present that position to TPWD as a question during the question and answer period of the solicitation.
34. **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION:** Respondent certifies that the responding entity and its principals are eligible to participate in this transaction and have not been subjected to suspension, debarment, or similar ineligibility determined by any federal, state or local governmental entity and the Respondent is in compliance with the State of Texas statutes and rules relating to procurement and that Respondent is not listed on the federal government's terrorism watch list as described in Executive Order 13224.
35. **SYSTEM FOR AWARD MANAGEMENT (SAM):** Respondent certifies that it and its principals are not suspended or debarred from doing business with the state or federal government as listed on the State of Texas Debarred Vendor List maintained by the Texas Comptroller of Public Accounts and the System for Award Management (SAM) maintained by the General Services Administration. Prior to awarding state funds for goods and/or services rendered, the State of Texas will conduct a required search of your firm using SAM. This is a Federal government-maintained database that records and tracks organizations, either known to or suspected of contributing to terrorist organizations. No state funds may be paid to an individual or firm whose name appears on this list. TPWD reserves the right, in its sole discretion, to deny and/or exclude any individual or firm from an award whose name appears on this list.
36. **FEDERAL DISASTER RELIEF FRAUD:** Sections 2155.006 and 2261.053 of the Gov't Code, prohibit state agencies from accepting a response or awarding a contract that includes proposed financial participation by a person who, in the past five years has been convicted of violating a federal law or assessed a penalty in connection with a contract involving relief for Hurricane Rita, Hurricane Katrina, or any other disaster, as defined by Section 418.004 of the Gov't Code, occurring after September 24, 2005. Under Sections 2155.006 and 2261.053 of the Texas Gov't Code, Respondent certifies that the individual or business entity named in this response or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.
37. **APPLICABLE LAWS AND VENUE:** The Contract shall be governed by and construed in accordance with the laws of the State of Texas, with regards to the conflicts of law provisions. The venue of any suit arising

under this Contract is fixed in any court of competent jurisdiction in Travis County, Texas, unless the specific venue is otherwise identified in a statute which directly names or otherwise identifies its applicability to TPWD.

- 38. APPLICABLE LAWS AND CONFORMING AMENDMENTS:** Contractor must comply with all laws, regulations, requirements and guidelines applicable to a Contractor providing services to the State of Texas as these laws, regulations, requirements and guidelines currently exist and as they are amended throughout the term of this Contract. TPWD reserves the right, in its sole discretion, to unilaterally amend this Contract throughout its term to incorporate any modifications necessary for TPWD or Contractor's compliance with all applicable State and federal laws, and regulations.
- 39. COMPLIANCE WITH LAWS; DEALING WITH PUBLIC SERVANTS:**
- 39.1. The Respondent must comply with all applicable laws at all times, including, without limitation, the following: (i) Texas Penal Code § 36.02, which prohibits bribery; (ii) Texas Penal Code § 36.09, which prohibits the offering or conferring of benefits to public servants; (iii) Gov't Code § 2155.003, which prohibits the chief clerk or any other employee of the TPWD from having an interest in, or in any manner be connected with, a contract or bid for a purchase of goods or services by an agency of the state or accept from any person to whom a contract has been awarded anything of value or a promise, obligation, or contract for future reward or compensation.
- 39.2. The Respondent shall give all notices and comply with all laws and regulations applicable to furnishing and performance of the Contract. Except where otherwise expressly required by applicable laws and regulations, TPWD shall not be responsible for monitoring Respondent's compliance with any laws or regulations. If Respondent performs any work knowing or having reason to know that it is contrary to laws or regulations, Respondent shall bear all claims, costs, losses and damages caused by, arising out of or resulting therefrom.
- 40. NO WAIVER:** Nothing in this Contract shall be construed as a waiver of the state's or TPWD's sovereign immunity. This Contract shall not constitute or be construed as a waiver of any of the privileges, rights, defenses, remedies, or immunities available to the State of Texas. The failure to enforce, or any delay in the enforcement, of any privileges, rights, defenses, remedies, or immunities available to the State of Texas. The failure to enforce, or any delay in the enforcement, of any privileges, rights, defenses, remedies, or immunities available to the State of Texas under this Contract or under applicable law shall not constitute a waiver of such privileges, rights, defenses, remedies, or immunities or be considered as a basis for estoppel. TPWD does not waive any privileges, rights, defenses, or immunities available to TPWD by entering into this Contract or by the conduct of any representative of TPWD, prior to or subsequent to entering into this Contract.
- 41. NO LIABILITY UPON TERMINATION:** If this Contract is terminated for any reason, TPWD and the State of Texas shall not be liable to Contractor for any damages, claims, losses, or any other amounts arising from or related to any such termination. However, Contractor may be entitled to the remedies provided in Gov't Code, Chapter 2260.
- 42. DECEPTIVE TRADE PRACTICES; UNFAIR BUSINESS PRACTICES:** Respondent represents and warrants that it has not been the subject of allegations of Deceptive Trade Practices violations under Tex. Bus. & Com. Code, Chapter 17, or allegations of any unfair business practice in any administrative hearing or court suit and that Respondent has not been found to be liable for such practices in such proceedings. Contractor certifies that it has no officers who have served as officers of other entities who have been the subject of Deceptive Trade Practice violations or allegations of any unfair business practices in an administrative hearing or court suit, and that such officers have not been found to be liable for such practices in such proceedings.
- 43. FALSE STATEMENTS; BREACH OF REPRESENTATIONS:** If Respondent signed its Bid/Proposal with a false statement or signs the Contract with a false statement or it is subsequently determined that Contractor has violated any of the representations, warranties, guarantees, certifications or affirmations included in the

Contract, Contractor shall be in default under this Contract and TPWD may terminate or void the Contract for cause and pursue other remedies available to TPWD under this Contract and applicable law.

- 44. ACTUAL AND PERCEIVED CONFLICTS:** By submitting a Bid/Proposal, the Respondent represents and warrants that the provision of goods and services or other performance under the contract will not constitute an actual or potential conflict of interest or reasonably create an appearance of impropriety. In its Bid/Proposal, the Respondent shall disclose any existing or potential conflict of interest that it might have in contracting with TPWD. The TPWD will decide, in its sole discretion, whether an actual or perceived conflict should result in Bid/Proposal disqualification or Contract termination.
- 45. CURRENT AND FORMER TPWD EMPLOYEES:**
- 45.1. In addition to the disclosures required above, the Respondent shall also disclose any of its personnel who are current or former officers or employees of the TPWD or who are related, within the third degree by consanguinity (as defined by Gov't Code § 573.023) or within the second degree by affinity (as defined by Gov't Code § 573.025), to any current or former officers or employees of the TPWD.
- 45.2. Respondents must comply with all applicable Texas and federal laws and regulations relating to the hiring of former state employees (see e.g., Gov't Code Chapters 572 and 573). Such "revolving door" provisions generally restrict former agency heads from communicating with or appearing before the agency on certain matters for two years after leaving the agency. The revolving door provisions also restrict some former employees from representing clients on matters that the employee participated in during state service or matters that were in the employees' official responsibility or from working for certain entities after their state employment. Respondent, by signing this solicitation, certifies that it has complied with all applicable laws and regulations regarding former state employees.
- 46. INSURANCE AND OTHER SECURITY:**
- 46.1. Respondent represents and warrants that it will, within ten (10) business days of executing this agreement, provide TPWD with current certificates of insurance or other proof acceptable to TPWD of the required insurance coverage.
- 46.2. The Respondent represents and warrants that it will obtain and maintain for the term of the Contract all insurance coverage required under this solicitation. Contractor's failure to obtain or maintain the specified coverage during the term of the agreement will be considered a breach of the Contract.
- 46.3. The Respondent represents and warrants that all of the above coverage will be obtained from companies that are licensed in the state of Texas, have an "A" rating from Best, and are authorized to provide the coverage. The Respondent shall furnish proof of insurance upon request of TPWD.
- 47. SEVERABILITY:** If any provision of the Contract is construed to be illegal or invalid, such construction will not affect the legality or validity of any of its other provisions. The illegal or invalid provision will be deemed severable and stricken from the contract as if it had never been incorporated herein, but all other provisions will continue in full force and effect.
- 48. HISTORICALLY UNDERUTILIZED BUSINESSES (HUB):** Respondent represents and warrants that it shall comply with the Historically Underutilized Business requirements pursuant to Gov't Code, Chapter 2161.
- 49. AMENDMENTS:** Except as provided in *Section III, Paragraph 8* of this Contract, this Contract may be amended only upon written agreement between TPWD and Contractor; however, any amendment of this Contract that conflicts with the laws of the State of Texas shall be void. The Contractor shall not be entitled to payment for any additional services, work, or products that are not authorized by a properly executed Contract amendment.

50. **CHANGE MANAGEMENT:** The Respondent agrees that the key personnel assigned to the Contract shall remain available for the entirety of the project throughout the term of the Contract as long as that individual is employed by the Respondent or unless TPWD agrees to a change in the key personnel.
51. **FEDERAL, STATE AND LOCAL REQUIREMENTS:** Respondent shall demonstrate on-site compliance with the Federal Tax Reform Act of 1986, Section 1706, amending Section 530 of the Revenue Act of 1978, dealing with issuance of Form W-2's to common law employees. Respondent is responsible for both federal and State unemployment insurance coverage and standard Worker's Compensation insurance coverage. Respondent shall comply with all federal and State tax laws and withholding requirements. The State of Texas shall not be liable to Respondent or its employees for any Unemployment or Workers' Compensation coverage, or federal or State withholding requirements. **Contractor shall indemnify the State of Texas and shall pay all costs, penalties, or losses resulting from its omission or breach of this Section.**
52. **INDEMNIFICATION AND LIABILITY:**
- 52.1. **Acts or Omissions:** CONTRACTOR SHALL INDEMNIFY AND HOLD HARMLESS THE STATE OF TEXAS, TPWD, AND/OR THEIR OFFICERS, AGENTS, EMPLOYEES, REPRESENTATIVES, CONTRACTORS, ASSIGNEES, AND/OR DESIGNEES FROM ANY AND ALL LIABILITY, ACTIONS, CLAIMS, DEMANDS, OR SUITS, AND ALL RELATED COSTS, ATTORNEY FEES, AND EXPENSES ARISING OUT OF, OR RESULTING FROM ANY ACTS OR OMISSIONS OF THE CONTRACTOR OR ITS AGENTS, EMPLOYEES, SUBCONTRACTORS, ORDER FULFILLERS, OR SUPPLIERS OF SUBCONTRACTORS IN THE EXECUTION OR PERFORMANCE OF THE CONTRACT AND ANY PURCHASE ORDERS ISSUED UNDER THE CONTRACT. THE DEFENSE SHALL BE COORDINATED BY CONTRACTOR WITH THE OFFICE OF THE ATTORNEY GENERAL WHEN TEXAS STATE AGENCIES ARE NAMED DEFENDANTS IN ANY LAWSUIT AND CONTRACTOR MAY NOT AGREE TO ANY SETTLEMENT WITHOUT FIRST OBTAINING THE CONCURRENCE FROM THE OFFICE OF THE ATTORNEY GENERAL. CONTRACTOR AND TPWD AGREE TO FURNISH TIMELY WRITTEN NOTICE TO EACH OTHER OF ANY SUCH CLAIM.
- 52.2. **Infringements:**
- 52.2.1. CONTRACTOR SHALL INDEMNIFY AND HOLD HARMLESS THE STATE OF TEXAS, TPWD, AND/OR THEIR EMPLOYEES, AGENTS, REPRESENTATIVES, CONTRACTORS, ASSIGNEES, AND/OR DESIGNEES FROM ANY AND ALL THIRD PARTY CLAIMS INVOLVING INFRINGEMENT OF UNITED STATES PATENTS, COPYRIGHTS, TRADE AND SERVICE MARKS, AND ANY OTHER INTELLECTUAL OR INTANGIBLE PROPERTY RIGHTS IN CONNECTION WITH THE PERFORMANCES OR ACTIONS OF CONTRACTOR PURSUANT TO THIS CONTRACT. CONTRACTOR AND TPWD AGREE TO FURNISH TIMELY WRITTEN NOTICE TO EACH OTHER OF ANY SUCH CLAIM. CONTRACTOR SHALL BE LIABLE TO PAY ALL COSTS OF DEFENSE INCLUDING ATTORNEYS' FEES. THE DEFENSE SHALL BE COORDINATED BY CONTRACTOR WITH THE OFFICE OF THE ATTORNEY GENERAL WHEN TEXAS STATE AGENCIES ARE NAMED DEFENDANTS IN ANY LAWSUIT AND CONTRACTOR MAY NOT AGREE TO ANY SETTLEMENT WITHOUT FIRST OBTAINING THE CONCURRENCE FROM THE OFFICE OF THE ATTORNEY GENERAL.
- 52.2.2. Contractor shall have no liability under this Section if the alleged infringement is caused in whole or in part by: (i) use of the product or service for a purpose or in a manner for which the product or service was not designed, (ii) any modification made to the product without Contractor's written approval, (iii) any modifications made to the product by the Contractor pursuant to Customer's specific instructions, (iv) any intellectual property right owned by or

licensed to Customer, or (v) any use of the product or service by Customer that is not in conformity with the terms of any applicable license agreement.

- 52.2.3. If Contractor becomes aware of an actual or potential claim, or Customer provides Contractor with notice of an actual or potential claim, Contractor may (or in the case of an injunction against Customer, shall), at Contractor's sole option and expense; (i) procure for the Customer the right to continue to use the affected portion of the product or service, or (ii) modify or replace the affected portion of the product or service with functionally equivalent or superior product or service so that Customer's use is non-infringing.

52.3. Compensation/Unemployment Insurance – Including Indemnity:

- 52.3.1. **CONTRACTOR AGREES AND ACKNOWLEDGES THAT DURING THE EXISTENCE OF THIS CONTRACT, CONTRACTOR SHALL BE ENTIRELY RESPONSIBLE FOR THE LIABILITY AND PAYMENT OF CONTRACTOR'S AND CONTRACTOR'S EMPLOYEES' TAXES OF WHATEVER KIND, ARISING OUT OF THE PERFORMANCES IN THIS CONTRACT. CONTRACTOR AGREES TO COMPLY WITH ALL STATE AND FEDERAL LAWS APPLICABLE TO ANY SUCH PERSONS, INCLUDING LAWS REGARDING WAGES, TAXES, INSURANCE, AND WORKERS' COMPENSATION. TPWD AND/OR THE STATE SHALL NOT BE LIABLE TO THE CONTRACTOR, ITS EMPLOYEES, AGENTS, OR OTHERS FOR THE PAYMENT OF TAXES OR THE PROVISION OF UNEMPLOYMENT INSURANCE AND/ OR WORKERS' COMPENSATION OR ANY BENEFIT AVAILABLE TO A STATE EMPLOYEE OR EMPLOYEE OF ANOTHER GOVERNMENTAL ENTITY CUSTOMER.**

- 52.3.2. **CONTRACTOR AGREES TO INDEMNIFY AND HOLD HARMLESS TPWD, THE STATE OF TEXAS AND/OR THEIR EMPLOYEES, AGENTS, REPRESENTATIVES, CONTRACTORS, AND/OR ASSIGNEES FROM ANY AND ALL LIABILITY, ACTIONS, CLAIMS, DEMANDS, OR SUITS, AND ALL RELATED COSTS, ATTORNEYS' FEES, AND EXPENSES, RELATING TO TAX LIABILITY, UNEMPLOYMENT INSURANCE AND/OR WORKERS' COMPENSATION IN ITS PERFORMANCE UNDER THIS CONTRACT. CONTRACTOR SHALL BE LIABLE TO PAY ALL COSTS OF DEFENSE INCLUDING ATTORNEYS' FEES. THE DEFENSE SHALL BE COORDINATED BY VENDOR WITH THE OFFICE OF THE ATTORNEY GENERAL WHEN TEXAS STATE AGENCIES ARE NAMED DEFENDANTS IN ANY LAWSUIT AND CONTRACTOR MAY NOT AGREE TO ANY SETTLEMENT WITHOUT FIRST OBTAINING THE CONCURRENCE FROM THE OFFICE OF THE ATTORNEY GENERAL. CONTRACTOR AND TPWD AGREE TO FURNISH TIMELY WRITTEN NOTICE TO EACH OTHER OF ANY SUCH CLAIM.**

- 53. CONTRACTOR LIABILITY FOR DAMAGE TO GOVERNMENT PROPERTY:** The Contractor shall be liable for all damages to government-owned, leased, or occupied property and equipment caused by the Contractor and its employees, agents, subcontractors, and suppliers, including any delivery or cartage company, in connection with any performance pursuant to the Contract. The Contractor shall notify the TPWD Contract Manager in writing of any such damage within one (1) calendar day.

- 54. FELONY CRIMINAL CONVICTIONS:** Respondent represents and warrants that Contractor has not and Respondent's employees have not been convicted of a felony criminal offense, or that, if such a conviction has occurred, Respondent has fully advised TPWD as to the facts and circumstances surrounding the conviction.

- 55. IMMIGRATION:** The Respondent represents and warrants that it shall comply with the requirements of the Immigration Reform and Control Act of 1986 and 1990 regarding employment verification and retention of verification forms for any individuals hired on or after November 6, 1986, who will perform any labor or services under the Contract. The Respondent also represents and warrants that it shall comply with the requirements of the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 ("IIRIRA).
- 56. SUBCONTRACTORS:** Subcontractors providing service under the contract shall meet the same requirements and level of experience as required of the Contractor. No subcontract under the purchase order shall relieve the primary Contractor of responsibility for the service. If the Contractor uses a subcontractor for any or all of the work required, the following conditions shall apply under the listed circumstances:
- 56.1. Respondents planning to subcontract all or a portion of the work shall identify the proposed subcontractors.
 - 56.2. Subcontracting shall be at the Contractor's expense.
 - 56.3. TPWD retains the right to check subcontractor's background and make determination to approve or reject the use of submitted subcontractors.
 - 56.4. The Contractor shall be the only contact for TPWD and subcontractors. Respondent shall list a designated point of contact for all TPWD and subcontractor inquiries.
 - 56.5. The Contractor, in subcontracting for any performances specified herein, expressly understands and acknowledges that in entering into such subcontract(s), TPWD is in no manner liable to any subcontractor(s) of the Contractor. In no event shall this provision relieve the Contractor of the responsibility for ensuring that the performances rendered under all subcontracts are rendered so as to comply with all terms of this solicitation and Contract. The Contractor shall manage all quality and performance, project management, and schedules for subcontractors. The Contractor shall be held solely responsible and accountable for the completion of all work for which the Contractor has subcontracted.
- 57. PROTEST PROCEDURES:** Any actual or prospective Respondent who is aggrieved in connection with this solicitation, evaluation, or award of any contract resulting from this solicitation may formally protest as provided in TPWD's rules at TAC, Title 31, Part 2, Chapter 51, Subchapter L, Rule 51.350.
- 58. NON-APPROPRIATION OF FUNDS:** Any contract resulting from this solicitation is subject to termination or cancellation, without penalty to TPWD, either in whole or in part, subject to the availability of state funds. TPWD is a state agency whose authority and appropriations are subject to actions of the Texas Legislature. If TPWD becomes subject to a legislative change, revocation of statutory authority, or lack of appropriated funds which would render TPWD's or Contractor's delivery or performance under the contract impossible or unnecessary, the contract will be terminated or cancelled and be deemed null and void. In the event of a termination or cancellation under this Section, TPWD will not be liable to Contractor for any damages, which are caused or associated with such termination, or cancellation and TPWD will not be required to give prior notice.
- 59. NON-DISCRIMINATION/CIVIL RIGHTS:** The Respondent agrees that no person shall, on the ground of race, color, religion, sex, national origin, age, disability, political affiliation, or religious belief, be excluded from the participation in, be denied the benefits of, be subjected to discrimination under, or be denied employment in the administration of, or in connection with, any program or activity funded in whole or in part with funds available under this Contract. The Respondent shall comply with Executive Order 11246, "Equal Employment Opportunity," as amended by Executive Order 11375, "Amending Executive Order 11246 relating to Equal Employment Opportunity," and as supplemented by regulations at 41 C.F.R. Part 60. The prime contractor shall ensure that this clause is included in all subcontracts.
- 60. CONFLICT OF INTEREST:** Under Gov't Code § 2155.003, Respondent represents and warrants that it has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with the contract. A TPWD employee may not have an interest in, or in any manner be connected with a contract

or response for a purchase of goods or services by an agency of the state. Any individual who interacts with public purchasers in any capacity is required to adhere to the guidelines established in Section 1.2 of the State of Texas Procurement Manual, which outlines the ethical standards required of public purchasers, employees, and respondents who interact with public purchasers in the conduct of state business, and with any opinions of or rules adopted by the Texas Ethics Commission. Entities who are interested in seeking business opportunities with the State must be mindful of these restrictions when interacting with public purchasers of TPWD or purchasers of other state agencies.

61. **HB1295 CERTIFICATE OF INTERESTED PARTIES:** In accordance with 2252.908 of the Government Code, A business entity must use the [Form 1295 filing application](#) to enter the required information on Form 1295 and print a copy of the completed form. Once entered into the filing application, the completed form will include a unique certification number, called a “certification of filing.” An authorized agent of the business entity must sign the printed copy of the form affirming under the penalty of perjury that the completed form is true and correct. The completed, printed, and signed Form 1295 bearing the unique certification of filing number must be filed with TPWD at the time of execution. Additional information can be found at: <https://www.ethics.state.tx.us/filinginfo/1295/> .
62. **LIMITATION ON AUTHORITY; NO OTHER OBLIGATIONS:** Contractor shall have no authority to act for or on behalf of TPWD or the State of Texas except as expressly provided for in this Contract; no other authority, power or use is granted or implied. Contractor may not incur any debts, obligations, expenses, or liabilities of any kind on behalf of the State of Texas or TPWD.
63. **DRUG-FREE WORKPLACE:** The contractor shall comply with the applicable provisions of the Drug-Free Workplace Act of 1988.
64. **NOTICES:** Any written notices required under this Contract will be by either hand delivery to Contractor’s office address specified in the *Execution of Proposal, Exhibit A* of this Contract or by U.S. Mail, certified, return receipt requested, to TPWD, Attn: Purchasing, 4200 Smith School Road, Austin, TX 78744. Notice will be effective on receipt by the affected party. Either party may change the designated notice address in this Section by written notification to the other party.
65. **ORDER OF PRECEDENCE:** In the case of conflicts between the contract documents, the following shall control in this order of priority:
 - 64.1. Signed Contract/Purchase Order (or Notice of Award)
 - 64.2. Attachments to the Contract/Purchase Order (or Notice of Award)
 - 64.3. The Solicitation (e.g., RFP, IFB)
 - 64.4. Contractor’s Response to the Solicitation and Contractor’s Best and Final Offer, if applicable
66. **BUSINESS OWNERSHIP:**
 - 65.1. Pursuant to Texas Family Code, title 5, Subtitle D, Section 231.006(d), regarding child support, the Respondent certifies that the individual or business entity named in this bid is not ineligible to receive the specified payment and acknowledges that this contract may be terminated and payment may be withheld if this certification is inaccurate. Furthermore, any bidder subject to Section 231.006 must include names and Social security numbers of each person with at least 25% ownership of the business entity submitting the bid. This information must be provided prior to award.
 - 65.2. RESPONDENT MUST PROVIDE, IN THE SPACE BELOW, THE NAME AND SOCIAL SECURITY NUMBER OF AN INDIVIDUAL OWNER, A SOLE PROPRIETOR AND ALL PARTNERS, SHAREHOLDERS, OR OWNERS WITH AN OWNERSHIP INTEREST OF AT LEAST TWENTY-FIVE (25) PERCENT OF THE BUSINESS ENTITY ENTERING INTO THIS CONTRACT. BIDDERS THAT HAVE PRE-REGISTERED THIS INFORMATION ON THE CPA/SPD CENTRALIZED MASTER BIDDERS LIST HAVE SATISFIED THIS REQUIREMENT. IF NOT PRE-REGISTERED, COMPLETE THE FOLLOWING:

DO NOT ENTER “CORPORATION”, “PUBLIC CORPORATION”, “PUBLICLY TRADED COMPANY” OR OTHER NON-RESPONSIVE ANSWERS. IF NO ONE PERSON CONTROLS 25% OR MORE OF THE ORGANIZATION, ENTER “NONE”.

NAME _____ SSN _____ % _____

NAME _____ SSN _____ % _____

FEDERAL PRIVACY ACT NOTICE: This notice is given pursuant to the Federal Privacy Act. Disclosure of your Social Security Number (SSN) is required under Section 231.006(c) and Section 231.302 (c)(2) of the Texas Family Code. The SSN will be used to identify persons that may owe child support. The SSN will be kept confidential to the fullest extent allowed under Section 231.302(e), Texas Family Code.

67. NO ASSIGNMENT BY CONTRACTOR: The awarded Contractor shall not assign its rights under the Contract or delegate the performance of its duties under the Contract without prior written approval from the TPWD. Any attempted assignment in violation of this provision is void and without effect.

68. COMPLIANCE WITH OTHER LAW: In the execution of this Contract, Contractor shall comply with all applicable federal, state, and local laws, including laws governing labor, equal opportunity, safety, and environmental protection. Contractor shall make itself familiar with and at all times shall observe and comply with all federal, state, and local laws, ordinances, and regulations which in any manner affect performance under this Contract.

69. ENVIRONMENTAL PROTECTION: The Respondent shall be in compliance with all applicable standards, orders, or regulations issued pursuant to the mandates of the Clean Air Act (42 U.S.C. § 7401 et seq.) and the Federal Water Pollution Control Act, as amended, (33 U.S.C. § 1251 et seq.).

70. U.S. DEPARTMENT OF HOMELAND SECURITY’S E-VERIFY SYSTEM:

70.1. By entering into this Contract, the Contractor certifies and ensures that it utilizes and will continue to utilize, for the term of this Contract, the U.S. Department of Homeland Security’s E-Verify system to determine the eligibility of:

- All persons employed to perform duties within Texas, during the term of the Contract; and
- All persons (including subcontractors) assigned by the Respondent to perform work pursuant to the Contract, within the United States of America

70.2. The Contractor shall provide, upon request of TPWD, an electronic or hardcopy screenshot of the confirmation or tentative non-confirmation screen containing the E-Verify case verification number for attachment to the Form I-9 for the three most recent hires that match the criteria above, by the Contractor, and Contractor’s subcontractors, as proof that this provision is being followed.

70.3. If this certification is falsely made, the Contract may be immediately terminated, at the discretion of the state and at no fault to the state, with no prior notification. The Contractor shall also be responsible for the costs of any re-solicitation that the state must undertake to replace the terminated Contract.

71. Pursuant to Texas Government Code, Title 10, Subchapter F, §§ 2270.001-2270.002, TPWD may not enter into a contract that has a value of \$100,000 or more with a company and that employs 10 or more full-time employees (as defined by Texas Government Code, Title 8, Subchapter A, § 808.001, (except that the term does not include a sole proprietorship) that boycotts Israel. By signing this bid, Bidder verifies that in accordance with Texas Government Code, Title 10, Subchapter F, §§ 2270.001-2270.002, Bidder:

71.1. Does not boycott Israel; and

71.2. Will not boycott Israel during the term of the contract.

72. Pursuant to Texas Government Code, Title 10, Subchapter F, §§ 2252.151-2252.154, TPWD may not enter into a contract with a company (as defined by Texas Government Code, Title 8, Subchapter A, § 806.051) that is identified on a list prepared and maintained by the Texas Comptroller of Public Accounts under Texas Government Code, §§ 806.001, 807.051 or 2252.153. By signing this bid, Bidder certifies that it is not a company identified on a list as prepared and maintained by the Texas Comptroller of Public Accounts pursuant to Texas Government Code, §§ 806.001, 807.051 or 2252.153.
73. By signature hereon, the bidder acknowledges that *Texas Government Code*, Title 10, Subchapter F, §§ 2252.201-2252.205 requires that all iron or steel products produced through a manufacturing process used in this project must be produced in the United States. By signing this bid, Bidder certifies that its bid price represents full compensation for compliance with the requirements of *Texas Government Code*, Title 10, Subchapter F, §§ 2252.201-2252.205.
74. **TEXAS BIDDER AFFIRMATION:** Respondent certifies that if a Texas address is shown as the address of the Respondent on this response, Respondent qualifies as a Texas Bidder as defined in Section 2155.444(c) of the Texas Government Code.
75. **CONTRACTING INFORMATION RESPONSIBILITIES:** In accordance with Section 552.372 of the Texas Government Code, Contractor agrees to (1) preserve all contracting information related to the contract as provided by the records retention requirements applicable to TPWD for the duration of the contract, (2) promptly provide TPWD any contracting information related to the contract that is in the custody or possession of the Contractor on request of TPWD, and (3) on termination or expiration of the contract, either provide at no cost to TPWD all contracting information related to the contract that is in the custody or possession of the Contractor or preserve the contracting information related to the contract as provided by the records retention requirements applicable to TPWD. Except as provided by Section 552.374(c) of the Texas Government Code, the requirements of Subchapter J, Chapter 552, Government Code may apply to the contract and the Contractor agrees that the contract can be terminated if the Contractor knowingly or intentionally fails to comply with a requirement of that subchapter.
76. **CYBERSECURITY TRAINING:** If Respondent has access to any state computer system or database, Respondent shall complete cybersecurity training and verify completion of the training program to TPWD pursuant to and in accordance with Gov't Code § 2054.5192.
77. **FINANCIAL PARTICIPATION PROHIBITED AFFIRMATION:** Pursuant to Section 2155.004(a) of the Texas Government Code, Respondent certifies that neither Respondent nor any person or entity represented by Respondent has received compensation from TPWD to participate in the preparation of the specifications or solicitation on which this Response or contract is based. Under Section 2155.004(b) of the Texas Government Code, Respondent certifies that the individual or business entity named in this Response or contract is not ineligible to receive the specified contract and acknowledges that the contract may be terminated and payment withheld if this certification is inaccurate.
78. **ABORTION PROVIDER AND AFFILIATE TRANSACTIONS PROHIBITED:** Respondent represents and warrants that the contract is not a taxpayer resource transaction prohibited by Section 2272.003 of the Texas Government Code and that payments made by TPWD to Contractor and Contractor's receipt of appropriated funds under the contract are not prohibited by Article IX, Section 6.25 of the General Appropriations Act.
79. **FOREIGN TERRORIST ORGANIZATIONS:** Section 2252.152 of the Texas Government Code prohibits TPWD from awarding a contract to any person who does business with Iran, Sudan, or a foreign terrorist organization as defined in Section 2252.151 of the Texas Government Code. Respondent certifies that it is not ineligible to receive the contract.
80. **HUMAN TRAFFICKING PROHIBITION:** Under Section 2155.0061 of the Texas Government Code, the Respondent certifies that the individual or business entity named in this Response or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

81. **SIGNATURE AUTHORITY**: By submitting the Response, Respondent represents and warrants that the individual submitting this document and the documents made part of this Response is authorized to sign such documents on behalf of the Respondent and to bind the Respondent under any contract that may result from the submission of this Response.

82. **DISASTER RECOVERY PLAN**: In accordance with 13 TAC § 6.94(a)(9), Respondent shall provide to Agency the descriptions of its business continuity and disaster recovery plans.

EXHIBIT A – EXECUTION OF PROPOSAL

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS EXHIBIT WITH THEIR PROPOSAL. Failure to do so will result in disqualification of the proposal.

1. By signature hereon, the Respondent certifies that:

- 1.1. All statements and information prepared and submitted in the response to this RFP are current, complete and accurate.
- 1.2. **Certification Concerning Dealings with Public Servants:** The Respondent has not given, offered to give, nor intends to give at anytime hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted response. Failure to sign the Execution of Proposal or signing it with a false statement shall void the submitted offer or any resulting contracts.
- 1.3. Neither the Respondent or the firm, corporation, partnership, or institution represented by the Respondent or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State, codified in Section 15.01, et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the offer made to any competitor or any other person engaged in such line of business. By signing this RFP, respondent certifies that if a Texas address is shown as the address of the respondent, respondent qualifies as a Texas Resident Respondent as defined in Texas Administrative Code, Title 34, Part 1, Chapter 20.
- 1.4. Pursuant to Section 2155.004(a) of the Texas Government Code, the Respondent has not received compensation for participation in the preparation of the specifications for this RFP.
- 1.5. Under Section 2155.004(b) of the Texas Government Code, the Contractor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.
- 1.6. Child Support Obligations: Pursuant to Section 231.006(d) of the Texas Family Code, re: child support, the respondent certifies that the individual or business entity named in this RFP is not ineligible to receive the specified payment and acknowledges that this contract may be terminated and payment may be withheld if this certification is inaccurate.
- 1.7. **Contractor shall defend, indemnify, and hold harmless the State of Texas, its officers, and employees, and Texas Parks and Wildlife Department (TPWD), its officers, and employees and contractors, from and against all claims, actions, suits, demands, proceedings, costs, damages, and liabilities, including without limitation attorneys' fees and court costs, arising out of, connected with, or resulting from any acts or omissions of contractor or any agent, employee, subcontractor, or supplier of contractor in the execution or performance of this contract. Contractor shall coordinate its defense with the Texas Attorney General as requested by TPWD.**

This paragraph is not intended to and shall not be construed to require contractor to indemnify or hold harmless the State or TPWD for any claims or liabilities resulting from the negligent acts or omission of TPWD or its employees.
- 1.8. Respondent agrees that any payments due under this contract will be applied towards any debt, including but not limited to delinquent taxes and child support that is owed to the State of Texas.
- 1.9. Respondent certifies that they are in compliance with Section 669.003 of the Texas Government Code, relating to contracting with executive head of a State agency. If section 669.003 applies, respondent will complete the following information in order for the RFP to be evaluated:
 - 1.9.1 Name of former executive: _____
 - 1.9.2 Name of state agency: _____
 - 1.9.3 Date of separation from state agency: _____
 - 1.9.4 Position with respondent: _____
 - 1.9.5 Date of employment with respondent: _____
- 1.10. Respondent agrees to comply with Section 2155.4441 of the Government Code, pertaining to service contract use of products produced in the State of Texas.
- 1.11. Contractor understands that acceptance of funds under this contract acts as acceptance of the authority of the State Auditor's Office, or any successor agency, to conduct an audit or investigation in connection with those funds. Contractor further agrees to cooperate fully with the State Auditor's Office or its successor in the conduct of the audit or investigation, including providing all records requested. Contractor will ensure that this clause concerning the authority to audit funds received indirectly by subcontractors through Contractor and the requirement to cooperate is included in any subcontract it awards.
- 1.12. Pursuant to Section 231.006(c), Family Code, RFP must include names and Social Security Numbers of each person with at least 25% ownership of the business entity submitting the RFP. Attach name & social security numbers for each person. This information must be provided prior to contract award.

- 1.13. Suspension, Debarment, and Terrorism: Respondent certifies that the bidding entity and its principals are eligible to participate in this transaction and have not been subjected to suspension, debarment, or similar ineligibility determined by any federal, state or local governmental entity and that Respondent is in compliance with the State of Texas statutes and rules relating to procurement and that Respondent is not listed on the federal government’s terrorism watch list as described in Executive Order 13224. Entities ineligible for federal procurement are listed at <https://www.sam.gov/portal/SAM/#1>.
 - 1.14. Respondent represents and warrants that the individual signing this Execution of Proposal is authorized to sign this document on behalf of the Respondent and to bind the Respondent under any contract resulting from this proposal.
2. In the case of a tie between two (2) or more Respondents, the award will be made in accordance with preferences as outlined in TAC, Title 34, Part 1, Chapter 20, Subchapter C, Section 20.306. If a tie still exists after review of preferences claimed by Respondents, TPWD will draw lots to break the tie.

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| PREFERENCES |
| See Section 2.38 of the State of Texas Procurement Manual regarding preferences. |
| Check below if preference claimed under TAC, Title 34, Part 1, Chapter 20, Subchapter C, Section 20.306 |
| <input type="checkbox"/> Goods produced or offered by a Texas respondent that is owned by a Texas resident service-disabled veteran <input type="checkbox"/> Goods produced in Texas or offered by a Texas respondent that is <u>not</u> owned by a Texas resident service-disabled veteran <input type="checkbox"/> Agricultural products grown in Texas <input type="checkbox"/> Agricultural products offered by a Texas respondent <input type="checkbox"/> Services offered by a Texas respondent that is owned by a Texas resident service-disabled veteran <input type="checkbox"/> Services offered by a Texas respondent that is <u>not</u> owned by a Texas resident service disabled veteran <input type="checkbox"/> Texas Vegetation Native to the Region <input type="checkbox"/> USA produced supplies, materials or equipment <input type="checkbox"/> Products of persons with mental or physical disabilities <input type="checkbox"/> Products made of recycled, remanufactured, or environmentally sensitive materials including recycled steel <input type="checkbox"/> Energy Efficient Products <input type="checkbox"/> Rubberized asphalt paving material <input type="checkbox"/> Recycled motor oil and lubricants <input type="checkbox"/> Products produced at facilities located on formerly contaminated property <input type="checkbox"/> Products and services from economically depressed or blighted areas <input type="checkbox"/> Contractors that meet or exceed air quality standards <input type="checkbox"/> Recycled or Reused Computer Equipment of Other Manufacturers <input type="checkbox"/> Foods of Higher Nutritional Value |

RESPONDENT (COMPANY/FIRM): _____

SIGNATURE: _____

NAME (TYPED/PRINTED): _____

TITLE: _____ DATE: _____

STREET: _____

CITY/STATE/ZIP: _____

TELEPHONE AND FAXSCMILE NO.: _____

E-MAIL ADDRESS: _____

TEXAS IDENTIFICATION NUMBER (TIN): _____

See definition / instructions for Texas ID Number in General Terms &Conditions, Paragraph 1.10.

EXHIBIT B – HUB SUBCONTRACTING PLAN

Attention:

1. The following HSP documents are attached as separate documents:
 - Exhibit B - Part 1: HUB Subcontracting Opportunities
 - Exhibit B - Part 2: HSP Quick Check List, and HUB Subcontracting Plan
 - Exhibit B - Part 3: List of HUB vendors
2. Respondents shall comply with the HSP requirements, and complete and return the HUB Subcontracting Forms with their proposal. ***Failure to do so will result in disqualification of the proposal.***
3. ***Respondents are highly encouraged to contact TPWD HUB Administration at 512-389-4784 or hub@tpwd.texas.gov for assistance with completing the HSP forms, obtaining HUB lists if web access is not possible, and/or further explanation of the TPWD HUB program.***

EXHIBIT C – PRICE SHEET

Respondent (Company/Firm): _____

THIS EXHIBIT SHALL BE COMPLETED AND RETURNED WITH THE RESPONSE. FAILURE TO RETURN THIS EXHIBIT WILL RESULT IN THE DISQUALIFICATION OF THE RESPONSE.

Respondents shall submit all costs for services.

Quantities listed below are for weighted evaluation purposes only. The State reserves the right to award one contract or multiple contracts, which ever provides the best value for the State and to reject any and all bid items in the sole discretion of the State.

| Line Item | Description | Weighted Quantity | Unit | Unit Price | Extension |
|-------------------------|---|-------------------|------|------------|-----------|
| ACCOUNT SERVICES | | | | | |
| 1. | DIRECTOR OF ACCOUNT SERVICES Head of Account Services | 1 | Hour | \$ | \$ |
| 2. | SENIOR ACCOUNT MANAGER Direct supervisor of the client account | 20 | Hour | \$ | \$ |
| 3. | ACCOUNT MANAGER(S) Day-to-day management of client's business | 80 | Hour | \$ | \$ |
| 4. | ACCOUNT ASSISTANT(S) Day-to-day support of account manager | 40 | Hour | \$ | \$ |
| 5. | ACCOUNTING/BILLING Responsible for invoicing clients; with Account Services approval. | 5 | Hour | \$ | \$ |
| 6. | DIGITAL STRATEGIST Creates comprehensive strategic online and/or mobile campaigns that bring together design, content, technology and marketing. | 30 | Hour | \$ | \$ |
| 7. | PUBLIC RELATIONS DIRECTOR Works on Public Relations Projects | 1 | Hour | \$ | \$ |
| 8. | RESEARCH DIRECTOR Works on primary and secondary research projects. Conducts focus groups and/or utilizes existing research. Offers recommendations on research tactics needed to deliver program goals. | 5 | Hour | \$ | \$ |
| 9. | EVENT MARKETING PROFESSIONAL Identifies and negotiates event sponsorship opportunities for displays or on-site activation at existing events that will offer campaign message communication and interaction. Oversees all aspects of event site presence to include mobile marketing units, signage, and personnel. | 1 | Hour | \$ | \$ |

| | | | | | |
|------------------------|--|----|------|----|----|
| 10. | STRATEGIC ALLIANCE MARKETING/ SPONSORSHIP PROFESSIONAL Works with Account Manager or Sales Promotion Manager to identify project goals and overall sponsor rights and benefits. Targets list of potential partners or sponsors by category and desired deliverables. | 1 | Hour | \$ | \$ |
| 11. | MEDIA PLANNER/BUYER Handles media rates, negotiating and placing of schedules for media buys. Also provides research information such as target market media habits and estimated media valuations as needed. | 10 | Hour | \$ | \$ |
| 12. | DIGITAL SPECIALIST Responsible for developing and day-to-day management of digital ads. | 10 | Hour | \$ | \$ |
| CREATIVE | | | | | |
| 13. | EXECUTIVE CREATIVE DIRECTOR / PARTNER Head of entire creative department agency wide. | 10 | Hour | \$ | \$ |
| 14. | CREATIVE DIRECTOR Leads particular team within creative department. | 5 | Hour | \$ | \$ |
| 15. | EXECUTIVE PRODUCER Senior producer for the agency. Produces and edits online, radio and TV PSAs and writes scripts, music and lyrics. | 1 | Hour | \$ | \$ |
| 16. | COPYWRITER Writes scripts, jingles, revisions, and occasionally contacts talent. | 5 | Hour | \$ | \$ |
| 17. | ART DIRECTOR Directs all the artwork on a particular team/client. | 10 | Hour | \$ | \$ |
| 18. | PRINT PRODUCTION MANAGER In charge of all print estimates, setting up Respondents (color separations, printers, etc.) | 5 | Hour | \$ | \$ |
| 19. | CREATIVE COORDINATOR / BROADCAST MANAGER Assistant to producers – manages talent, costs, studios for TV and radio production. | 2 | Hour | \$ | \$ |
| 20. | DIGITAL / BROADCAST PRODUCER Manages the organization, management and implementation of digital media and/or broadcast projects. | 2 | Hour | \$ | \$ |
| 21. | PRODUCTION ARTIST Does actual art mechanical, orders type, does layouts per Art Director's input. | 5 | Hour | \$ | \$ |
| 22. | TRAFFIC MANAGER Routes all creative jobs, print or broadcast, between creative and account services. | 2 | Hour | \$ | \$ |
| 23. | WEB ADMINISTRATOR / DEVELOPER Develops, updates and manages content that appears on web pages. | 5 | Hour | \$ | \$ |
| ADDITIONAL FEES | | | | | |

| | | | |
|-----|---|------------------------------|------------------|
| 24. | MEDIA PLACEMENT COMMISSION Specify percent commission of the gross amount charged for media placement. | _____ % | to be determined |
| 25. | SPONSORSHIP DEVELOPMENT COMMISSION Specify percent commission charged for sponsorship development (if applicable). | _____ % | to be determined |
| 26. | OTHER SERVICES Respondents may provide pricing for other marketing services not listed above. (Example: additional personnel not listed above.) Such services may be added to resulting Contract. | <i>Attach list as needed</i> | to be determined |

EXHIBIT D – COMPANY PROFILE

Respondent shall use this exhibit (*or a reasonable facsimile*) to clearly demonstrate how they meet the requirements set forth in this solicitation. This form may be modified as needed to comply with the requirement to document company information. ***Failure to return this exhibit (or a reasonable facsimile) may result in the response submission being considered non-responsive.***

| | | | |
|---|--|-----------------------------|--|
| Company Name: | | | |
| Principal place of business (<i>Corporate Headquarters</i>): | | | |
| Address: | | | |
| City, State, Zip: | | | |
| Facility responsible for servicing the contract: | | | |
| Address: | | | |
| City, State, Zip: | | | |
| Contact Person regarding company's submission to the solicitation: | | | |
| Name & Title: | | | |
| Phone & Email Address: | | | |
| Personnel who will be responsible for management and day-to-day operation of services described in this solicitation. | | | |
| Name & Title: | | | |
| Phone & Email Address: | | | |
| Indicate if your company or any of its subsidiaries filed or met criteria for bankruptcy within the last five years. | | | |
| <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, explain. | | | |
| Indicate if your company or any of its subsidiaries has been involved in litigation within the last five years. | | | |
| <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, explain. | | | |
| Number years in business: | | Number of employees: | |
| Number years actively participating in offering the goods/services described herein: (To meet minimum requirements for this RFP, respondent shall have been engaged in the business of Marketing with uninterrupted service for the past five (5) years, providing services similar in size and scope to those described herein.) | | | |
| Provide company background, experience, qualifications & capabilities in areas of goods/services described herein. Attach page if needed. | | | |

EXHIBIT E – COMPANY QUALIFICATIONS & EXPERIENCE

Respondent Name: _____

Respondent shall submit Company Qualifications and Experience – tabbed Exhibit E (max 50 pages), including numbered responses corresponding to each of the following items. In addition, enclose creative samples or link to an FTP site or website where creative samples can be viewed, where appropriate. **Failure to provide this information may result in proposal disqualification.**

1. Provide case studies which demonstrate successful **multi-media campaigns** that used strategic planning, creative development and implementation to:
 - (a) Achieve a campaign objective of **generating revenue or sales**
 - (b) Achieve a campaign objective of **generating awareness** or **creating behavior change** among a specific target audience
2. Provide case studies which demonstrate a successful **digital campaign** that used strategic planning, creative development and digital advertising such as social, mobile, search or display ads to:
 - (a) Achieve a campaign objective of **generating revenue or sales**
 - (b) Achieve a campaign objective of **generating awareness** or **creating behavior change** among a specific target audience
3. Demonstrate, within at least one of the case studies provided, success generating unpaid or earned media by utilizing public relations and/or social media strategies.
4. Demonstrate, within at least one of the case studies provided, experience conducting consumer research and applying the research to inform target audience(s) or campaign messaging/creative for a successful marketing campaign.
5. Demonstrate, within at least one of the case studies provided, using research to determine whether a marketing campaign was successful at achieving its stated objectives.
6. Demonstrate, within at least one of the case studies provided, event marketing experience, including mobile marketing and/or site activation at existing events.
7. Demonstrate, within at least one of the case studies provided, experience designing an effective campaign landing page for a client campaign.
8. Demonstrate, within at least one of the case studies provided, experience developing a retail, manufacturer or media partnership for a client campaign.
9. Provide a sample Texas media buy analysis and demonstrate any opportunities to buy media at competitive rates. This documentation can be provided separately or as part of a case study.
10. Provide a sample project timeline that demonstrates the process of taking a project from concept to completion. This documentation can be provided separately or as part of a case study.
11. Provide a sample project results document/presentation, including recommendations for applying learning to improve effectiveness of future campaigns. This documentation can be provided separately or as part of a case study.
12. Provide documentation of experience providing Marketing Services to governmental/public-sector entities (excluding past work performed for TPWD). This documentation can be provided separately or as part of a case study.

EXHIBIT G – PAST PROJECTS WITH CORRESPONDING REFERENCES

Respondent Name: _____

Respondents shall use this exhibit (*or reasonable facsimile*) to provide a minimum of three (3) past projects with corresponding references for projects completed within the past five (5) years that illustrate experience in successfully completing work of a similar nature and scope as the work described in this solicitation. Include all requested information. *Please do not use TPWD staff or past work performed for TPWD as a “reference” in this Exhibit. Failure to return this exhibit (or reasonable facsimile) may result in proposal being considered non-responsive.*

REFERENCE 1:

| | | | |
|----------------------------|--|-------|--|
| Company Name: | | | |
| Company Address: | | | |
| Contact Name/Title: | | | |
| Phone/Email Address: | | | |
| Service Period: | | Cost: | |
| Brief Project Description: | | | |

REFERENCE 2:

| | | | |
|----------------------------|--|-------|--|
| Company Name: | | | |
| Company Address: | | | |
| Contact Name/Title: | | | |
| Phone/Email Address: | | | |
| Service Period: | | Cost: | |
| Brief Project Description: | | | |

REFERENCE 3:

| | | | |
|----------------------------|--|-------|--|
| Company Name: | | | |
| Company Address: | | | |
| Contact Name/Title: | | | |
| Phone/Email Address: | | | |
| Service Period: | | Cost: | |
| Brief Project Description: | | | |

REFERENCE 4:

| | | | |
|----------------------------|--|-------|--|
| Company Name: | | | |
| Company Address: | | | |
| Contact Name/Title: | | | |
| Phone/Email Address: | | | |
| Service Period: | | Cost: | |
| Brief Project Description: | | | |

EXHIBIT H – TECHNICAL PROPOSAL

Respondent shall submit a Technical Proposal – tabbed Exhibit H (max 5 pages), including numbered responses corresponding to each of the following items. ***Failure to provide this information may result in proposal disqualification.***

1. **Approach/Methodology** – Provide a detailed description of your approach and methodology for providing the marketing services described in the statement of work (Section 9). This section should convey your understanding of the statement of work. Respondents are not expected to provide actual creative work or marketing plans for TPWD as part of their response.
2. **Work Plan** – Include a description of how you propose to accomplish the required services, including:
 - 2.1. Include all service requirements and the proposed tasks, services, activities, etc. necessary to accomplish the statement of work defined in this RFP. This section of the technical proposal must contain sufficient detail to convey to members of the evaluation team the firm's knowledge of the subjects and skills necessary to successfully complete the services.
 - 2.2. Include any required involvement of TPWD staff, including but not limited to, any staff resources needed in terms of content, graphics, etc.
3. **Availability** – Indicate the estimated time you have to devote to this contract in service to TPWD. This could be a percentage of time or an indication of the number of personnel available.
4. **Timelines** – Provide timelines that represent the abilities of your company to take a concept to completion, including research, media/event/collateral selection, creative messaging, production, promotional overlays, sponsor/partner targets, sponsor/partner presentation development, and approval times needed for closing of sponsors and/or marketing alliance partners.
5. **Roles and Responsibilities** – Clearly outline roles and responsibilities of TPWD, agency and subcontractors.
6. **Additional Services** – Respondent may propose services in excess of those listed in their proposals. The furnishing of additional services will be a consideration in the evaluation of proposals.

EXHIBIT I – RESPONSE SUBMISSION CHECKLIST

The following checklist is provided for the convenience of Vendors in their response preparation process. It is not intended to represent an exhaustive list of the mandatory requirements for this RFP. Vendors must ensure that all mandatory requirements for this RFP are met, even if they are not included in this checklist. The mandatory documentation must be submitted with the original and each copy of the response.

A completed checklist shall not be binding on TPWD's administrative review for compliance with the mandatory response contents specified in this RFP. As step one of the evaluation process, TPWD will review all responses to ensure compliance with the mandatory response contents as specified in [Section II, Subsection 3.2](#) of the RFP and reject any response that does not comply.

All responses must be received by TPWD on or before 2:00 p.m. (CT) on the date specified in Section II, Subsection 1 of the solicitation. No late responses will be considered.

| Item | Check |
|--|-------|
| Response emailed to Purchasing.BidBox@tpwd.texas.gov | |
| Email "Subject" line references "RFP 802-21-5613" | |
| Mandatory Response Contents | Check |
| Exhibit A – Execution of Proposal (per Section II, Item 3.2.1) | |
| Exhibit B – HUB Subcontracting Plan (per Section II, Item 3.2.2) | |
| Exhibit C – Price Sheet (per Section II, Item 3.2.3) | |
| Exhibit D – Company Profile (per Section II, Item 3.2.4) | |
| Exhibit E – Company Qualifications & Experience (per Section II, Item 3.2.5) | |
| Exhibit F – Key Personnel, including Resumes or Bios (per Section II, Item 3.2.6) | |
| Exhibit G – Past Projects with Corresponding References (per Section II, Item 3.2.7) | |
| Exhibit H – Technical Proposal (per Section II, Item 3.2.8) | |
| Addenda – Acknowledge receipt of all addenda issued to this solicitation by returning a signed copy of each addendum (per Section II, Item 3.2.9) | |



HUB Subcontracting Opportunities

Date of HUB List: 5/27/2021

Requisition Number: 802-21-5613

Description: Marketing Services

In accordance with Texas Administrative Code, Title 34, Part 1, Chapter 20, Subchapter D, Division 1, state agencies shall make a good faith effort to utilize Historically Underutilized Businesses (HUBs) in contracts for Construction, Services (including Professional and Consulting Services), and Commodity procurements. The State of Texas Policy is to contract directly with HUBs or indirectly through subcontracting opportunities. Each Contractor/Vendor shall also make a good faith effort to utilize HUBs in subcontracting opportunities.

TPWD sets the HUB subcontracting goal at 26 % of the contract's value.

(Subcontractor - A person who contracts with a vendor to work, to supply commodities, or contribute toward completing work for a governmental entity as defined in Texas Government Code 2251.001.)

NOTE: The following list identifies potential subcontracting opportunities. You could have other opportunities or may self-perform some opportunities. You are not required to subcontract every potential subcontracting opportunity.

Class & Item Code: Trades/Disciplines/Major Supplies:

| | |
|--------|--|
| 915-01 | Advertising Agency Services |
| 915-03 | Advertising and Public Relations, Including Skywriting |
| 915-04 | Advertising Services, Outdoor Billboard, etc. |
| 915-22 | Communications Marketing Services |
| 915-58 | Mailing Services: Addressing, Collating, Packaging, Sorting and Delivery |
| 915-71 | Newspaper and Publication Advertising, Non-legal |
| 915-74 | Radio Commercial Production Services |
| 915-78 | Television Commercial Production Services |

Class & Item Code: Trades/Disciplines/Major Supplies:

| | |
|--------|---|
| 961-53 | Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc. |
| | |
| | |
| | |
| | |
| | |
| | |

HUB LIST:

TPWD does not endorse, recommend or attest to the capabilities of any company or individual listed. The list is strictly provided as a convenience to respondents.

Respondents may also access a list of HUB subcontractors by referencing the above Class and Item codes in a Centralized Master Bidders List (CMBL) search at <https://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>.

Comptroller HSP information: <https://www.comptroller.texas.gov/purchasing/vendor/hub/forms.php>.

A few minority and women trade organizations and development centers are listed below. For a more complete list, please visit <https://www.comptroller.texas.gov/purchasing/vendor/hub/resources.php>.

| | | |
|---|---|--|
| Women Contractors Association 6703 Chimney Rock Rd. Bellaire, TX 77401 (703) 807-9977 phone director@womencontractors.org email www.womencontractors.org website | Texas Association of African American Chambers of Commerce 807 Brazos St., Ste. 710 Austin, TX 78701 (512) 535-5610 phone cro@taaacc.org email www.taaacc.org website | Texas Association of Mexican American Chambers of Commerce 606 Main St. Buda, TX 78610 (512) 444-5727 phone president@tamacc.org email www.tamacc.org website |
| US Pan Asian American Chamber of Commerce SW 711 E. Lamar Blvd., Mailbox 103A Ste. 211 Arlington, TX 76011 (682) 323-5869 phone gmcdermott@uspaacc-sw.org email www.uspaacc-sw.org website | Dallas/Fort Worth Minority Supplier Development Council 8828 N. Stemmons Fwy, Ste. 550 Dallas, TX 75247 (214) 630-0747 phone (214) 637-2241 fax sourcing@dfwmsdc.com email www.dfwmsdc.com website | US India Chamber of Commerce DFW 5930 LBJ Fwy, Ste. 310 Dallas, TX 75240 (214) 346-9559 phone (214) 346-9521 fax info@usicoc.org email www.usicoc.biz website |

For information on the TPWD HUB program, assistance with completing forms, or to obtain HUB lists if web access is not possible, please contact the TPWD HUB staff at (512) 389-4784 or hub@tpwd.texas.gov.



HUB Subcontracting Plan (HSP) QUICK CHECKLIST

While this HSP Quick Checklist is being provided to merely assist you in readily identifying the sections of the HSP form that you will need to complete, it is very important that you adhere to the instructions in the HSP form and instructions provided by the contracting agency.

- **If you will be awarding all of the subcontracting work you have to offer under the contract to only Texas certified HUB vendors, complete:**
 - Section 1 - Respondent and Requisition Information
 - Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors.
 - Section 2 c. - Yes
 - Section 4 - Affirmation
 - GFE Method A (Attachment A) - Complete an Attachment A for each of the subcontracting opportunities you listed in Section 2 b.
- **If you will be subcontracting any portion of the contract to Texas certified HUB vendors and Non-HUB vendors, and the aggregate percentage of all the subcontracting work you will be awarding to the Texas certified HUB vendors with which you do not have a continuous contract* in place for more than five (5) years meets or exceeds the HUB Goal the contracting agency identified in the "Agency Special Instructions/Additional Requirements", complete:**
 - Section 1 - Respondent and Requisition Information
 - Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors and Non-HUB vendors.
 - Section 2 c. - No
 - Section 2 d. - Yes
 - Section 4 - Affirmation
 - GFE Method A (Attachment A) - Complete an Attachment A for each of the subcontracting opportunities you listed in Section 2 b.
- **If you will be subcontracting any portion of the contract to Texas certified HUB vendors and Non-HUB vendors or only to Non-HUB vendors, and the aggregate percentage of all the subcontracting work you will be awarding to the Texas certified HUB vendors with which you do not have a continuous contract* in place for more than five (5) years does not meet or exceed the HUB Goal the contracting agency identified in the "Agency Special Instructions/Additional Requirements", complete:**
 - Section 1 - Respondent and Requisition Information
 - Section 2 a. - Yes, I will be subcontracting portions of the contract.
 - Section 2 b. - List all the portions of work you will subcontract, and indicate the percentage of the contract you expect to award to Texas certified HUB vendors and Non-HUB vendors.
 - Section 2 c. - No
 - Section 2 d. - No
 - Section 4 - Affirmation
 - GFE Method B (Attachment B) - Complete an Attachment B for each of the subcontracting opportunities you listed in Section 2 b.
- **If you will not be subcontracting any portion of the contract and will be fulfilling the entire contract with your own resources (i.e., employees, supplies, materials and/or equipment), complete:**
 - Section 1 - Respondent and Requisition Information
 - Section 2 a. - No, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources.
 - Section 3 - Self Performing Justification
 - Section 4 - Affirmation

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service, to include under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.



HUB Subcontracting Plan (HSP)

In accordance with Texas Gov't Code §2161.252, the contracting agency has determined that subcontracting opportunities are probable under this contract. Therefore, all respondents, including State of Texas certified Historically Underutilized Businesses (HUBs) must complete and submit this State of Texas HUB Subcontracting Plan (HSP) with their response to the bid requisition (solicitation).

NOTE: Responses that do not include a completed HSP shall be rejected pursuant to Texas Gov't Code §2161.252(b).

The HUB Program promotes equal business opportunities for economically disadvantaged persons to contract with the State of Texas in accordance with the goals specified in the 2009 State of Texas Disparity Study. The statewide HUB goals defined in 34 Texas Administrative Code (TAC) §20.284 are:

- **11.2 percent for heavy construction other than building contracts,**
- **21.1 percent for all building construction, including general contractors and operative builders' contracts,**
- **32.9 percent for all special trade construction contracts,**
- **23.7 percent for professional services contracts,**
- **26.0 percent for all other services contracts, and**
- **21.1 percent for commodities contracts.**

- - Agency Special Instructions/Additional Requirements - -

*In accordance with 34 TAC §20.285(d)(1)(D)(iii), a respondent (prime contractor) may demonstrate good faith effort to utilize Texas certified HUBs for its subcontracting opportunities if the total value of the respondent's subcontracts with Texas certified HUBs meets or exceeds the statewide HUB goal or the agency specific HUB goal, whichever is higher. When a respondent uses this method to demonstrate good faith effort, the respondent must identify the HUBs with which it will subcontract. If using existing contracts with Texas certified HUBs to satisfy this requirement, only the aggregate percentage of the contracts expected to be subcontracted to HUBs with which the respondent **does not** have a **continuous contract*** in place for **more than five (5) years** shall qualify for meeting the HUB goal. This limitation is designed to encourage vendor rotation as recommended by the 2009 Texas Disparity Study.*

SECTION 1: RESPONDENT AND REQUISITION INFORMATION

- a. Respondent (Company) Name: _____ State of Texas VID #: _____
 Point of Contact: _____ Phone #: _____
 E-mail Address: _____ Fax #: _____
- b. Is your company a State of Texas certified HUB? - Yes - No
- c. Requisition #: _____ Bid Open Date: _____

(mm/dd/yyyy)

Enter your company's name here: _____ Requisition #: _____

SECTION 2: RESPONDENT'S SUBCONTRACTING INTENTIONS

After dividing the contract work into reasonable lots or portions to the extent consistent with prudent industry practices, and taking into consideration the scope of work to be performed under the proposed contract, including all potential subcontracting opportunities, the respondent must determine what portions of work, **including contracted staffing, goods and services will be subcontracted**. Note: In accordance with 34 TAC §20.282, a "Subcontractor" means a person who contracts with a prime contractor to work, to supply commodities, or to contribute toward completing work for a governmental entity.

a. Check the appropriate box (Yes or No) that identifies your subcontracting intentions:

- *Yes*, I will be subcontracting portions of the contract. (If *Yes*, complete Item b of this SECTION and continue to Item c of this SECTION.)
- *No*, I will not be subcontracting any portion of the contract, and I will be fulfilling the entire contract with my own resources, including employees, goods and services. (If *No*, continue to SECTION 3 and SECTION 4.)

b. List all the portions of work (subcontracting opportunities) you will subcontract. Also, based on the total value of the contract, identify the percentages of the contract you expect to award to Texas certified HUBs, and the percentage of the contract you expect to award to vendors that are not a Texas certified HUB (i.e., Non-HUB).

| Item # | Subcontracting Opportunity Description | HUBs | | Non-HUBs |
|---|--|--|--|--|
| | | Percentage of the contract expected to be subcontracted to HUBs with which you do not have a continuous contract* in place for more than five (5) years . | Percentage of the contract expected to be subcontracted to HUBs with which you have a continuous contract* in place for more than five (5) years . | Percentage of the contract expected to be subcontracted to non-HUBs. |
| 1 | | % | % | % |
| 2 | | % | % | % |
| 3 | | % | % | % |
| 4 | | % | % | % |
| 5 | | % | % | % |
| 6 | | % | % | % |
| 7 | | % | % | % |
| 8 | | % | % | % |
| 9 | | % | % | % |
| 10 | | % | % | % |
| 11 | | % | % | % |
| 12 | | % | % | % |
| 13 | | % | % | % |
| 14 | | % | % | % |
| 15 | | % | % | % |
| Aggregate percentages of the contract expected to be subcontracted: | | % | % | % |

(Note: If you have more than fifteen subcontracting opportunities, a continuation sheet is available online at <https://www.comptroller.texas.gov/purchasing/vendor/hub/forms.php>.)

c. Check the appropriate box (Yes or No) that indicates whether you will be using **only** Texas certified HUBs to perform **all** of the subcontracting opportunities you listed in SECTION 2, Item b.

- *Yes* (If *Yes*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for **each** of the subcontracting opportunities you listed.)
- *No* (If *No*, continue to Item d, of this SECTION.)

d. Check the appropriate box (Yes or No) that indicates whether the aggregate expected percentage of the contract you will subcontract **with Texas certified HUBs** with which you **do not** have a **continuous contract*** in place with for **more than five (5) years**, **meets or exceeds** the HUB goal the contracting agency identified on page 1 in the "Agency Special Instructions/Additional Requirements."

- *Yes* (If *Yes*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method A (Attachment A)" for **each** of the subcontracting opportunities you listed.)
- *No* (If *No*, continue to SECTION 4 and complete an "HSP Good Faith Effort - Method B (Attachment B)" for **each** of the subcontracting opportunities you listed.)

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.

Enter your company's name here: _____

Requisition #: _____

SECTION 2: RESPONDENT'S SUBCONTRACTING INTENTIONS (CONTINUATION SHEET)

This page can be used as a continuation sheet to the HSP Form's page 2, Section 2, Item b. Continue listing the portions of work (subcontracting opportunities) you will subcontract. Also, based on the total value of the contract, identify the percentages of the contract you expect to award to Texas certified HUBs, and the percentage of the contract you expect to award to vendors that are not a Texas certified HUB (i.e., Non-HUB).

| Item # | Subcontracting Opportunity Description | HUBs | | Non-HUBs |
|---|--|--|--|--|
| | | Percentage of the contract expected to be subcontracted to HUBs with which you do not have a continuous contract* in place for more than five (5) years . | Percentage of the contract expected to be subcontracted to HUBs with which you have a continuous contract* in place for more than five (5) years . | Percentage of the contract expected to be subcontracted to non-HUBs. |
| 16 | | % | % | % |
| 17 | | % | % | % |
| 18 | | % | % | % |
| 19 | | % | % | % |
| 20 | | % | % | % |
| 21 | | % | % | % |
| 22 | | % | % | % |
| 23 | | % | % | % |
| 24 | | % | % | % |
| 25 | | % | % | % |
| 26 | | % | % | % |
| 27 | | % | % | % |
| 28 | | % | % | % |
| 29 | | % | % | % |
| 30 | | % | % | % |
| 31 | | % | % | % |
| 32 | | % | % | % |
| 33 | | % | % | % |
| 34 | | % | % | % |
| 35 | | % | % | % |
| 36 | | % | % | % |
| 37 | | % | % | % |
| 38 | | % | % | % |
| 39 | | % | % | % |
| 40 | | % | % | % |
| 41 | | % | % | % |
| 42 | | % | % | % |
| 43 | | % | % | % |
| Aggregate percentages of the contract expected to be subcontracted: | | % | % | % |

***Continuous Contract:** Any existing written agreement (including any renewals that are exercised) between a prime contractor and a HUB vendor, where the HUB vendor provides the prime contractor with goods or service under the same contract for a specified period of time. The frequency the HUB vendor is utilized or paid during the term of the contract is not relevant to whether the contract is considered continuous. Two or more contracts that run concurrently or overlap one another for different periods of time are considered by CPA to be individual contracts rather than renewals or extensions to the original contract. In such situations the prime contractor and HUB vendor are entering (have entered) into "new" contracts.

Enter your company's name here: _____ Requisition #: _____

SECTION 3: SELF PERFORMING JUSTIFICATION (If you responded "No" to SECTION 2, Item a, you must complete this SECTION and continue to SECTION 4.) If you responded "No" to SECTION 2, Item a, in the space provided below **explain how** your company will perform the entire contract with its own employees, supplies, materials and/or equipment.

SECTION 4: AFFIRMATION

As evidenced by my signature below, I affirm that I am an authorized representative of the respondent listed in SECTION 1, and that the information and supporting documentation submitted with the HSP is true and correct. Respondent understands and agrees that, if awarded any portion of the requisition:

- The respondent will provide notice as soon as practical to all the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor for the awarded contract. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity they (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.
- The respondent must submit monthly compliance reports (Prime Contractor Progress Assessment Report – PAR) to the contracting agency, verifying its compliance with the HSP, including the use of and expenditures made to its subcontractors (HUBs and Non-HUBs). (The PAR is available at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/ProgressAssessmentReportForm.xls>).
- The respondent must seek approval from the contracting agency prior to making any modifications to its HSP, including the hiring of additional or different subcontractors and the termination of a subcontractor the respondent identified in its HSP. If the HSP is modified without the contracting agency's prior approval, respondent may be subject to any and all enforcement remedies available under the contract or otherwise available by law, up to and including debarment from all state contracting.
- The respondent must, upon request, allow the contracting agency to perform on-site reviews of the company's headquarters and/or work-site where services are being performed and must provide documentation regarding staffing and other resources.

| | | | |
|-----------|--------------|-------|-------------------------------------|
| Signature | Printed Name | Title | Date <small>(mm/dd/yyyy)</small> |
|-----------|--------------|-------|-------------------------------------|

Reminder:

- If you responded "Yes" to SECTION 2, Items c or d, you must complete an "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.
- If you responded "No" SECTION 2, Items c and d, you must complete an "HSP Good Faith Effort - Method B (Attachment B)" for each of the subcontracting opportunities you listed in SECTION 2, Item b.

HSP Good Faith Effort - Method A (Attachment A)

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Enter your company's name here: _____ Requisition #: _____

IMPORTANT: If you responded "Yes" to **SECTION 2, Items c or d** of the completed HSP form, you must submit a completed "HSP Good Faith Effort - Method A (Attachment A)" for each of the subcontracting opportunities you listed in **SECTION 2, Item b** of the completed HSP form. You may photo-copy this page or download the form at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/hub-sbcont-plan-gfe-achm-a.pdf>

SECTION A-1: SUBCONTRACTING OPPORTUNITY

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing the attachment.

Item Number: _____ Description: _____

SECTION A-2: SUBCONTRACTOR SELECTION

List the subcontractor(s) you selected to perform the subcontracting opportunity you listed above in SECTION A-1. Also identify whether they are a Texas certified HUB and their Texas Vendor Identification (VID) Number or federal Employer Identification Number (EIN), the approximate dollar value of the work to be subcontracted, and the expected percentage of work to be subcontracted. When searching for Texas certified HUBs and verifying their HUB status, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) - Historically Underutilized Business (HUB) Directory Search located at <http://mycpa.cpa.state.tx.us/tpasscmlsearch/index.jsp>. HUB status code "A" signifies that the company is a Texas certified HUB.

| Company Name | Texas certified HUB | Texas VID or federal EIN <small>Do not enter Social Security Numbers. If you do not know their VID / EIN, leave their VID / EIN field blank.</small> | Approximate Dollar Amount | Expected Percentage of Contract |
|--------------|---------------------|---|---------------------------|---------------------------------|
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
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| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |

REMINDER: As specified in SECTION 4 of the completed HSP form, if you (respondent) are awarded any portion of the requisition, you are required to provide notice as soon as practical to all the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity they (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.

HSP Good Faith Effort - Method B (Attachment B)

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| | |
|---------------------------------------|----------------------|
| Enter your company's name here: _____ | Requisition #: _____ |
|---------------------------------------|----------------------|

IMPORTANT: If you responded “No” to **SECTION 2, Items c and d** of the completed HSP form, you must submit a completed “HSP Good Faith Effort - Method B (Attachment B)” for **each** of the subcontracting opportunities you listed in **SECTION 2, Item b** of the completed HSP form. You may photo-copy this page or download the form at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/hub-sbcont-plan-gfe-achm-b.pdf>.

SECTION B-1: SUBCONTRACTING OPPORTUNITY

Enter the item number and description of the subcontracting opportunity you listed in SECTION 2, Item b, of the completed HSP form for which you are completing the attachment.

Item Number: _____ Description: _____

SECTION B-2: MENTOR PROTÉGÉ PROGRAM

If respondent is participating as a Mentor in a State of Texas Mentor Protégé Program, submitting its Protégé (Protégé must be a State of Texas certified HUB) as a subcontractor to perform the subcontracting opportunity listed in **SECTION B-1**, constitutes a good faith effort to subcontract with a Texas certified HUB towards that specific portion of work.

Check the appropriate box (Yes or No) that indicates whether you will be subcontracting the portion of work you listed in SECTION B-1 to your Protégé.

- Yes (If *Yes*, continue to SECTION B-4.)
- No / Not Applicable (If *No* or *Not Applicable*, continue to SECTION B-3 and SECTION B-4.)

SECTION B-3: NOTIFICATION OF SUBCONTRACTING OPPORTUNITY

When completing this section you **MUST** comply with items **a, b, c and d**, thereby demonstrating your Good Faith Effort of having notified Texas certified HUBs and trade organizations or development centers about the subcontracting opportunity you listed in SECTION B-1. Your notice should include the scope of work, information regarding the location to review plans and specifications, bonding and insurance requirements, required qualifications, and identify a contact person. When sending notice of your subcontracting opportunity, you are encouraged to use the attached HUB Subcontracting Opportunity Notice form, which is also available online at <https://www.comptroller.texas.gov/purchasing/docs/hub-forms/HUBSubcontractingOpportunityNotificationForm.pdf>.

Retain supporting documentation (i.e., certified letter, fax, e-mail) demonstrating evidence of your good faith effort to notify the Texas certified HUBs and trade organizations or development centers. Also, be mindful that a working day is considered a normal business day of a state agency, not including weekends, federal or state holidays, or days the agency is declared closed by its executive officer. The initial day the subcontracting opportunity notice is sent/provided to the HUBs and to the trade organizations or development centers is considered to be “day zero” and does not count as one of the seven (7) working days.

- a.** Provide written notification of the subcontracting opportunity you listed in SECTION B-1, to three (3) or more Texas certified HUBs. Unless the contracting agency specified a different time period, you must allow the HUBs at least seven (7) working days to respond to the notice prior to you submitting your bid response to the contracting agency. When searching for Texas certified HUBs and verifying their HUB status, ensure that you use the State of Texas’ Centralized Master Bidders List (CMBL) - Historically Underutilized Business (HUB) Directory Search located at <http://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>. HUB status code “A” signifies that the company is a Texas certified HUB.
- b.** List the **three (3) Texas certified HUBs** you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the company’s Texas Vendor Identification (VID) Number, the date you sent notice to that company, and indicate whether it was responsive or non-responsive to your subcontracting opportunity notice.

| Company Name | Texas VID <small>(Do not enter Social Security Numbers.)</small> | Date Notice Sent <small>(mm/dd/yyyy)</small> | Did the HUB Respond? |
|--------------|---|---|----------------------|
| | | | - Yes - No |
| | | | - Yes - No |
| | | | - Yes - No |

- c.** Provide written notification of the subcontracting opportunity you listed in SECTION B-1 to **two (2)** or more trade organizations or development centers in Texas to assist in identifying potential HUBs by disseminating the subcontracting opportunity to their members/participants. Unless the contracting agency specified a different time period, you must provide your subcontracting opportunity notice to trade organizations or development centers at least seven (7) working days prior to submitting your bid response to the contracting agency. A list of trade organizations and development centers that have expressed an interest in receiving notices of subcontracting opportunities is available on the Statewide HUB Program’s webpage at <https://www.comptroller.texas.gov/purchasing/vendor/hub/resources.php>.

- d.** List **two (2) trade organizations or development centers** you notified regarding the subcontracting opportunity you listed in SECTION B-1. Include the date when you sent notice to it and indicate if it accepted or rejected your notice.

| Trade Organizations or Development Centers | Date Notice Sent <small>(mm/dd/yyyy)</small> | Was the Notice Accepted? |
|--|---|--------------------------|
| | | - Yes - No |
| | | - Yes - No |

HSP Good Faith Effort - Method B (Attachment B) Cont.

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Enter your company's name here: _____ Requisition #: _____

SECTION B-4: SUBCONTRACTOR SELECTION

Enter the item number and description of the subcontracting opportunity you listed in **SECTION 2, Item b**, of the completed HSP form for which you are completing the attachment.

- a. Enter the item number and description of the subcontracting opportunity for which you are completing this Attachment B continuation page.

Item Number: _____ Description: _____

- b. List the subcontractor(s) you selected to perform the subcontracting opportunity you listed in **SECTION B-1**. Also identify whether they are a Texas certified HUB and their Texas Vendor Identification (VID) Number or federal Employer Identification Number (EIN), the approximate dollar value of the work to be subcontracted, and the expected percentage of work to be subcontracted. When searching for Texas certified HUBs and verifying their HUB status, ensure that you use the State of Texas' Centralized Master Bidders List (CMBL) - Historically Underutilized Business (HUB) Directory Search located at <http://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>. HUB status code "A" signifies that the company is a Texas certified HUB.

| Company Name | Texas certified HUB | Texas VID or federal EIN <small>Do not enter Social Security Numbers. If you do not know their VID / EIN, leave their VID / EIN field blank.</small> | Approximate Dollar Amount | Expected Percentage of Contract |
|--------------|---------------------|---|---------------------------|---------------------------------|
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |
| | - Yes - No | | \$ | % |

- c. If any of the subcontractors you have selected to perform the subcontracting opportunity you listed in **SECTION B-1** is **not** a Texas certified HUB, provide written justification for your selection process (attach additional page if necessary):

REMINDER: As specified in SECTION 4 of the completed HSP form, if you (respondent) are awarded any portion of the requisition, you are required to provide notice as soon as practical to **all** the subcontractors (HUBs and Non-HUBs) of their selection as a subcontractor. The notice must specify at a minimum the contracting agency's name and its point of contact for the contract, the contract award number, the subcontracting opportunity it (the subcontractor) will perform, the approximate dollar value of the subcontracting opportunity and the expected percentage of the total contract that the subcontracting opportunity represents. A copy of the notice required by this section must also be provided to the contracting agency's point of contact for the contract no later than ten (10) working days after the contract is awarded.



HUB Subcontracting Opportunity Notification Form

In accordance with Texas Gov't Code, Chapter 2161, each state agency that considers entering into a contract with an expected value of \$100,000 or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract. The state agency I have identified below in Section B has determined that subcontracting opportunities are probable under the requisition to which my company will be responding.

34 Texas Administrative Code, §20.285 requires all respondents (prime contractors) bidding on the contract to provide notice of each of their subcontracting opportunities to at least three (3) Texas certified HUBs (who work within the respective industry applicable to the subcontracting opportunity), and allow the HUBs at least seven (7) working days to respond to the notice prior to the respondent submitting its bid response to the contracting agency. In addition, at least seven (7) working days prior to submitting its bid response to the contracting agency, the respondent must provide notice of each of its subcontracting opportunities to two (2) or more trade organizations or development centers (in Texas) that serves members of groups (i.e., Asian Pacific American, Black American, Hispanic American, Native American, Woman, Service Disabled Veteran) identified in Texas Administrative Code §20.282(19)(C).

We respectfully request that vendors interested in bidding on the subcontracting opportunity scope of work identified in Section C, Item 2, reply no later than the date and time identified in Section C, Item 1. Submit your response to the point-of-contact referenced in Section A.

SECTION A: PRIME CONTRACTOR'S INFORMATION

| | |
|-------------------------|-----------------------------|
| Company Name: _____ | State of Texas VID #: _____ |
| Point-of-Contact: _____ | Phone #: _____ |
| E-mail Address: _____ | Fax #: _____ |

SECTION B: CONTRACTING STATE AGENCY AND REQUISITION INFORMATION

| | |
|-------------------------|---|
| Agency Name: _____ | |
| Point-of-Contact: _____ | Phone #: _____ |
| Requisition #: _____ | Bid Open Date: _____ <small>(mm/dd/yyyy)</small> |

SECTION C: SUBCONTRACTING OPPORTUNITY RESPONSE DUE DATE, DESCRIPTION, REQUIREMENTS AND RELATED INFORMATION

1. Potential Subcontractor's Bid Response Due Date:

If you would like for our company to consider your company's bid for the subcontracting opportunity identified below in Item 2,
 we must receive your bid response no later than _____ on _____
Central Time Date (mm/dd/yyyy)

In accordance with 34 TAC §20.285, each notice of subcontracting opportunity shall be provided to at least three (3) Texas certified HUBs, and allow the HUBs at least seven (7) working days to respond to the notice prior to submitting our bid response to the contracting agency. In addition, at least seven (7) working days prior to us submitting our bid response to the contracting agency, we must provide notice of each of our subcontracting opportunities to two (2) or more trade organizations or development centers (in Texas) that serves members of groups (i.e., Asian Pacific American, Black American, Hispanic American, Native American, Woman, Service Disabled Veteran) identified in Texas Administrative Code, §20.282(19)(C).

(A working day is considered a normal business day of a state agency, not including weekends, federal or state holidays, or days the agency is declared closed by its executive officer. The initial day the subcontracting opportunity notice is sent/provided to the HUBs and to the trade organizations or development centers is considered to be "day zero" and does not count as one of the seven (7) working days.)

2. Subcontracting Opportunity Scope of Work:

3. Required Qualifications: - Not Applicable

4. Bonding/Insurance Requirements: - Not Applicable

5. Location to review plans/specifications: - Not Applicable