

SPECIFICATIONS

The term “Harris County” and “County” is understood to include the Harris County Toll Road Authority (“Toll Road Authority” or “HCTRA”).

Branding, Marketing and Strategic Communication Services for the Harris County Toll Road Authority

SCOPE

Harris County is seeking qualified vendors to provide branding, marketing and strategic communication services for the purpose of advancing the business objectives of HCTRA for one (1) year beginning approximately November 1, 2021 and continuing one (1) year thereafter.

It is the responsibility of each vendor to examine the entire Request for Proposal (RFP) package, seek clarification in writing, and review their offer for accuracy before submitting. Questions relating to this RFP must be submitted in writing through Bonfire. The deadline for submission of questions relating to this RFP is listed on the Event schedule within Bonfire of this project. All questions submitted in writing prior to the deadline will be compiled and answered in writing. A copy of all questions and answers will be released as a Public Notice within Bonfire to all firms. The County will not be bound by any information conveyed verbally.

PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held **Tuesday, October 5, 2021, at 8:00 a.m.** CST via Microsoft Teams Conference ID: 479 744 079# or call in (audio only) [+1 281-985-1862](tel:+12819851862), [479 744 079#](tel:+12819851862) United States, Houston. Attendance is not mandatory; however, **all vendor(s) are encouraged to attend** in order to have a better understanding of the requirements of this Request for Proposal (RFP).

RENEWAL OPTIONS

Harris County may consider four (4) one-year renewal options, renewable one (1) year at a time, based upon the same terms, conditions and pricing as the original year. Renewal is subject to approval by the Harris County Commissioners Court. Once renewal options are exhausted, the contract must be rebid. Harris County reserves the right to rebid at any time as is in its best interest and is not automatically bound to renew.

BACKGROUND

HCTRA’s mission is to responsibly operate and maintain a safe, reliable, sustainable, and evolving mobility system that meets the diverse connectivity needs of all Harris County residents.

HCTRA’s Vision is to:

- Collaborate with local partners to create innovative and resilient mobility solutions which improve quality of life by providing greater access to health, jobs, and housing.
- Deliver mobility solutions that create value for customers and the community by incorporating stakeholder collaboration throughout planning, development, and implementation.
- Strengthen the region’s economic vitality by improving mobility for all with safe and efficient mobility solutions throughout Harris County.

HCTRA is an Enterprise Fund of Harris County and relies on charges from users of the toll road system to fund operations, debt service, and future projects. Led by its Executive Director, Roberto Trevino, P.E., HCTRA operates through multiple divisions which include: Toll Operations, Roadway and Facility Maintenance, Engineering, Information Technology (includes electronic toll collection systems), Customer Service (includes EZ TAG services), Finance, Legal, Human Resources, Special Projects, Communications, and Incident Management.

The HCTRA Toll Road System consists of approximately 132 miles of roadway to include the Hardy Toll Road, Sam Houston Tollway, Westpark Tollway, Fort Bend Parkway, Tomball Tollway and the Katy Managed Lanes. Tolls are paid automatically through an Electronic Toll Collection (ETC) System with an EZ Tag transponder or transponder compatible with HCTRA’s Interoperable agencies.

SPECIFICATIONS (continued)

Target Audiences

The target audiences will consist of:

- Toll road users and drivers at large
- Residents in project areas
- Elected officials
- Media
- Internal stakeholders
- Civic and community organizations

Assumptions/Values/ Goals/ Outcomes

The successful firm shall work in partnership with HCTRA to ensure all activities of the project are completed. The following baseline assumptions, values/guiding principles, goals and outcomes should be considered in preparation of proposals:

Assumptions:

- Planning process and deliverables (Plan document) shall be consistent with the Harris County vision statement and goals.
- Planning process, strategies, and final document shall be formed by best practices, including those in other counties and similar agencies.
- Planning process creates and sustains buy-in for strategic priorities across internal and external stakeholders.
- Planning process shall reflect values of the Department.

Values and Guiding Principles:

- **Safety:** An organizational commitment to safety begins with HCTRA employees, is integral to HCTRA projects, and extends beyond the roadway; safety is fundamental to everything HCTRA does.
- **Reliability:** Deliver dependable roadways and service, consistent quality – on the road and off – including customer service, billing, and responsiveness.
- **Resiliency and Sustainability:** Ensuring that new construction and maintenance of existing assets integrate best practices in resilience and sustainability standards, with the purpose of improving the capacity of our community to prevent, withstand, respond or adapt to, and recover from disruptions.
- **Accessibility:** Pursue projects that are developed to respond to the needs of the community, with an emphasis on safety, equity, improvements to quality of life, and accessibility for all residents of Harris County.
- **Innovative and Evolving:** Adapting to meet the needs of our growing county and to carry out HCTRA's strategic vision in alignment with the vision of the Harris County Commissioners Court and stakeholders, to jointly define, develop, implement and influence initiatives to be of maximum service to all.
- **Stewardship and Accountability:** Commit to continuously earning the trust of our customers and the public through responsible management of public funds, transparency in our activities, and upholding high standards of accountability for all employees at every level within the agency to carry out HCTRA's mission. The successful firm shall work in partnership with HCTRA to ensure all activities of the project are completed. The following baseline assumptions, values/guiding principles, goals and outcomes should be considered in preparation of proposals:

Goals:

- Develop a strategic planning process that is transparent, inclusive, and reflects a balanced growth strategy within existing constraints.
- Adopt a strategic plan that is realistic and forward-looking, establishes a long-term vision for the Department and sets a course of action through an operational plan that includes measurable goals and objectives.

Outcomes:

- The strategic communications planning process is inclusive of input from a broad array of internal and external stakeholders.
- Stakeholders feel that their input has been received and considered.
- A five (5) year strategic plan document is finalized and adopted for implementation.

SPECIFICATIONS (continued)

- The strategic plan incorporates principles of equity and transparency of operations, and is data informed combined with performance based metrics.
- The strategic plan identifies specific actionable items, tasks, and strategies to implement identified goals.
- The strategic plan is transitioned to an implementation team responsible for operational implementation, and continuous review and measurement.

REQUIREMENTS

HCTRA is seeking a firm(s) with experience in multicultural branding, marketing and strategic communication campaigns to advance the agency's business objectives on an as needed basis.

Vendors may submit proposals on any or all of the Services Elements described within this RFP. HCTRA will entertain, and in fact encourages, partnerships among providers. HCTRA reserves the right to award components of the contract to various vendors to create the "best of." Regardless, HCTRA may require the selected vendor work together, in concert with its in-house Communications team, in order to leverage HCTRA's overall brand identity, better develop messaging that is consistent across audience groups and to create administrative efficiencies.

The vendor shall deliver various branding, marketing, and strategic communications projects and tasks throughout the life of the contract resulting from this RFP, as directed by HCTRA. This work shall be on-call and no specific work is guaranteed. This work may include development of social media campaigns, public outreach, focus groups, marketing material development, copy creation, website content development and media buys.

Objectives

A critical component of ensuring the agency's ability to fulfill its mission and achieve its vision is strategic communications. This fundamental undertaking will include a researched communications strategy, branding, marketing, public relations, planning and messaging, production of multi-media materials. These efforts will span a variety of channels, including: paid media, web content and development, collateral materials, direct marketing, social media, and media relations. Specific objectives include:

- Support HCTRA initiatives, projects, and programs by increasing public awareness and promoting their benefits with targeted, multicultural campaigns.
- Provide relevant information that reaches customers through their preferred channels and in their preferred languages which helps them make more informed decisions related to HCTRA.
- Generate support and advocacy of HCTRA programs by increasing understanding of how programs benefit mobility and provide value to Harris County residents.
- Furnish all qualified personnel, supervision, services, materials, equipment, facilities, travel, overhead and incidentals necessary for branding, marketing and strategic communication services.

1. Service Elements

Services Elements shall include one (1) or more of the following services:

- 1.1. Comprehensive marketing plan development
- 1.2. Internal and external research and analysis
- 1.3. Development of identity and branding packages for various projects and initiatives, for multicultural audiences
- 1.4. Development of multicultural communication and outreach strategies
- 1.5. Creative strategy and content development including scriptwriting, copywriting, digital content, creative direction, videography and video production
- 1.6. Production of various materials including branded PowerPoint templates, reports, brochures, graphic design, etc.
- 1.7. Social media strategy
- 1.8. Website development, UX/UI design
- 1.9. Media planning and placement (paid media)
- 1.10. Press/media relations strategy and support
- 1.11. Community engagement support
- 1.12. Crisis Communications planning
- 1.13. Event/meeting planning, logistics, organization, and turnkey production

SPECIFICATIONS (continued)

HCTRA is seeking qualified vendors to provide services for one (1) or more of the Service Elements outlined in the RFP. Vendor(s) shall respond only to the Service Element(s) vendor possesses the capabilities to perform and available resource.

Vendors shall include literature and other documents to support their abilities to perform the tasks associated with the proposed services. Samples of supporting documents shall include, but are not limited to the following:

- Corporate and organizational structure;
- Project Team Composition;
- Vendor's total percentage of business revenue from each of these tasks;
- References.
- Experience:
 - Experience Overview: Provide a synopsis of vendor's relevant experience in providing communications and marketing services to local corporations and governmental entities with similar challenges and/or stakeholders. HCTRA is also interested in vendors with relevant experience with toll and other transportation-related authorities or agencies, and vendor's understanding of the historical, current and future landscape of the industry; if a vendor does not have this experience, please indicate how vendor's other experience and proven approaches are relevant.
 - DATA DRIVEN EXPERIENCE - Provide examples of putting research/data into action for successful communications and marketing services.
 - PORTFOLIO - Please provide the following:
 1. At least two (2) writing samples (example: an op-ed, press release, or e-newsletter)
 2. At least two (2) design samples (example: a print ad, digital ad, a flier, or a brochure)
 3. The results of a campaign including metrics
 4. A creative brief sample. If vendor cannot provide a creative brief sample due to proprietary issues, provide a template or example that demonstrates vendor's creative strategy abilities and process.

Vendor(s) shall respond only to the categories vendor possesses the capabilities to perform and available resources.

- Providing professional, effective communication services
- Producing quality graphic design and copywriting
- Devising, implementing and coordinating marketing campaigns and promotions
- Developing, implementing, monitoring and adjusting media strategies while working within a modest budget to promote programs, events, and facilities
- Coordinating with multiple parties to meet deadlines
- At least 7 years of similar work

While HCTRA seeks vendor recommendations regarding the best process to implement on a per project basis, it is envisioned that services will be delivered in phases as detailed below. It is understood that some tasks within each phase may overlap as needed to complete project(s) within the required timeframe. Vendor shall describe the process, timeline, estimate hours, and resulting deliverables in the proposal according to these general stages for the following services:

2. Project Management Plan

Vendor shall provide a complete and comprehensive Project Management Plan (PMP) for Harris County's review, comment and final acceptance within forty-five (45) days after receipt of the Notice to Proceed (NTP). A sample comprehensive PMP and template of past project of same or similar scope must be provided with RFP submittal demonstrating vendor's approach to managing multiple projects on an as needed basis related to the various Service Offerings defining appropriate activities exercised utilizing vendor's proven methodology. Vendor shall provide regular PMP updates to Harris County. The PMP shall include vendor strategies to implement and manage on a per project basis as needed. HCTRA anticipates a Project Management Plan to include the following, however, requires vendor to submit a sample of vendor's standard Project Management Plan with RFP submission for review and consideration. A mutually agreed upon format will be determined during contract negotiations:

SPECIFICATIONS (continued)

- 2.1. Vendor's proven Methodology
- 2.2. Resource Allocation Plan – A detailed organization chart defining the structure and roles of the project personnel. Vendor shall provide Harris County with a Resource Allocation Plan that identifies the staffing levels, types and any applicable certifications required to meet the requirements of this RFP. The Resource Allocation Plan shall be provided on a per project basis and shall identify classification, experience and qualifications of resource, resumes if applicable, rates and percentage of time allotted for the completion of assigned Service Order. Clearly differentiate if subcontractor will provide services and the percentage of SOW to be delivered by said subcontractor. Additionally, Vendor shall identify the type of commitment expected of HCTRA personnel to accomplish the requirements of a project.
- 2.3. Project Plan - Vendor shall provide a Project Plan detailing a summary of project deliverables clearly defining how tasks shall be accomplished to complete project deliverables. Each Project Plan shall include but not be limited to detailed descriptions of each of the activities included in the Statement of Work (SOW). Additionally, describe and outline the following review related activities to include but not be limited to:
 - 2.3.1. Planning and Analysis Plan – Clearly define the requirements gathering for the project
 - 2.3.2. Project Schedule (PS) - Vendor shall develop and maintain as part of the PMP a Project Schedule that lists all tasks outlining the overall scope of the project providing details of project deliverables and due dates to ensure that the project is completed on time, on budget and that the proposed project SOW is aligned precisely to meet project goals and objectives. Proposed Project Schedule shall be detailed, realistic and flexible enough to accommodate unforeseen events. Schedule shall contain minimum milestone dates that shall serve as a guideline only. Vendor shall include descriptive narratives detailing how vendor proposes to achieve and adhere to this schedule. The initial schedule shall be the baseline; an agreed upon Project Schedule to include implementation timeline and all subsequent schedules and updates including Go-Live date(s) shall be agreed upon during the Service Order Process phase. Scheduling software acceptable to Harris County shall be utilized to identify all milestones and events beginning from NTP of a project. Vendor shall update the schedule every two (2) weeks and provide the updated schedule to the County contact every two (2) weeks.
 - 2.3.3. Implementation Plan - Vendor shall provide a written Implementation Plan that incorporates recommendations and sets out the steps required for implementation of the project recommendations, suggests the responsible party or parties for each action, and assigns a priority level (immediate, near-term, or long-term) for initiating each Service Order.
 - 2.3.4. Communication Plan – Describe procedures for controlling all correspondence, submittals and other communication between vendor and Harris County;
 - 2.3.5. Governance and Escalation Plan – Explain vendor's Escalation and Resolution Plan which shall describe the methodology for identifying problems hindering a project and the resolution process as well as contact information including names, email addresses and telephone numbers from project level through executive levels.
 - 2.3.6. Risk Management Plan – Provide a summary of any potential barriers to implementation along with a description of how such barriers might be addressed. Additionally, describe troubleshooting and resolution process and documentation practices.
 - 2.3.7. Service Order Plan – Projects resulting from this RFP will be ordered on an as needed basis via a Service Order at the sole discretion of Harris County. Service Orders will vary on a per project basis and shall consist of a mutually agreed upon SOW. Each SOW shall provide a detailed project specific plan for completing all necessary tasks of the specific project. Service Order shall include but not be limited to on a per project basis:
 - 2.3.7.1. Resource Allocation
 - 2.3.7.2. Defined Key Deliverables
 - 2.3.7.3. Project Plan
 - 2.3.7.3.1. Project Team - Governance and Escalation Plan
 - 2.3.7.3.2. Risk Management Plan
 - 2.3.7.3.3. Project Acceptance Criteria
 - 2.3.7.3.4. Mutually agreed upon not-to-exceed pricing

The above list of tasks defined within the Service Order Plan section is not intended to be a comprehensive list, instead, its intent is to provide additional insight into the nature of the desired services. Specific resource level of experience, certifications if applicable and qualifications shall be established for each Service Order

SPECIFICATIONS (continued)

however at a minimum industry standards and best practices shall apply for all Service Orders. Harris County anticipates time and materials (T&M) for some services while fixed price for others. Vendor shall define and provide T&M pricing for services and fixed price where applicable with a total “not-to-exceed” project price within the pricing section of all SOWs. Total not-to-exceed Service Order fees shall be all-inclusive, no additional fees including but not limited to travel, per diem and or transportation shall be billed separately. A detailed pricing structure shall be included within the SOW indicating all tasks and milestones that are T&M and those that are fixed price. T&M tasks must identify estimated number of hours anticipated to complete task(s). Additional vendor terms and conditions will be null and void and shall not be included within any resulting Service Order.

- 2.4. Meetings and Reports – Conduct weekly meetings with HCTRA personnel to discuss Project Schedule, procedural updates, or other issues affecting the services performed under the contract. All meetings shall be documented and made available to HCTRA. Meetings shall be held with a vendor representative with the ability to address contractual issues that may develop.

One (1) business days prior to scheduled meetings, vendor shall submit the meeting agenda to Harris County for review. Harris County may submit revisions to the agenda to include reprioritized items, concerns, etc. not previously included within the agenda. Vendor shall record and distribute written meeting minutes for Harris County approval. Minutes shall be available within two (2) business days of the meeting. Ad hoc meetings may be required on occasion. Both vendor and Harris County will make every effort to accommodate ad hoc meeting requests. Additionally, vendor may be required to provide formal presentation(s) to key County stakeholders upon request to discuss content and/or deliverables resulting from this RFP. Furthermore, vendor shall provide periodic progress report(s) covering activities, addressing problems and providing resolution recommendations. Report(s) shall be allied to the work plan developed by the vendor for project(s), as amended or approved by HCTRA.

3. **Vendor Resources**

Vendor warrants it shall provide qualified personnel who will perform in a professional manner. “Professional manner” means the personnel performing shall possess the skill, license(s) and competencies consistent with the prevailing business standards within the State of Texas.

Vendor shall not subcontract any segment or services covered herein, without prior approval of HCTRA. All subcontracted services shall be warranted by and be the responsibility of the vendor. Insufficient resources resulting in poor performance may be grounds for default.

Vendor shall demonstrate its firm’s capability in terms of quality of requested skills and projects, capabilities and current workload. Vendor shall demonstrate ability to provide personnel, managerial and other resources when required to meet the project(s) objectives. Vendor shall demonstrate its overall staffing size and capacity of the organization to perform the work within time limitations, taking into consideration the current and projected planned workloads of the firm. Vendor shall provide a summary/matrix of the staff identified/designated to support Harris County and shall demonstrate a clear understanding of an effective organizational approach to the management of multiple concurrent projects for the stated Scope of Work.

Vendor shall identify the type of commitment expected of HCTRA personnel to accomplish the requirements of the contract resulting from this RFP.

Vendor shall establish that it has sufficient financial strength, resources, and capability to accomplish and finance the work in a satisfactory manner. To demonstrate sufficient fiscal capacity, after proposals are opened but prior to award,

4. **Deliverables**

The following represent vendor deliverables resulting from this RFP. It is not intended to be a comprehensive list, instead, its intent is to provide additional insight into the nature of the desired services to be provided on a per project basis to include but not be limited to below-mentioned deliverables within the stated number of days:

- Notice to Proceed.....TBD
- Comprehensive Project Management PlanTBD

SPECIFICATIONS (continued)

- Communications PlanTBD
- Troubleshooting and Resolution PlanTBD
- Governance and Escalation Plan.....TBD
- Risk Management PlanTBD
- Service Order PlanTBD
- Implementation PlanTBD
- Project Specific DeliverablesTBD
 - Resource Allocation.....TBD
 - Project PlanTBD
 - Planning and Analysis DocumentationTBD
 - Project ScheduleTBD
 - Implementation PlanTBD
 - Troubleshooting and Resolution DocumentationTBD
 - Risk Assessment Documentation.....TBD
 - Service OrderTBD
- Presentations to Executives and other stakeholders..... upon request

Deliverables shall include all documents indicated herein and all additional deliverables as determined for each specific project.

Vendor shall identify any additional deliverables as well as indicate if vendor is in agreement with Harris County identified deliverables or take exception to any. If an exception is taken it must be identified within Bonfire Questionnaire titled “Exceptions” found under the Required Information section.

5. Pricing

Due to the complexity of this project Harris County understands that vendors must have the flexibility to customize pricing. Harris County anticipates time and materials (T&M) for some services while fixed price for others. Vendor shall define and provide a T&M Fee Schedule for services and fixed price where applicable with a total “not-to-exceed” project price within the pricing section of all SOWs. Total not-to-exceed Service Order fees shall be all-inclusive, no additional fees including but not limited to travel, per diem and or transportation shall be billed separately.

Vendors are encouraged to submit a Fee Schedule for all Service Offering(s) vendor possesses the capabilities to perform and available resource. Pricing must be all inclusive. At a minimum, vendor Fee Schedule shall clearly identify the following:

- 5.1. Service Offering Category with a listing of all available services
- 5.2. Turn-key production and distribution of any/all materials,
- 5.3. All costs, fees, commissions, hourly charges and/or fixed rates for Service Offerings, and
- 5.4. All other fees related to branding, marketing and strategic communications services not listed within Section 1 Service Offering(s) of this RFP.

Fee Schedule shall be uploaded to Bonfire in an Excel format under the Requested Information section of this solicitation

6. Optional/Value-Added Products and/or Services

Vendor may propose optional/value-added products and/or services. Vendor must identify the use, functionality and purpose of the optional/value-added item(s), and how Harris County would benefit from electing to procure those item(s). Pricing for proposed item(s) shall be clearly labeled as optional/value-added. **Optional/Value-Added Fee Schedule shall be uploaded to Bonfire in an Excel format under the Requested Information section of this solicitation.**

<https://harriscountytx.bonfirehub.com/opportunities/46963>

21/0314 - RFP - Branding, Marketing and Strategic Communication Services for the Harris County Toll Road Authority

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Organization logo

Project Details

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Sun Mon Tue Wed Thu Fri Sat

Project: RFP - Branding, Marketing and Strategic Communication Services for the Harris County Toll Road Authority

Ref. #: 21/0314

Type: RFP

Status: OPEN

Open Date: Sep 24th 2021, 11:00 AM CDT

Questions Due Date: Oct 5th 2021, 12:00 PM CDT

Contact Information: Juanita Patterson, juanita.patterson@pur.hctx.net or (713) 274-4409

Close Date: Nov 1st 2021, 2:00 PM CDT

Days Left: 36

Project Description:

Branding, Marketing and Strategic Communication Services for the Harris County Toll Road Authority (beginning on or about September 1, 2021 and continuing one (1) year thereafter)

Important Events:

[Search](#)

[Search](#)

Status	Event Name	Location	Description	Dates	Mandatory
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ONGOING

Open Date	Online Portal	Posting date for the Opportunity	Sep 24th 2021, 11:00 AM
CDT	N/A		

UPCOMING

Pre-Proposal Meeting Virtual - Microsoft Teams A pre-proposal conference will be held Tuesday, October 5, 2021, at 8:00 a.m. CST via Microsoft Teams Conference ID: 479 744 079# or call in (audio only) +1 281-985-1862,, 479 744 079# United States, Houston. Attendance is not mandatory; however, all vendor(s) are encouraged to attend in order to have a better understanding of the requirements of this Request for Proposal (RFP). Oct 5th 2021, 8:00 AM CDT - Oct 5th 2021, 9:00 AM CDT No

UPCOMING

Questions Due Date Online Portal Deadline to submit Questions Oct 5th 2021, 12:00 PM CDT
N/A

UPCOMING

Close Date Online Portal Deadline for Submissions Nov 1st 2021, 2:00 PM CDT N/A

Commodity Codes:

NIGP 91522 Communications Marketing Services

NIGP 91876 Marketing Consulting

NIGP 96153 Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)

Supporting Documentation:

Search

Search

File	Type	Description	Date Created	Actions
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General Requirements for Proposals.pdf	Documentation			
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General Requirements for Proposals				
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May 27th 2021, 10:16 AM CDT				
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Harris County Minimum Insurance Requirements.pdf	Documentation			
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Harris County Minimum Insurance Requirements				
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Feb 9th 2021, 9:59 AM CST				
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Proposal Acknowledgement.pdf	Documentation			
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Proposal Acknowledgement				
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Mar 30th 2021, 7:22 AM CDT				
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Special Requirements.pdf	Documentation			
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Special Requirements				
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Sep 16th 2021, 2:31 PM CDT				
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Specifications.pdf	Documentation			
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Specifications

Sep 16th 2021, 2:31 PM CDT

Subcontractor Listing Form.pdf Documentation

Subcontractor Listing Form

Feb 9th 2021, 9:58 AM CST

Tax Residence Certification.pdf Documentation

Tax Residence Certification

Feb 9th 2021, 9:58 AM CST

Workers Compensation Insurance Requirements.pdf Documentation

Workers Compensation Insurance Requirements

May 27th 2021, 2:23 PM CDT

Requested Information:

Listed below are the documents and information needed to complete your submission:

Name	Type	# Files	Requirement	Instructions	Actions
Acceptance of General Requirements for RFPs	Data Type: Yes/No				N/A REQUIRED
Proposal Acknowledgement	File Type: PDF (.pdf)			Multiple	REQUIRED
Tax Residence Certification	File Type: PDF (.pdf)			Multiple	REQUIRED
Form 1295 Certificate of Interested Parties	File Type: PDF (.pdf)			Multiple	REQUIRED
Subcontractor Listing Form	File Type: PDF (.pdf)			Multiple	REQUIRED
References (Q-03KS)	Questionnaire: Excel (.xlsx)	1		REQUIRED	You will need to fill out the provided Response Template for this Questionnaire.
Proof of Insurance	File Type: PDF (.pdf)			Multiple	REQUIRED
Exceptions (Q-13EK)	Questionnaire: Excel (.xlsx)	1		REQUIRED	You will need to fill out the provided Response Template for this Questionnaire.
Optional/Value-Added Services (Q-57NR)	Questionnaire: Excel (.xlsx)	1		OPTIONAL	You will need to fill out the provided Response Template for this Questionnaire.
Fee Schedule	File Type: Excel (.xls, .xlsx)			Multiple	REQUIRED

Proposal Documents

Name Type # Files Requirement Instructions Actions

Section I - Transmittal File Type: PDF (.pdf) Multiple REQUIRED

Section II - Scope of Service/Narrative of Proposed Services File Type: PDF (.pdf) Multiple
REQUIRED

Section IV - Organizational Information/Qualifications File Type: PDF (.pdf) Multiple
REQUIRED

Section V - Legal Documents File Type: PDF (.pdf) Multiple REQUIRED

Section VI - Miscellaneous File Type: PDF (.pdf) Multiple REQUIRED

Document Takers

Search

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Vendors # Files Actions

11/11 Media Hispanic Advertising and Marketing Firm 4

Gtech 8

iHeartMedia 3

KGBTexas Communications 3

LJA Engineering 1

Outreach Strategists, LLC 11

Revmade LLC 2

RFx Analyst, Inc. 11

Smartprocure Inc 11

Transformative Marketing Solutions, LLC 2

Vesta Rea & Associates, LLC 8

Messages