



REQUEST FOR PROPOSAL 21--007

Community Engagement Campaign Marketing and
Communications/Graphic Consultant

Electronic submissions are required for this RFP

Electronic submissions shall be uploaded to COG's
solicitation "lockbox."

Proposals shall be uploaded no later than 2:00 p.m.
EDT, November 24, 2020

NOTE: See lockbox submission instructions in Section VIII

**REQUEST FOR PROPOSAL
RFP 21-007**

Release Date October 29, 2020

**COMMUNITY ENGAGEMENT CAMPAIGN MARKETING
AND COMMUNICATIONS/GRAPHIC CONSULTANT**

I. METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

The Metropolitan Washington Council of Governments (“COG”) is the regional organization of the Washington area's 24 major local governments and their governing officials, plus area members of the Maryland and Virginia legislatures and the U.S. Senate and House of Representatives. COG provides a focus for action on issues of regional concern such as comprehensive transportation planning, air and water quality management, environmental monitoring, tracking economic development and population growth and their effects on the region, coordinating public safety programs, and promoting child care and housing for the region. COG is supported by financial contributions from its participating local governments, federal and state government grants and contracts, and through grants and contracts from foundations and the private sector.

II. PROJECT OVERVIEW AND BACKGROUND

The Community Engagement Campaign (CEC) is a partnership between COG and fourteen of the region’s water and wastewater utilities and local governments. Based on 2020 survey findings (see Exhibit A – separate attachment) the CEC wants to engage the region’s residents in learning about the value of water, protecting household pipes, and water infrastructure investment. Additionally, the CEC seeks to increase residents’ knowledge about their source of drinking water and their utility providers. The CEC looks to accomplish this via initiatives that are most beneficial to the utilities’ top priorities identified below as the four topics.

The CEC is seeking a consultant or consultants who can guide the CEC through development of impactful outreach materials and marketing approaches.

III. SCOPE OF WORK

Assist the CEC with applying the findings of their 2020 Water and Wastewater Survey to maximize their campaign strategy and outreach on these four topics:

- Knowledge of drinking water source and utilities
- Safety of drinking tap water
- Protect Your Pipes (PYP) campaign (www.protectyourpipes.org)
- Foster customer appreciation for infrastructure needs, and how they are tied to rate increases.

A. Marketing

1. Provide marketing guidance about:
 - a. Where can the CEC impact opinions and behaviors the most?
 - b. How can the CEC increase recognition of its PYP brand and messages by using our branding in marketing plans/proposals?

- c. Recommend which market venues would be optimal for the CEC's messages, especially during Covid-19. For example, how do we ensure our messages can compete in a virtual space? Would you recommend other formats/venues for the committee's messages and public service announcements (to reach members of the public who are not already receiving utility updates via social media and websites)? How can we effectively expand our outreach?
2. Research marketing venues and make recommendations based on return on investment and cost-benefit (e.g., impressions versus costs).
 3. Help the CEC to capitalize on partnerships to boost our outreach efforts and PYP campaign recognition.
 4. Measure the return on promotional investment.
- B. Graphics
1. Provide a plan for tailoring graphics/communications to target specific audiences (according to the survey findings).
 2. Collaborate with the CEC members to design and develop communications for the identified marketing venues and messages. Examples might include producing informational graphics, computer graphics such as maps and call outs, video production and editing (such as splicing and voice overs), and other visuals.
 3. Provide a plan to determine how to use the survey results as a marketing/communication tool throughout the year.

IV. STATEMENT OF QUALIFICATIONS

- A. Demonstrate proven ability to work with staff and committees to develop plans, guide decision-making, and share results.
- B. Provide examples of experience with targeted public outreach. Outline experience developing a campaign strategy and tracking results.
- C. Please provide samples of the firm's work (for example, marketing plans and results, sample videos, infographics, ad campaigns, etc.)
- D. Provide examples of experience working on water and wastewater issues, Examples within the COG region, and/or with COG region utilities is a preferred.
- E. If the proposal involves partnering with another contractor qualifications for both the Offeror and subcontractor should be included as well as a reference sheet for each subcontractor (Attachment C).

V. BUDGET

The maximum budget for marketing and communications plan development, materials, and venues for this abbreviated fiscal year is up to \$40,000, through June 30, 2020, with the possibility of renewal for subsequent project years (July 1-June 30, 2021), up to \$80,000. Please detail your estimated costs at or below this budget.

Renewal will be subject to availability of funding.

- A. Your budget for this year should account for time spent on approximately ten 1-hour committee and subcommittee webinars and additional consulting calls/webinars with COG staff and committee leadership, as well as communications over email.
- B. Possible committee webinar presentations of outreach material concepts and marketing venue options.
- C. Localized travel for video production is a possibility, but not a requirement. Otherwise, project work may be done remotely, and there will not be much in the way of travel costs.

VI. RECOMMENDATIONS & DELIVERABLES

- A. Provide your recommended communications and marketing plan given the survey results, topic areas, and committee needs.
- B. Describe your proposed deliverables that you (or you in combination with a subcontractor) would be able to provide within this project year and budget.
- C. Provide suggested approaches or considerations not included in this Scope of Work.
- D. See Exhibit A (separate attachment) for more information.

VII. CONTENT OF PROPOSAL

- A. Format

All Offerors must submit their proposals following the prescribed format. Adherence to the proposal format by all Offerors will ensure a fair evaluation regarding the needs of COG.

Offerors not following the prescribed format will be deemed non-responsive. The letter transmitting the proposal must be signed by an officer authorized to bind the Offeror. The proposal must include the following:

1. Section 1. Qualifications of the firm and key personnel
 - a. This section shall provide the professional credentials and expertise of the Offeror, key personnel, and subcontractors assigned to this project.
 - b. Although standard personnel resumes may be included as attachments to the proposal, amplification specific to this solicitation is required in this section. Offerors are asked to specifically note whether proposed project personnel have any prior experience working on identified topics; experience working with the water and wastewater sectors, and ability to work with a regional committee comprised of water and wastewater utilities and local governments, and creative communications and marketing ideas for this sector
 - c. The absence of such project specific information shall cause the proposal to be deemed non-responsive.
2. Section 2. Proposed method to accomplish the work

- a. In this section of the proposal, Offerors must provide a detailed description of their approach for accomplishing the tasks specified herein. Considering the challenges presented by the COVID-19 pandemic, alternative approaches to include both in-person and remote engagement are expected.
- b. This section shall include a work plan, schedule, and a project management plan that will detail all lines of authority and communication which will support all the project requirements and logically lead to the deliverables required in this RFP.
- c. A matrix shall be provided which will identify, by task, key personnel assignments and the number of anticipated hours to be performed by each proposed project member by task.

3. Section 3. Staff availability and past performance

- a. Timely completion of the tasks outlined for this project is of critical importance. Offerors shall provide a brief description of their current projects and the availability of key personnel proposed in this project.
- b. A matrix shall be provided which will list all project work from the past three (3) years to date. Information for each project shall include the following:
 - i. Project Name
 - ii. Project Client
 - iii. Brief description of project tasks
 - iv. Period of Performance, including whether the contract has concluded or not.
 - v. Project Point of Contact (Name, email address and telephone number)

4. Section 4. Cost proposals for the Offeror and any Subcontractor(s).

This section shall provide the total costs by work task, and by jurisdiction for the data collection and analysis and community engagement tasks, including all expenses, profits and fees to be charged to COG for providing the services described above.

B. Proposal Document Organization

1. Offerors shall submit a cover letter to COG Contracts and Purchasing Manager (address above) signed by an authorized principal or agent of the Offeror, which provides an overview of the proposal, as well as the name, title, and phone number of the person to whom questions may be directed to concerning the proposal.
2. The letter should also include a statement by the Offeror accepting all terms and conditions contained in this RFP or indicate any exceptions. Exceptions should be attached to the letter.

The written proposal shall be organized to match the headings delineated below:

- a. Letter of Interest
- b. Table of Contents
- c. Executive Summary

- d. Qualifications of the Firm and Key Personnel
- e. Proposed Method to Accomplish the Work
- f. Contractor Past Performance (**See Contract References Attachment C**)

3. Separate Submission

- a. Cost Proposal
- b. DBE Plan

V. METHOD OF PROPOSAL EVALUATION AND SELECTION

The proposals will be evaluated by a technical selection committee. The selection committee may hold, at COG’s option, a pre-selection meeting with the top-ranked Offerors.

The final recommendation for selection to the COG Contracting Officer may be made based upon interviews and/or a best and final offer submitted by the Offerors, if required by the selection committee. In evaluating the proposals, the following factors will be considered, with points awarded up to the maximum shown below:

Factor	Points
Qualifications of team members and demonstration of graphics, communications, and marketing strategy development and expertise	30
Examples of outreach campaign materials, venues, and measurable results	25
Experience working on the identified topics; experience working with the water and wastewater sectors, and ability to work with a regional committee comprised of water and wastewater utilities and local governments	10
Creativity and level of detail within proposal	15
Cost and Price Analysis	5
DBE Participation	15
Total Points	100

VI. DISADVANTAGED BUSINESS ENTERPRISE

A. Disadvantaged Business Enterprise (“DBE”) participation shall be an integral component of the Contractor selection process for this RFP. COG's DBE Policy may be viewed on its website www.mwcog.org. Responding firms shall submit with their proposals a DBE Participation Plan to meet this goal. The plan shall identify any DBE (defined in 49 CFR Part 26) that shall be participating in the project.

B. The plan shall include the name and address of the firm, a copy of the firm's current DBE Certification from any federal, state or local government agency that certifies DBE ownership (please note only **DBE** certifications will be accepted by COG for this purpose). **See Attachment E.**

- C. COG, in accordance with Title VI of the Civil Rights Act of 1964 and 78 Stat. 252, 42 USC 2000 d – 42 and Title 49, Code of Federal Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered pursuant to this advertisement will afford minority business enterprises full opportunity to submit bids in response to this invitation, and will not discriminate on the grounds of race, color, sex, or national origin in consideration for an award.
- D. DBE Assurance – The Contractor or Subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of USDOT assisted contracts. Failure by the Contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.
- E. A total of 15 possible points (out of a maximum of 100 points) may be awarded for DBE participation, as measured in dollars, either as the Contractor or "Subcontractor". In the event of a tie score between 2 or more proposals, the proposal with the largest percentage of DBE participation, as measured in dollars, will be awarded the contract. DBE points are to be awarded as follows:

PARTICIPATION POINTS

10% to 14%	3
15% to 19%	6
20% to 24%	9
25% to 34%	12
35% or more	15

VII. PROPOSAL QUESTIONS

- A. All questions concerning the RFP must be submitted in writing to the COG Contracts and Purchasing Office at purchasing@mwkog.org with a to cc: rkonrad@mwkog.org no later than 7 business days prior to the deadline.
- B. All questions will be answered via addendum and posted on COG’s website 5 business days after the cut-off date.
- C. No questions will be accepted following the cut-off date.
- D. Addendums **must** be acknowledged on the Proposal Response form. Please check the website posting prior to your submission at www.mwkog.org/purchasing-and-bids/cog-bids-and-rfps/.

VIII. SUBMISSION DATE AND LOCKBOX INSTRUCTIONS

- A. Proposals shall be received via “Lockbox” by no later than 2:00 p.m. EDT, November 24, 2020.
- B. Submissions for this RFP **must** be made electronically to COG’s solicitation “Lockbox.”
- C. Lockbox Submission Instructions are as follows:
1. Proposals may not be submitted through hard copy, fax or other electronic methods except as designated below.

2. Please use the RFP number and your firm name in the file name of your electronic submission.
3. Offerors shall submit one (1) electronic copy of their qualifications to the COG Lockbox system as per the below directions.
 - a. Proposers shall submit one electronic copy to the COG “Lockbox” system in the following fashion:
 - i. Registration – To utilize the “LOCKBOX” service, proposer must be registered on the Mid-Atlantic Purchasing Team Vendor Registration System (“VRS”) portal at <https://mwcog.net>.

If proposer is not registered, please do this before accessing the LOCKBOX.

To register:

- Go to the portal at <https://mwcog.net> and click the Vendors listing the left menu on the page.
 - Click Register and fill out the form. NOTE: Proposer will need its company information including its TIN/EIN number if proposer is a company or proposer’s SSN if proposer is a sole proprietor.
 - Registering will give proposer access to the LOCKBOX solicitations.
- ii. If the firm is already registered in the VRS then this step can be skipped. The vendor will need to have their Vendor ID and VIN numbers handy.
 - iii. Submission – Once registered in the VRS system go to the website at <https://mwcog.net> and click on Solicitation Listings tab.

Select “VIEW Solicitations” next to Metropolitan Washington Council of Governments.

Those solicitations utilizing the VRS Lockbox service will be highlighted with a LOCKBOX button.

Click on the LOCKBOX button.

If proposer is interested in submitting a response to this solicitation, click on the REQUEST button. After providing the VRS vendor ID and VIN, proposer will receive a one-time use bid id and password by email.

Also use proposer’s credentials for the following:

- To submit a question to COG.
- To upload proposer’s formal bid response and any additional attachments to the lockbox (before the closing time for the solicitation).
- **Please limit size of individual files to 10 MB.**
- **Limit number of files to the following:**
 - Section IV.B.1-2
 - Section IV.B.3 and the Proposal Response form and accompanying documents from checklist.
 - Resumes may be submitted in a separate file in needed

- *The Proposers company name should be part of each file name.*
- To withdraw proposer's formal response should proposer desire to cancel its submission or to replace an already uploaded copy with a modified version.
- To verify that the document in the lockbox is the one proposer uploaded.

If no vendor ID is provided, proposer will be directed to the registration page.

If proposer wants to ensure that proposer's company details are correct prior to uploading the proposal, then logon to VRS using proposer's VRS vendor ID and VIN then jump to the vendor summary page in VRS to make any changes desired.

To return to the COG solicitation page, after registering or updating proposer's company details, click SOLICITATION LISTINGS button on the VRS home page followed by clicking on the VIEW SOLICITATIONS button for COG on the PENDING SOLICITATIONS page.

- b. Please do not wait until the last moment to register. If problems occur during registration please contact COG's provider at customerservice@eepex.com and cc: purchasing@mwkog.org
- c. DO NOT email submissions directly to COG; they will be disqualified.

VII. RFP 20-008 Proposal Response Form (Checklist and Acknowledgement & Signature Section)

This signed form must be included with the pricing submission to be considered responsive.

Proposer’s Check List and Required Forms –

ITEM	YES	NO
• Attachment A – Acknowledge and accept Terms and Conditions (If NO - Exceptions should be noted on a separate sheet)	___	___
• Attachment B – Non-Collusion and Debarment Affidavit	___	___
• Attachment C – References	___	___
• Attachment D – Acknowledge Rider Clause	___	___
• Certificate of Insurance (Accord Form)	___	___
• Electronic Payment (See Terms and Conditions)	___	___
• Exceptions	___	___

(If yes please attach all on separate sheet(s) at the end of this Proposal Response Form)

Addendums Acknowledged (if applicable) – All Addendums must be acknowledged

Addendum #1	YES ___	NO ___	N/A ___
Addendum #2	YES ___	NO ___	N/A ___
Addendum #3	YES ___	NO ___	N/A ___
Addendum #4	YES ___	NO ___	N/A ___
Others _____			

I have read, understood, and agreed to the terms and conditions of all contents of this RFP. The undersigned agrees to furnish the services stipulated in this RFP as stated above.

NAME: _____

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

SIGNATURE: _____

TITLE: _____

ATTACHMENT A TERMS AND CONDITIONS

This document sets out provisions generally applicable to Metropolitan Washington Council of Governments (“MWCOG”) contracts. The provisions herein do not constitute a complete agreement, and must be appended to a document, executed by all parties, which identifies the specific work to be performed, compensation, term, incorporated attachments, and special conditions, if any.

This document and the Contract are intended to be complementary and shall be construed accordingly. However, should there be a direct contradiction between the terms and conditions contained herein and the Contract, then the Contract shall govern and control those contradictory terms and conditions. As used herein, the term “MWCOG” includes MWCOG, its various members, agencies, employees or agents as may be appropriate. The term “Contract” shall include a document entitled “agreement” or any other title on a document that is denoting a contract.

I. Amendment

The resulting Contract will constitute the entire agreement between the parties and all other communications prior to its execution, whether written or oral, with reference to the subject matter of this Contract will be superseded by the Contract. No amendment to this Contract shall be binding unless in writing and signed by the parties.

II. Bankruptcy

Upon filing for any bankruptcy proceeding by or against the Contractor, whether voluntary or involuntary, or upon the appointment of a receiver, trustee, or assignee for the benefit of creditors, the Contractor must notify MWCOG immediately. Upon learning of the actions herein identified, MWCOG reserves the right at its sole discretion either to cancel the Contract or to affirm the Contract and hold the Contractor responsible for damages. The exercise of this right is in addition to any other rights MWCOG may have as provided in this agreement or by law.

III. Compliance with Law

The Contractor hereby represents and warrants that:

- A. It has the power and authority to enter into and perform the Contract, that the Contract, when executed and delivered, shall be a valid and binding obligation of Contractor, enforceable in accordance with its terms;
- B. Its performance under the Contract shall be in a good and workmanlike manner and in accordance with all applicable professional standards;
- C. It is qualified to do business in the jurisdictions covered by the Contract and that it will take such action as, from time to time hereafter, may be necessary to remain so qualified;
- D. It is not in arrears in the payment of any obligations due and owing to any agency involved in this agreement, including but not limited to the payment of taxes and employee benefits, and that it shall not become so in arrears during the term of this Contract;

- E. It shall comply with all federal, state and local laws, regulations, and ordinances applicable to its activities and obligations under this Contract; and
- F. It shall obtain, at its expense, all licenses, permits, insurance and governmental approvals, if any, necessary to the performance of its obligations under this Contract.

IV. Contingent Fee Prohibition

The Contractor, warrants that it has not employed or retained any person, partnership, corporation, or other entity, other than a bona fide employee or agent working for the Contractor, to solicit or secure this Contract, and that it has not paid or agreed to pay any person, partnership, corporation or other entity, other than a bona fide employee or agent, any commission, percentage, brokerage or contingent fee or other consideration contingent on the making of this Contract.

V. Counterparts

This Contract may be executed in several counterparts, each of which shall be an original, all of which shall constitute one and the same instrument.

VI. Force Majeure

Neither MWCOG and/or its members nor Contractor shall be held responsible for delay or default caused by fire, riot, acts of God, declaration of emergency, or war where such cause was beyond, respectively, MWCOG's and/or its members or Contractor's reasonable control. MWCOG and/or its members and Contractor shall make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance of its obligations under this Contract.

VII. Governing Law

The contract resulting from this solicitation shall be governed by and construed in accordance with the laws of the State/jurisdiction in which the participating entity officially is located.

VIII. Additional Terms and Conditions

Participating entities may also have need of additional terms and conditions specific to their local requirements.

IX. Indemnification

The Contractor shall protect, hold free and harmless, defend and indemnify MWCOG and its members including their officers, agents and employees from all liability, penalties, costs, losses, damages, expenses, causes of action, claims or judgments (including attorney's fees) resulting from injury to, or death of, any person or damage to property of any kind, which injury, death or damage arises out of, or is in any way connected with the performance of the work or failure to perform its obligations under this Contract.

This obligation of indemnification shall apply to any acts or omissions, negligent conduct, whether active or passive, including acts or omissions of Contractor's agents or employees; except that it shall not be applicable to injury, death or damage to the property arising from the sole negligence of MWCOG and/or members, their officers, agents and employees.

X. Independent Contractor

- A. Contractor shall perform the work required by this Contract as an “Independent Contractor.” Although MWCOG and/or members reserves the right to determine the delivery schedule for the work to be performed and to evaluate the quality of the completed performance, MWCOG and/or members cannot and will not control the means or manner of the Contractor’s performance. The Contractor shall comply promptly with any requests by MWCOG and/or members relating to the emphasis or relative emphasis to be placed on various aspects of the work or to such other matters pertaining to the work under this Contract. Contractor is responsible for determining the appropriate means and manner of performing the work.
- B. Contractor represents and warrants that Contractor is not an employee of MWCOG and/or members, is not currently employed by the Federal Government, and is not an officer, employee or agent of MWCOG and/or members.
- C. Contractor shall be responsible for all federal or state taxes applicable to any compensation or payments paid to Contractor under this Contract. Contractor is not eligible for any federal Social Security, unemployment insurance, or workers’ compensation benefits from compensation or payments paid to Contractor under this Contract.
- D. Contractor agrees to immediately provide MWCOG and/or members notice of any claim made against Contractor by any third party. Contractor also agrees not to assign to any third party, without MWCOG’s written consent, any obligation of MWCOG to indemnify Contractor for any actions under this Contract.

XI. Insurance Requirements

- A. Contractor shall obtain, and at all times keep in effect, Commercial General Liability Insurance in the amounts listed below for its activities and operations. The insurance shall include coverage for personal injury, discrimination and civil rights violation claims. All such insurance shall name MWCOG, individual members, their employees, and agents as ADDITIONAL INSURED. A copy of the certificate of insurance shall be filed with MWCOG and/or members prior to the time any services are rendered. Contractor shall maintain coverage in the amount of \$1,000,000 per occurrence and \$2,000,000 general aggregate and \$500,000 for property damage. Coverage shall be written on an occurrence form.
- B. Contractor shall obtain, and at all times keep in effect, automobile insurance on all vehicles used in this Contract with MWCOG and/or members to protect Contractor against claims for damages resulting from bodily injury, including wrongful death, and property damage that may arise from the operations of any owned or hired automobiles used by Contractor in connection with the carrying out of this Contract. All such insurance shall name MWCOG and/or individual members, their employees, and agents as ADDITIONAL INSURED.
- C. Contractor shall, upon request, provide MWCOG and/or members with certification of Workers’ Compensation Insurance, with employer’s liability in the minimum amount required the governing jurisdiction’s law in effect for each year of this Contract.
- D. All insurance policies shall have a minimum 30 days’ notice of cancellation. Immediate written notice to MWCOG and members involved in the contract shall be required in the

event of cancellation or restriction by the insurance company of any insurance policy referred to in this section.

- E. When insurance coverage is renewed, Contractor shall provide new certificates of insurance prior to expiration of current policies to all contracting agencies.

XII. Nondiscrimination

- A. A contractor who is the recipient of MWCOG and/or member funds, or who proposes to perform any work or furnish any goods under this Contract shall not discriminate against any worker, employee or applicant because of religion, race, sex, age, sexual orientation, physical or mental disability, or perceived disability.
- B. Contractor further agrees that this provision will be incorporated in all sub-contracts entered into in connection with this Contract.

XIII. Ownership of Documents and Materials

- A. The Contractor agrees that all documents and materials, including but not limited to, reports, drawings, studies, specifications, estimates, maps, photographs, designs, graphics, mechanicals, artwork, and computations prepared by or for the Contractor under the terms of this Contract shall at any time during the performance of the services be made available to MWCOG and/or members upon request and shall become and remain the exclusive property of MWCOG and/or members upon termination or completion of the services. These jurisdictions shall have the right to use the same without restriction or limitation and without compensation to the Contractor other than that provided in this Contract. MWCOG and/or members shall be the owner for the purposes of copyright, patent or trademark registration.
- B. If the Contractor obtains or uses for purposes of this Contract, or subcontracts for, any design, device, material, or process covered by letters of patent for copyright, it shall provide an assignment to MWCOG and/or members of ownership for purposes of copyright, patent or trademark and of all right to possess and to use such design, device, material or process and a legally sufficient agreement with the patentee or owner, and a copy of such agreement shall be filed with MWCOG and/or members.
- C. The Contractor shall indemnify and save harmless MWCOG and/or members from any and all claims for infringement by reason of the use of any such patented design, device, materials, or process, or any trademark or copyright, and shall indemnify, protect and save harmless MWCOG and/or members, their officers, agents, and employees with respect to any claim. Action, costs or infringement, for royalties or user fees, arising out of purchase or use of materials, construction, supplies, equipment or services covered by this Contract.

XIV. Payments

Electronic Payment means the payment of money to a vendor by electronic means, including by means of a Purchase Card (P-card) or Automated Clearing House (ACH) funds transfer method.

COG has implemented a P-Card Program utilizing MASTERCARD networks. Payments for this contract will be made utilizing COG's P-Card.

Contractors will receive payment from the P-Card in the same manner as other credit card purchases. The payments typically are transferred within 48 hours. Accordingly, contractors must presently have the ability to accept these P-Cards or take whatever steps necessary to implement their ability before the start of the contract term, or contract award by the COG. COG reserves the right to revise this program as necessary.

In rare cases, ACH transactions will be acceptable as a form of payment to our vendors. Please keep in mind the turn-around time on ACH transactions can be as long as 30 days.

XV. Records

- A. Contractor shall maintain all fiscal records relating to this Contract in accordance with generally accepted accounting principles. In addition, Contractor shall maintain any other records pertinent to this Contract in such a manner as to clearly document Contractor's performance hereunder.
- B. Contractor acknowledges and agrees that the MWCOG and/or members and their duly authorized representatives shall have access to such fiscal records and all other books, documents, papers, plans, and writings of the Contractor that are pertinent to this Contract. All such fiscal records, books, documents, papers, plans, and writing shall be retained by Contractor and kept accessible for a minimum of three (3) years, except as required longer by law, following final payment and termination of this Contract, or until the conclusion of any audit, controversy, or litigation arising out of or related to this Contract, whichever date is later.
- C. All subcontracts shall also comply with these provisions.

XVI. Remedies

- A. Corrections of errors, defect and omissions. Contractor agrees to perform the work as may be necessary to correct errors, defects, and omissions in the services required under this Contract, without undue delays and without cost to MWCOG and/or members. The acceptance of the work set forth herein by MWCOG and/or members shall not relieve the Contractor of the responsibility of subsequent corrections of such errors.
- B. Set Off. MWCOG and/or members may deduct from and set-off against any amounts due and payable to the Contractor any back-charges, penalties, or damages sustained by MWCOG and/or members, their agents, employees of recipients of its services, by virtue of any breach of this Contract by the Contractor or by virtue of the failure or refusal of the Contractor to perform the services or any part of the services in a satisfactory manner. Nothing herein shall be construed to relieve the Contractor of liability for additional costs resulting from a failure to satisfactorily perform the services.
- C. Cumulative. All rights and remedies of MWCOG/ members and Contractor shall be cumulative and may be exercised successively or concurrently. The foregoing is without limitation to or waiver of any other rights or remedies of the MWCOG and/or members by law.

XVII. Responsibility of Contractor

- A. The Contractor shall perform the services with the standard of care, skill, and diligence normally provided by a Contractor in the performance of services similar the services hereunder.
- B. Notwithstanding any review, approval, acceptance or payment for the services by MWCOG, the Contractor shall be responsible for the professional and technical accuracy of its work, specifications and other materials furnished by the Contractor under this Contract.
- C. If the Contractor fails to perform the services, or any part of the services, in conformance with the standard set forth in subparagraph A above, it shall, if required by MWCOG and/or members, perform at its own expense and without additional cost to MWCOG and/or members, those services necessary for the correction of any deficiencies or damages resulting, in whole or in part, from the Contractor's failure. This obligation is in addition to and not in substitution for any other remedy available to MWCOG and/or members under the "Remedies" paragraph, or otherwise available by law.

XVIII. Severability/Waiver

- A. MWCOG and/or members and Contractor agree that, if any term or provision of this Contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Contract did not contain the particular term or provision held to be invalid.
- B. The failure of either party to enforce any provision of this Contract shall not constitute a waiver by that party of that or any other provision of this Contract.

XIX. Subcontracting or Assignment

The benefits and obligations hereunder shall inure to and be binding upon the parties hereto and neither this Contract nor the services to be performed hereunder shall be subcontracted, or assigned or otherwise disposed of, either in whole or in part, except with the prior written consent of MWCOG and/or members. MWCOG and/or members have the right to withhold such consent for any reason MWCOG and/or members deem appropriate.

XX. Survival

The terms, conditions, representations, and all warranties contained in this Contract shall survive the termination or expiration of this Contract.

XXI. Termination

- A. If the Contractor fails to fulfill its obligations under the Contract properly and on time, or otherwise violates any provision of the Contract, MWCOG and/or members may terminate the Contract by written notice to the Contractor.
- B. The notice shall specify the acts or omissions relied upon as cause for termination.
- C. All finished or unfinished work provided by the Contractor shall, at MWCOG's and/or members option, become MWCOG's and/or member's property. MWCOG and/or

members shall pay the Contractor fair and equitable compensation for satisfactory performance prior to receipt of notice of termination, less the amount of damages caused by the Contractor's breach. If the damages are more than the compensation payable to the Contractor, the Contractor will remain liable after termination and MWCOG and/or members can affirmatively collect damages.

XXII. Termination of Contract for Convenience

- A. The performance of work under this Contract may be terminated by MWCOG and/or members, in whole or in part, upon written notice to the Contractor, when MWCOG and/or members determines such termination is in the best interest of MWCOG and/or members. The termination for convenience is effective on the date specified in MWCOG's and/or members written notice.
- B. MWCOG and/or members will pay for all reasonable costs allocable to the Contract for work or costs incurred by the Contractor up to the date of termination. However, the Contractor shall not be reimbursed for any anticipatory profits that have not been earned up to the date of termination.

XXIII. Termination of Multi-Year Contract

- A. If MWCOG and/or members fail to appropriate funds or if funds are not otherwise made available for continued performance for any fiscal period of this Contract succeeding the first fiscal period, this Contract shall be cancelled automatically as of the beginning of the fiscal year for which funds were not appropriated or otherwise made available; provided, however, that this will not affect either MWCOG's and/or members rights or the Contractor's rights under any termination clause in this Contract.
- B. The effect of termination of the Contract hereunder will be to discharge both the Contractor and MWCOG and/or members from future performance of the Contract, but not from their rights and obligations existing at the time of termination. The Contractor shall be reimbursed for the reasonable value of any non-recurring costs incurred but not amortized in the price of the Contract. MWCOG and/or members shall notify the Contractor as soon as it has knowledge that funds may not be available for the continuation of this Contract for each succeeding fiscal period beyond the first.

XXIV. Time is of the essence

Time is of the essence in Contractor's performance of each and every obligation and duty under this Contract.

XXV. Whole Contract

The resulting Contract constitutes the complete and exclusive statement of the Contract between the parties relevant to the purpose described herein and supersedes all prior agreements or proposals, oral or written, and all other communication between the parties relating to the subject matter of this Contract.

(Revised 4/2/2020)

**ATTACHMENT B
NON-COLLUSION AND DEBARMENT AFFIDAVIT**

DATE _____

TO: Metropolitan Washington Council of Governments,
777 North Capitol Street, NE, Suite 300
Washington, DC 20002

To Whom It May Concern:

This is to certify that the undersigned bidder has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with this Bid submitted to the Metropolitan Washington Council of Governments & Mid-Atlantic Purchasing Team.

In addition, the bidder also certifies that they are in good standing and not on any debarred lists with any government agency including Local, Federal and State Governments.

Bid _____

Name of Bidder _____

Signature

Title of Authorized Representative

Swore to and subscribed before me this _____ day of _____, 20____

My commission expires _____, 20____.

Notary Public

(Notary Seal)

**ATTACHMENT C
CONTRACT REFERENCES**

CONTRACTOR: _____

PROVIDE THE INFORMATION REQUESTED BELOW ON ALL CONTRACT PROJECT WORK FOR THE PAST THREE (3) YEARS TO DATE. YOU MAY ATTACH AN ADDITIONAL PAGE IF NECESSARY. It is imperative that accurate contact names and phone numbers be given for the projects listed. Client information should include a contact person who can comment on the company’s ability to perform the services required under this contract. The company should insure that telephone numbers and contact names given are up-to-date and accurate.

Project Number 1

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 2

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involve: _____

Project Number 3

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 4

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____
3. Approximate Value of Contract: _____
4. Duration of Contract: _____
5. Description of Services Provided: _____

6. Team Member(s) Involved: _____

Project Number 5

1. Name of Client Organization: _____
2. Name and Title of Point of Contact (POC) for Client Organization:

Phone Number of POC: _____ Email: _____

- 3. Approximate Value of Contract: _____
- 4. Duration of Contract: _____
- 5. Description of Services Provided: _____

- 6. Team Member(s) Involved: _____

Project Number 6

- 1. Name of Client Organization: _____
- 2. Name and Title of Point of Contact (POC) for Client Organization:

- Phone Number of POC: _____ Email: _____
- 3. Approximate Value of Contract: _____
- 4. Duration of Contract: _____
- 5. Description of Services Provided: _____

- 6. Team Member(s) Involved: _____

Project Number 7

- 1. Name of Client Organization: _____
- 2. Name and Title of Point of Contact (POC) for Client Organization:

- Phone Number of POC: _____ Email: _____
- 3. Approximate Value of Contract: _____
- 4. Duration of Contract: _____
- 5. Description of Services Provided: _____

- 6. Team Member(s) Involved: _____

ATTACHMENT D COG COOPERATIVE RIDER CLAUSE

The COG Cooperative Purchasing Program works to aggregate the public entity and non-profit purchasing volumes in the National-Capital region of Maryland, Virginia and Washington, D.C.

I. Format

COG serves as the Lead Agency of this procurement and has included this Cooperative Rider Clause indicating its willingness to allow other public entities to participate in this procurement ("Participating Agency") pursuant to the following Terms and Conditions:

II. Terms

- A. A Participating Agency, through their use of this Cooperative Rider Clause, agree to the terms and conditions of the resulting contract to the extent that they can be reasonably applied to the Participating Agency.
- B. A Participating Agency may also negotiate additional terms and conditions specific to their local requirements upon mutual agreement between the parties.

III. Other Conditions - Contract and Reporting

- A. The resulting contract shall be governed by and "construed" in accordance with the laws of the State/jurisdiction in which the Participating Agency is officially located.
- B. Contract obligations rest solely with the Participating Agency only.
- C. Contractor must provide semi-annual contract usage reporting information to COG, including but not limited to quantity, unit pricing and total volume of sales by entity on demand and without further approval of Participating Agency;

Semi-annual reporting Due Dates beginning from Contract execution:

- November 30, covering May 1 – October 31
 - May 31, covering November 1 – April 30
- D. Contractor is required to report any Participating Agency that is added to the contract and a **COG Rider Clause Approval Form** must be filled out by the Participating Agency and approved by COG (see form below).
 - E. Significant changes in total contract value may result in further negotiations of contract pricing with the Lead Agency and any Participating Agency.

In pricing and other conditions, contractors are urged to consider the broad reach and appeal of public and non-profit entities in the National Capital region.

II. Participating Members

COG Member Governments

• District of Columbia

Maryland

- Town of Bladensburg
- City of Bowie
- City of College Park
- Charles County
- City of Frederick
- Frederick County
- City of Gaithersburg
- City of Greenbelt
- City of Hyattsville
- Montgomery County
- Prince George's County
- City of Rockville
- City of Takoma Park

Virginia

- City of Alexandria
- Arlington County
- City of Fairfax
- Fairfax County
- City of Falls Church
- Loudoun County
- City of Manassas
- City of Manassas Park
- Prince William County

Other Local Governments

- Town of Herndon
- Spotsylvania County
- Stafford County
- Town of Vienna

Public Authorities/Agencies

- Alexandria Renew Enterprises
- District of Columbia Water and Sewer Authority
- Metropolitan Washington Airports Authority
- Montgomery County Housing Opportunities Commission
- Potomac & Rappahannock Transportation Commission/ Omni Ride
- Prince William County Service Authority
- Upper Occoquan Service Authority

- Washington Metropolitan Area Transit Authority
- Washington Suburban Sanitary Commission

School Systems

- Alexandria Public Schools
- Arlington County Public Schools
- Charles County Public Schools
- District of Columbia Public Schools
- Frederick County Public Schools
- Loudoun County Public Schools
- City of Manassas Public Schools
- Montgomery College
- Montgomery County Public Schools
- Prince George's County Public Schools
- Prince William County Public Schools
- Spotsylvania County Schools
- Winchester Public Schools

State Agencies

- Maryland-National Capital Park and Planning Commission
-

BALTIMORE METROPOLITAN COUNCIL

- City of Annapolis
- Anne Arundel County
- Anne Arundel County Public Schools
- Anne Arundel Community College
- City of Baltimore
- Baltimore City Public Schools
- Baltimore County
- Baltimore County Public Schools
- Community College of Baltimore County
- Carroll County
- Harford County
- Harford County Public Schools
- Harford Community College
- Howard County
- Howard County Public Schools System
- Howard Community College
- Queen Anne's County
- Queen Anne's County Public Schools

**ATTACHMENT D
COG RIDER CLAUSE**

Sample Approval Form Only – Do not fill out

This form must be executed for any Participating Agency, both within and outside of the Metropolitan Washington Council of Governments (COG) region, to use the COG Cooperative Rider Clause to ride solicitations and contracts.

NOTE: Effective January 1, 2019, COG does not authorize the use of the MAPT/COG Cooperative Rider Clause without this form being completed and approved.

Participating Agency Name _____

Contact Person _____

Phone _____ Email Address _____

Solicitation/Contract Information:

Name Solicitation/Contract _____

Lead Agency/Contract Holder _____

Contact Person _____

Solicitation/Contract Number _____ Other Reference _____

Vendor Information:

Contractor Name _____

Address _____

City/State/Zip _____

Contact Person _____

Phone _____ Email Address _____

See questions on next page.

Questions -

YES NO

1. Is the Contract active and currently in force? _____
2. Is the Participating Agency's specifications/scope of work the same or very similar to that in the Contract? _____
3. Is riding this Contract within the rules and regulations of the Participating Agency and approved by the Participating Agency's Purchasing Department? _____

Participating Entity

Metropolitan Washington Council of Governments

Name _____

Name _____

Title _____

Title _____

Signature _____

Signature _____

ATTACHMENT E

DBE Plan Goals Submission

PROPOSER	Name: _____	
Total Proposed Budget	Value: \$ _____	
DBE Plan	Yes _____ No _____	
Check if Prime Contractor is a DBE _____ . Certification Form Must Be Attached to this form.	Certification # _____	Expiration Date: _____
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
DBE SUBCONTRACTOR 1		
	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____
<i>Copy for additional DBE subcontractors</i>		
DBE SUBCONTRACTOR 2		
	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____

	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

DBE SUBCONTRACTOR 3	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%
DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

DBE SUBCONTRACTOR 4	Name: _____	
Street Address		Tax ID #: _____
City, State, Zip		Website: _____
POINT OF CONTACT	Name: _____	Title: _____
	Email: _____	Telephone: _____
Subcontract Value	Cost \$ _____	Percentage of total _____%

RFP-21-007 COMMUNITY ENGAGEMENT CAMPAIGN MARKETING

DBE Performance Period	Start ___/___/___	End ___/___/___
DBE Certification	State: _____	Certification Type: DBE (must be DBE)
	Certifying Agency: _____	
Certification Form Must Be Attached to this form	Certification # _____	Expiration Date: _____

Copy for additional DBE subcontractors

NOTE: This form is available in Excel format upon request