



Company Name:

TARRANT COUNTY
PURCHASING DEPARTMENT

MELISSA LEE, C.P.M., A.P.P.
PURCHASING AGENT

CHRIS LAX, CPSM, CPCP
ASSISTANT PURCHASING AGENT

RFP NO. 2022-165

**REQUEST FOR PROPOSALS
FOR
ANNUAL CONTRACT FOR
MARKETING SERVICES**

**PROPOSALS DUE JULY 14, 2022
2:00 P.M. CST**

RFP NO. 2022-165

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ATTACHMENT A – CREATIVE RIGHTS AGREEMENT

This Table of Contents is intended as an aid to bidders and not as a comprehensive listing of the bid package. Bidders are responsible for reading the entire bid package and complying with all specifications.

PRE-PROPOSAL CONFERENCE

All Respondents are encouraged to attend a Pre-Proposal Conference.

A Pre-Proposal GoToMeeting Video Conference will be held:

TUESDAY, JUNE 21, 2022 AT 2:00 P.M. CST

RSVP: Respondents planning to attend the Pre-Proposal GoToMeeting Video Conference must RSVP to Brad Richards, Senior Buyer, via fax 817-884-2629 or, if unable to fax, email to BidQuestions-RSVP@tarrantcounty.com by 5:00 p.m. CST, Friday, June 17, 2022. Confirmed receipt by Tarrant County of this email is required.

A RSVP must be completed by each company representative wishing to participate in the GoToMeeting and an email address must be provided for each.

After the RSVP deadline, a GoToMeeting invitation will be sent to participants.

Questions from Respondents will be addressed at the pre-proposal conference. Any vendor who submits a proposal without attending the scheduled pre-proposal conference does so at his own risk. Such Respondent who submits a proposal and does not attend the scheduled pre-proposal conference waives any right to assert claims due to undiscovered conditions.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

Tarrant County is soliciting proposals for the **ANNUAL CONTRACT FOR MARKETING SERVICES**.

Original and Three (3) Copies
OF
COMPLETED PROPOSALS
MUST BE RECEIVED IN THE
TARRANT COUNTY PURCHASING DEPARTMENT
AT 100 E. WEATHERFORD, SUITE 303
FORT WORTH, TEXAS 76196-0104
ON OR BEFORE JULY 14, 2022 AT 2:00 P.M.

All proposals are due in the Tarrant County Purchasing Department by the due date in sealed envelopes or boxes. All proposals must be clearly marked with the Proposal Number, the name of the company submitting the proposal package, and date and time of opening on the outside of the envelope/box and/or Air Bill/Delivery Receipt. The original proposal must be clearly marked "ORIGINAL" and contain all original signatures. "No-Bid" response to be returned on the form included in the section under Forms.

Any proposal received after the date and hour set for Proposal opening will not be accepted. The Respondent will be notified and will advise Tarrant County Purchasing as to the disposition by either pick up, return at Respondent's expense, or destroyed with written authorization of the Respondent. If Proposals are sent by mail to the Tarrant County Purchasing Department, the Respondent shall be responsible for actual delivery of the Proposal package to the Tarrant County Purchasing Department before the date and hour set for Proposal opening. If mail is delayed either in the postal service or in the internal mail system of Tarrant County beyond the date and hour set for the Proposal opening, proposals thus delayed will not be considered and will be disposed of as authorized.

Proposals may be withdrawn at any time prior to the official opening. Alterations made before opening time must be initialed by Respondent guaranteeing authenticity. After the official opening, Proposals become the property of Tarrant County and may not be amended, altered or withdrawn without the recommendations of the Tarrant County Purchasing Agent and the approval of Tarrant County Commissioners Court.

Tarrant County is exempt from Federal Excise and State Sales Tax; therefore, tax must not be included in this proposal. Tarrant County is not exempt from Surplus Lines Tax or Texas Stamping Tax.

Tarrant County reserves the right to accept or reject in part or in whole any proposals submitted and to waive any technicalities for the best interest of Tarrant County.

No oral explanation or instructions will be given by Tarrant County officials or employees in regard to the meaning of the proposal specifications before the award of the contract unless authorized by the Tarrant County Purchasing Agent or their designee. Requests from interested bidders for additional information or interpretation of the information included in the specifications should be directed in writing, via fax or via email, to:

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

BRAD RICHARDS, SENIOR BUYER

FAX: 817-884-2629

EMAIL: BidQuestions-RSVP@tarrantcounty.com

All documents relating to this proposal including but not limited to, the proposal document, questions and their responses, addenda and special notices will be posted under the proposal number on the Tarrant County website and available for download by interested parties. No documents will be faxed or emailed after the initial Notice of Intent prior to award. **It is the Respondent's sole responsibility to review this site and retrieve all related documents prior to the Proposal due date.**

The deadline for receipt of all questions is 12:00 p.m., CST, Wednesday, June 22, 2022. After this deadline, all questions and responses will be posted on the website and available for download by interested parties.

All questions **must** be submitted in writing and directed to Brad Richards, Senior Buyer, via fax at **817-884-2629** or, if unable to fax, emailed to BidQuestions-RSVP@tarrantcounty.com.

Faxed Questions: Faxed questions **must** reflect the RFP number **or** include the RFP cover page.

Emailed Questions: The email **must** include the RFP No. in its subject and confirmation of receipt by Tarrant County is **required**.

All Proposal Response Forms and questionnaires must be fully completed and included in your response. Detailed specifications have been provided, and any deviations or exceptions must be referenced on the designated response forms that have been provided. Unless deviations are specifically stated herein, benefits will be provided according to the specifications at no additional charge.

The Proposal is issued in compliance with the County Purchasing Act, Section 262.030. Negotiations may be conducted with responsible Respondent(s) who submit Proposals determined to be reasonably susceptible of being selected for award.

It is the Respondent's sole responsibility to print and review all pages of the Proposal document, attachments, questions and responses, addenda and special notices. The Signature Form must be signed and returned. Failure to provide a signature on this form renders the Proposal non-responsive. Failure to complete and submit all required forms, including but not limited to References, Compliance with Federal and State Laws Form, Questionnaires (when applicable), Addenda (including revised forms), and any other specified forms or documents will be grounds for rejection of entire Proposal.

CONFIDENTIALITY: Any material that is to be considered confidential in nature must be clearly marked as such and may be treated as confidential to the extent allowable in the Texas Public Information Act. Pricing information is not considered confidential. Trade secrets or confidential information **MUST** be placed in a separate envelope marked **"CONFIDENTIAL INFORMATION"** and **EACH PAGE** must be marked **"CONFIDENTIAL INFORMATION."** Tarrant County will make every effort to protect these papers from public disclosure as outlined in Texas Local Government Code, Section 262.030(c).

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The Texas Public Information Act gives the public the right to request access to government information, subject to certain narrow exceptions. Tarrant County is an entity subject to this Act. Therefore, please be advised that your company's declaration that certain information submitted in response to a Proposal is "confidential" will not be treated as such if Tarrant County receives a request for a copy of the Proposal. Tarrant County will, of course, make every effort to inform your company of such a request and to provide you with an opportunity to object to the release of any proprietary information per the procedure outlined in Texas Government Code Section 552.305. Notice to your company under Section 552.305 may be sent via either certified mail or e-mail using the contact information provided by you on the signature form. Please be advised that Tarrant County cannot and will not make an agreement to withhold information from the public contrary to Tarrant County's responsibilities under the Act.

Additionally, to the extent your proposal is incorporated into the contract, the proposal will become an official record available for public inspection.

Proposals shall be opened to avoid disclosure of contents to competing Respondents and kept secret during the process of negotiation. All Proposals that have been submitted shall be open for public inspection after the contract is awarded, except for trade secrets and confidential information contained in the proposals and identified as such.

All proposals shall specify terms and conditions of payment, which will be considered as part of, but not control, the award of the proposal. Tarrant County review, inspection, and processing procedures ordinarily require thirty (30) days after receipt of invoice, materials, or service. Proposals which call for payment before thirty (30) days from receipt of invoice, or cash discounts given on such payment, will be considered only if, in the opinion of the Tarrant County Purchasing Agent, the review, inspection, and processing procedures can be completed as specified.

Invoices shall be sent directly to the Tarrant County Auditor's Office, Attention: Accounts Payable, 100 East Weatherford, Room 506, Fort Worth, Texas 76196, or email to SAP-invoices@tarrantcounty.com. In accordance with the Prompt Payment Act, it is the intention of Tarrant County to make payment on completed orders within thirty (30) days after receipt of invoice or items; whichever is later, unless unusual circumstances arise. **Invoices must be fully documented as to labor, materials, and equipment provided and must reference the Tarrant County Purchase Order Number in order to be processed. No payments shall be made on invoices not listing a Purchase Order Number.**

Continuing non-performance of the Vendor in terms of specifications shall be a basis for the termination of the contract by Tarrant County. Tarrant County shall not pay for work, equipment, or supplies which are unsatisfactory. The Vendor will be given a reasonable opportunity before termination to correct deficiencies. This, however, shall in no way be construed as negating the basis for termination for nonperformance.

The **contract may be terminated** by either party upon written thirty (30) day notice prior to cancellation.

Proposals will be considered non-responsive if they show any omissions, alteration of form, additions or conditions not called for, or inconsistency of any kind. However, Tarrant County reserves the right to waive any inconsistencies and to make an award in the best interest of Tarrant County.

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Proposals may be deemed non-responsive, among other reasons, for any of the following specific reasons:

1. Proposals containing any inconsistencies.
2. Unbalanced value of any items.

Respondents may be disqualified and their proposals not considered, among other reasons, for any of the following specific reasons:

1. Reason for believing collusion exists among the Respondents.
2. Reasonable grounds for believing that any Respondent is interested in more than one proposal for the work contemplated.
3. The Respondent being interested in any litigation against Tarrant County.
4. The Respondent being in arrears on any existing contract or having defaulted on a previous contract.
5. Lack of competency as revealed by a financial statement, experience and equipment, questionnaires, etc.
6. Uncompleted work that in the judgment of Tarrant County will prevent or hinder the prompt completion of additional work, if awarded.
7. Respondents shall not owe delinquent property tax in Tarrant County.
8. Respondent's past performance record with Tarrant County.
9. Limited competition.

Due care and diligence have been used in the preparation of this information, and it is believed to be substantially correct. However, the responsibility for determining the full extent of the exposure and the verification of all information presented herein shall rest solely with the Respondent. Tarrant County and its representatives will not be responsible for any errors or omissions in these specifications, nor for the failure on the part of the Respondent to determine the full extent of the exposures.

The successful Vendor may not assign their rights and duties under an award without the written consent of the Tarrant County Purchasing Agent. Such consent shall not relieve the assignor of liability in the event of default by the assignee.

Audit Clause: The Vendor must agree that Tarrant County will, until the expiration of twelve (12) months after final payment under this agreement, have access to and the right to examine at reasonable times any directly pertinent books, documents, papers and records (hard copy, as well as computer generated data) of the Vendor involving those transactions related to this solicitation. The vendor must agree that Tarrant County will have access during normal working hours to all necessary facilities, staff and workspace in order to conduct audits. Tarrant County will provide the Vendor with reasonable advance notice of intended audits. The Vendor must provide records within ten (10) business days or a mutually agreed upon timeline.

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TO THE EXTENT PERMITTED BY LAW, RESPONDENT AGREES TO DEFEND, INDEMNIFY AND HOLD TARRANT COUNTY, ITS OFFICIALS, AGENTS, SERVANTS, AND EMPLOYEES, HARMLESS AGAINST ANY AND ALL CLAIMS, LAWSUITS, ACTIONS, COSTS AND EXPENSES OF ANY KIND, INCLUDING BUT NOT LIMITED TO, THOSE FOR PROPERTY DAMAGE OR LOSS (INCLUDING ALLEGED DAMAGE OR LOSS TO OWNER'S BUSINESS AND ANY RESULTING LOST PROFITS), EMPLOYMENT MATTERS, AND/OR PERSONAL INJURY, INCLUDING DEATH, THAT MAY RELATE TO OR ARISE OUT OF OR BE OCCASIONED BY (I) RESPONDENT'S BREACH OF ANY OF THE TERMS OF PROVISIONS OF THIS AGREEMENT OR (II) ANY NEGLIGENT ACT OR OMISSION OR INTENTIONAL MISCONDUCT OF RESPONDENT, ITS OFFICERS, AGENTS, ASSOCIATES, EMPLOYEES, CONTRACTORS OR SUBCONTRACTORS, RELATED TO THE PERFORMANCE OF THIS AGREEMENT.

THE SUCCESSFUL RESPONDENT(S) WILL COMPLY WITH ALL STATE, FEDERAL, AND LOCAL LAWS INCLUDING BUT NOT LIMITED TO THE AMERICANS WITH DISABILITIES ACT, TITLE VII OF THE CIVIL RIGHTS OF 1964, AGE DISCRIMINATION IN EMPLOYMENT ACT, CIVIL RIGHTS ACT OF 1991, FEDERAL INSURANCE CONTRIBUTIONS ACT (FICA), FAIR LABOR STANDARDS ACT, EQUAL PAY ACT OF 1963 AND THE AFFORDABLE HEALTH CARE ACT, AS TO TREATMENT AND COMPENSATION OF ITS EMPLOYEES.

RESPONDENT(S) WILL PREPARE PAYROLL CHECKS, MAKE ALL NECESSARY DEDUCTIONS AND PAY ALL TAXES AND MAINTAIN INSURANCE REQUIRED BY FEDERAL, STATE, AND LOCAL LAWS. RESPONDENT ACCEPTS FULL RESPONSIBILITY FOR THE PAYMENT OF WAGES, COMPENSATION, OVERTIME AND BENEFITS TO PERSONNEL. RESPONDENT ACCEPTS RESPONSIBILITY FOR PAYMENT OF ALL TAXES, ASSESSMENTS, FEES, AND FINES THAT MAY BE DUE AND OWING TO ANY LOCAL, STATE OR FEDERAL GOVERNMENT AGENCIES.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SPECIAL TERMS AND CONDITIONS OF THE CONTRACT

1. **CONTRACT TERMS:** Vendor(s) will be awarded a twelve (12) month contract, effective from the date of award or notice to proceed as determined by the Tarrant County Purchasing through September 30, 2023. At Tarrant County's option and approval by the Vendor, the contract may be renewed for two (2) additional twelve (12) month periods, as further explained in Renewal Options. **Prices must remain firm for the entire contract.**

2. **RENEWAL OPTIONS:** Tarrant County reserves the right to exercise an option to renew the contract of the Vendor for two (2) additional twelve (12) month periods, provided such option is stipulated and agreed upon by both parties. If Tarrant County exercises the right in writing, the Vendor must update and submit any documents required during the initial solicitation by no later than thirty (30) calendar days prior to the commencement of the option period. Required documents must be in force for the full period of the option. If the updated documents are not submitted by the Vendor in complete form within the time specified, Tarrant County may rescind its option or seek a new solicitation.

3. **SECONDARY/ALTERNATE AWARD:** Secondary or Alternate Vendors serve in a backup capacity only. In the event the Primary is unable to honor the terms and conditions of the contract, the Secondary Vendor(s) may be called. If the Secondary Vendor is unable to honor the terms and conditions of the contract the Alternate Vendor(s) may be called. The Primary Vendor is the first contact. Use of the Secondary or Alternate Vendor(s) must be approved, in writing, by the Tarrant County Purchasing Agent or his designee in compliance with Texas Local Government Code 262.027(g).
 - A. In the event the Secondary or Alternate Vendors are called upon, they will offer the materials and services at their awarded price(s), or better. Any attempt to increase their awarded price(s) may cause the removal of the Vendor from the contract. Calling upon the Secondary or Alternate Vendors does not necessarily affect the status of any awarded Vendor, including the Primary Vendor.
 - B. If a Secondary or Alternate Vendor represents themselves as the Primary Vendor without written authorization from the Tarrant County Purchasing Agent, or his designee, the Secondary or Alternate Vendor may be removed from the contract.
 - C. Would you, as the Vendor, be willing to accept a Secondary or Alternate Award based on the above?

_____Yes _____No

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SPECIAL TERMS AND CONDITIONS OF THE CONTRACT

4. **COOPERATIVE PURCHASING**: Tarrant County has the lead role in developing and encouraging Cooperative Purchasing efforts among governmental entities that participate in its Cooperative Purchasing Program. Cooperative Purchasing can be a great benefit to Tarrant County vendors by providing an avenue to offer materials and services to participating entities. A current list of participating entities is included in this solicitation and an up-to-date list can be found on the Tarrant County website.

A. Should other Governmental Entities decide to participate in this contract, would you, as the Vendor, agree that all terms, conditions, specifications, and pricing would apply? **A "NO" answer could result in complete rejection of the bid.**

_____Yes _____No

1. If you, the Bidder, checked Yes, the following will apply:

- a. Governmental Entities utilizing Intergovernmental Contracts with Tarrant County will be eligible, but not obligated, to purchase materials and services under the contract(s) awarded because of the solicitation. All purchases by Governmental Entities other than Tarrant County will be billed directly to that Governmental Entity and paid by that Governmental Entity. Tarrant County will not be responsible for another Governmental Entity's debts. Each Governmental Entity will order their own material and services as needed.
- b. Delivery to governmental entities located within Tarrant County will be at no charge or as otherwise provided for in the Award Document. Delivery charges, if any, for governmental entities located outside Tarrant County shall be negotiated between the Vendor and each governmental entity.
- c. Tarrant County utilizes County Purchase Orders as its primary means of encumbering funds and pays for goods and services utilizing Vendor invoices. In the event Governmental Entities utilizing InterGovernmental Contracts use other payment methods, including but not limited to, purchasing cards, debit cards, check requests or other methods which cause the Vendor to incur service, processing, or other fees, these fees are the responsibility of that Governmental Entity, unless otherwise negotiated with the Vendor.
- d. Vendor(s) awarded contract(s) resulting from bid will be responsible for providing to Tarrant County, at no additional charge, a complete list of all governmental entities currently utilizing the contract and their annual expenditures. This information should be provided ninety (90) days prior to the expiration of the contract, or as otherwise requested by Tarrant County.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

Entities Currently Participating in Cooperative Purchasing Program with Tarrant County

1. ALAMO COMMUNITY COLL DISTRICT	64. CITY OF BASTROP	127. CITY OF FLORESVILLE
2. ALAMO HEIGHTS ISD	65. CITY OF BAYTOWN	128. CITY OF FLOYDADA
3. ALEDO ISD	66. CITY OF BEDFORD	129. CITY OF FOREST HILL
4. ALLEN ISD	67. CITY OF BELLMEAD	130. CITY OF FORNEY
5. ALVARADO ISD	68. CITY OF BELLS	131. CITY OF FORT WORTH
6. ALVORD ISD	69. CITY OF BENBROOK	132. CITY OF FRISCO
7. ANNA FIRE DEPARTMENT	70. CITY OF BIG SPRING	133. CITY OF FULSHEAR
8. ANDERSON COUNTY	71. CITY OF BLUE MOUND	134. CITY OF GAINESVILLE
9. ANDREWS COUNTY	72. CITY OF BONHAM	135. CITY OF GALENA PARK
10. ARANSAS COUNTY	73. CITY OF BOVINA	136. CITY OF GALVESTON
11. ARGYLE ISD	74. CITY OF BOWIE	137. CITY OF GANADO
12. ARLINGTON ISD	75. CITY OF BOYD	138. CITY OF GARLAND
13. ARMSTRONG COUNTY	76. CITY OF BRADY	139. CITY OF GATESVILLE
14. ASPERMONT ISD	77. CITY OF BRIDGE CITY	140. CITY OF GEORGETOWN
15. ATASCOSA COUNTY	78. CITY OF BRIDGEPORT	141. CITY OF GLEN HEIGHTS
16. AUBREY ISD	79. CITY OF BROWNWOOD	142. CITY OF GODLEY
17. AZLE ISD	80. CITY OF BRYAN	143. CITY OF GRANBURY
18. BAILEY COUNTY	81. CITY OF BUDA	144. CITY OF GRAND PRAIRIE
19. BASTROP COUNTY	82. CITY OF BURKBURNETT	145. CITY OF GRAND SALINE
20. BASTROP ISD	83. CITY OF BURLESON	146. CITY OF GRAPEVINE
21. BEAUMONT ISD	84. CITY OF CADDO MILLS	147. CITY OF GREENVILLE
22. BELL COUNTY	85. CITY OF CANTON	148. CITY OF GUN BARRELL CITY
23. BENBROOK WATER AUTHORITY	86. CITY OF CARROLLTON	149. CITY OF HALTOM CITY
24. BETHANY SPEC UTILITY DIST	87. CITY OF CASTLE HILLS	150. CITY OF HARLINGEN
25. BEXAR COUNTY	88. CITY OF CEDAR HILL	151. CITY OF HASLET
26. BEXAR COUNTY ESD No. 2	89. CITY OF CEDAR PARK	152. CITY OF HEATH
27. BIRDVILLE ISD	90. CITY OF CELESTE	153. CITY OF HEWITT
28. BLUE RIDGE FIRE DEPARTMENT	91. CITY OF CELINA	154. CITY OF HITCHCOCK
29. BOSSIER PARISH SHERIFF'S OFFICE	92. CITY OF CIBOLO	155. CITY OF HORIZON CITY
30. BOSQUE COUNTY	93. CITY OF CLEBURNE	156. CITY OF HUDSON OAKS
31. BRANCH FIRE DEPARTMENT	94. CITY OF COCKRELL HILL	157. CITY OF HUNTSVILLE
32. BRAZORIA COUNTY	95. CITY OF COLLEYVILLE	158. CITY OF HURST
33. BRAZOS COUNTY	96. CITY OF COLUMBUS	159. CITY OF HUTCHINS
34. BREWSTER COUNTY	97. CITY OF COLORADO CITY	160. CITY OF HUTTO
35. BRIAR VOLUNTEER FIRE DEPT.	98. CITY OF COMBINE	161. CITY OF INGLESIDE
36. BROOKS CNTY CNSTBLS. PRECS 1-4	99. CITY OF COMMERCE	162. CITY OF IRVING
37. BROWN COUNTY	100. CITY OF CONVERSE	163. CITY OF ITALY
38. BULVERDE POLICE DEPARTMENT	101. CITY OF COPPELL	164. CITY OF JACKSBORO
39. BURNET COUNTY	102. CITY OF COPPERAS COVE	165. CITY OF JACKSONVILLE
40. BYNUM ISD	103. CITY OF CORINTH	166. CITY OF JONESTOWN
41. CAMERON COUNTY	104. CITY OF CORSICANA	167. CITY OF JEFFERSON
42. CANTON ISD	105. CITY OF CROWLEY	168. CITY OF JUSTIN
43. CANYON ISD	106. CITY OF CUMBY	169. CITY OF KATY
44. CARROLL ISD	107. CITY OF DALWORTHINGTON GRDN	170. CITY OF KEENE
45. CARROLLTON-FARMERS BRANCH ISD	108. CITY OF DE LEON	171. CITY OF KELLER
46. CASTLEBERRY ISD	109. CITY OF DECATUR	172. CITY OF KENNEDALE
47. CEDAR HILL ISD	110. CITY OF DEER PARK	173. CITY OF KERMIT
48. CHAMBERS COUNTY	111. CITY OF DENISON	174. CITY OF KILLEEN
49. CHEROKEE COUNTY	112. CITY OF DENTON	175. CITY OF KINGSVILLE
50. CITY OF ALEDO	113. CITY OF DESOTO	176. CITY OF KRUM
51. CITY OF ALLEN	114. CITY OF DIBOLL	177. CITY OF KYLE
52. CITY OF ALVORD	115. CITY OF DUNCANVILLE	178. CITY OF LA FERIA
53. CITY OF AMARILLO	116. CITY OF EARLY	179. CITY OF LA GRULLA
54. CITY OF ANDREWS	117. CITY OF EASTLAND	180. CITY OF LA VERNIA
55. CITY OF ANGLETON	118. CITY OF EL PASO	181. CITY OF LAKE DALLAS
56. CITY OF ANNA	119. CITY OF ELECTRA	182. CITY OF LAKE WORTH
57. CITY OF ARLINGTON	120. CITY OF EMORY	183. CITY OF LANCASTER
58. CITY OF ATHENS	121. CITY OF ESCOBARES	184. CITY OF LAREDO
59. CITY OF AUBREY	122. CITY OF EULESS	185. CITY OF LEAGUE CITY
60. CITY OF AUSTIN	123. CITY OF EVERMAN	186. CITY OF LEANDER
61. CITY OF AZLE	124. CITY OF FARMERS BRANCH	187. CITY OF LEWISVILLE
62. CITY OF BALCH SPRINGS	125. CITY OF FARMERSVILLE	188. CITY OF LINDALE
63. CITY OF BANGS	126. CITY OF FERRIS	189. CITY OF LITTLE ELM

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

Entities Currently Participating in Cooperative Purchasing Program with Tarrant County

190.	CITY OF LITTLEFIELD	252.	CITY OF SOUR LAKE	314.	EASTLAND COUNTY
191.	CITY OF LIVE OAK	253.	CITY OF SOUTHLAKE	315.	ECTOR COUNTY
192.	CITY OF LUBBOCK	254.	CITY OF SOUTHMAYD	316.	ECTOR COUNTY ISD
193.	CITY OF LUCAS	255.	CITY OF SPRING VALLEY VILLAGE	317.	EDDY COUNTY, NM
194.	CITY OF LUFKIN	256.	CITY OF SPRINGTOWN	318.	EL PASO COUNTY
195.	CITY OF LUMBERTON	257.	CITY OF STEPHENVILLE	319.	EL PASO CNTY HOSP DIST DBA...
196.	CITY OF MANSFIELD	258.	CITY OF SULPHUR SPRINGS	320.	ELECTRA ISD
197.	CITY OF MARSHALL	259.	CITY OF TAFT	321.	ELLIS COUNTY
198.	CITY OF McALLEN	260.	CITY OF TAYLOR	322.	ERATH COUNTY
199.	CITY OF MCKINNEY	261.	CITY OF TEMPLE	323.	EVERMAN ISD
200.	CITY OF MELISSA	262.	CITY OF TERRELL	324.	FANNIN COUNTY
201.	CITY OF MERKEL	263.	CITY OF TEXARKANA, AR	325.	FARMERSVILLE ISD
202.	CITY OF MESQUITE	264.	CITY OF TEXARKANA, TX	326.	FLOYD COUNTY
203.	CITY OF MIDLAND	265.	CITY OF THE COLONY	327.	FORNEY ISD
204.	CITY OF MIDLOTHIAN	266.	CITY OF UNIVERSAL CITY	328.	FORT BEND COUNTY
205.	CITY OF MINEOLA	267.	CITY OF UNIVERSITY PARK	329.	FORT BEND COUNTY ESD#2
206.	CITY OF MINERAL WELLS	268.	CITY OF VAN ALSTYNE	330.	FORT BEND COUNTY ESD#7
207.	CITY OF MORGAN'S POINT RESORT	269.	CITY OF VENUS	331.	FORT WORTH HOUSING AUTHORITY
208.	CITY OF MURPHY	270.	CITY OF VERNON	332.	FORT WORTH ISD
209.	CITY OF NACOGDOCHES	271.	CITY OF WACO	333.	FORT WORTH TRANSP AUTHORITY
210.	CITY OF NEDERLAND	272.	CITY OF WATAUGA	334.	FRANKLIN COUNTY
211.	CITY OF NEW BRAUNFELS	273.	CITY OF WAXAHACHIE	335.	FREESTONE COUNTY
212.	CITY OF NORTH RICHLAND HILLS	274.	CITY OF WEATHERFORD	336.	FRISCO ISD
213.	CITY OF ODESSA	275.	CITY OF WESTWORTH VILLAGE	337.	GLASSCOCK COUNTY
214.	CITY OF OVILLA	276.	CITY OF WHITE SETTLEMENT	338.	GOLIAD COUNTY
215.	CITY OF PALESTINE	277.	CITY OF WHITESBORO	339.	GONZALES COUNTY
216.	CITY OF PARKER	278.	CITY OF WHITEWRIGHT	340.	GRAND PRAIRIE ISD
217.	CITY OF PASADENA	279.	CITY OF WILLS POINT	341.	GRANDVIEW POLICE DEPT.
218.	CITY OF PELICAN BAY	280.	CITY OF WILMER	342.	GRAPEVINE\COLLEYVILLE ISD
219.	CITY OF PERRYTON	281.	CITY OF WINNSBORO	343.	GRAYSON COUNTY
220.	CITY OF PHARR	282.	CITY OF WYLIE	344.	GREENVILLE ISD
221.	CITY OF PLANO	283.	CLAY COUNTY	345.	GREGG COUNTY
222.	CITY OF PORT ISABEL	284.	CLEAR CREEK ISD	346.	GRIMES COUNTY
223.	CITY OF POTEET	285.	CLEBURNE ISD	347.	GUADALUPE COUNTY
224.	CITY OF POTTSBORO	286.	COCHRAN COUNTY	348.	HARDIN COUNTY
225.	CITY OF PRINCETON	287.	COLLIN COUNTY	349.	HARRIS-FORT BEND EMG Svcs Dist #100
226.	CITY OF QUINLAN	288.	COLLIN COUNTY COMM COLL DIST.	350.	HARRIS CNTY EMG Svcs DIST. #7, #10, #24, #48
227.	CITY OF RALLS	289.	COLORADO COUNTY	351.	HARRISON COUNTY
228.	CITY OF RED OAK	290.	COMAL COUNTY	352.	HAWKINS ISD
229.	CITY OF RHOME	291.	COMMUNITY HEALTHCORE	353.	HAYS COUNTY
230.	CITY OF RICHARDSON	292.	COOKE COUNTY	354.	HEART OF TX REG MHMR CENTER
231.	CITY OF RICHLAND HILLS	293.	COPPELL ISD	355.	HENDERSON COUNTY
232.	CITY OF RIO GRANDE CITY	294.	CORYELL COUNTY	356.	HEREFORD ISD
233.	CITY OF RIVER OAKS	295.	COTTONDALE VOL FIRE DEPT	357.	HIGHLAND PARK ISD
234.	CITY OF ROANOKE	296.	CROWLEY ISD	358.	HILL COUNTY
235.	CITY OF ROBINSON	297.	DALLAS COUNTY	359.	HOOD COUNTY
236.	CITY OF ROCKWALL	298.	DALLAS CNTY UTIL & RECLAM. DIST.	360.	HOPKINS COUNTY
237.	CITY OF ROUND ROCK	299.	DFW INT'L AIRPORT BOARD	361.	HOUSING AUTH OF CITY OF AUSTIN
238.	CITY OF ROWLETT	300.	DALLAS ISD	362.	HUMBLE ISD
239.	CITY OF ROYSE CITY	301.	DAWSON COUNTY	363.	HUNT COUNTY
240.	CITY OF RUNAWAY BAY	302.	DECATUR ISD	364.	HURST EULESS BEDFORD ISD
241.	CITY OF RUSK	303.	DENISON ISD	365.	HUTCHINSON COUNTY
242.	CITY OF SACHSE	304.	DENTON COUNTY	366.	IDEA PUBLIC SCHOOLS
243.	CITY OF SAGINAW	305.	DENTON CNTY FWS DIST. No. 1-A	367.	IRVING ISD
244.	CITY OF SAN ANGELO	306.	DENTON COUNTY FWS DIST. No. 10	368.	JACK COUNTY
245.	CITY OF SAN BENITO	307.	DENTON ISD	369.	JASPER COUNTY
246.	CITY OF SAN MARCOS	308.	DESOTO ISD	370.	JEFFERSON COUNTY
247.	CITY OF SANGER	309.	DIANA SPECIAL UTILITY DISTRICT	371.	JEFFERSON CNTY DRIN. DIST. #7
248.	CITY OF SANSON PARK	310.	DUNCANVILLE ISD	372.	JIM WELLS COUNTY
249.	CITY OF SEABROOK	311.	DUVAL COUNTY	373.	JOHNSON COUNTY
250.	CITY OF SEAGOVILLE	312.	EAGLE MOUNTAIN-SAGINAW ISD	374.	JOHNSON COUNTY SUD
251.	CITY OF SHERMAN	313.	EAST TEXAS COUNCIL OF GOVS.		

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

Entities Currently Participating in Cooperative Purchasing Program with Tarrant County

375.	JOSHUA ISD	437.	PARKER CNTY EMG SERV DISTRICT 1	499.	TOWN OF BARTONVILLE
376.	KARNES COUNTY	438.	PARMER COUNTY	500.	TOWN OF DOUBLE OAK
377.	KAUFMAN COUNTY	439.	PASADENA ISD	501.	TOWN OF EDGECLIFF VILLAGE
378.	KAUFMAN ISD	440.	PLANO ISD	502.	TOWN OF FAIRVIEW
379.	KELLER ISD	441.	POTTER COUNTY	503.	TOWN OF FLOWER MOUND
380.	KENNEDALE ISD	442.	PUBLIC TRANSIT SVC OF MIN.WELLS	504.	TOWN OF HICKORY CREEK
381.	KERENS ISD	443.	QUINLAN ISD	505.	TOWN OF HIGHLAND PARK
382.	KINNEY COUNTY	444.	RAINS COUNTY ESD #1	506.	TOWN OF LAKESIDE
383.	KRUM ISD	445.	RANCHO VIEJO POLICE DEPT.	507.	TOWN OF LITTLE ELM
384.	LAKE DALLAS ISD	446.	RANDALL COUNTY	508.	TOWN OF NORTHLAKE
385.	LAKE WORTH ISD	447.	RED OAK ISD	509.	TOWN OF PANTEGO
386.	LAMAR COUNTY	448.	RED RIVER COUNTY	510.	TOWN OF PECOS CITY
387.	LAMB COUNTY	449.	REFUGIO COUNTY	511.	TOWN OF PONDER
388.	LAMPASAS COUNTY	450.	REG 9 ED SVCE CENTER OF WICHITA	512.	TOWN OF PROSPER
389.	LAVON POLICE DEPARTMENT	451.	REGION 11 EDU SERVICE CENTER	513.	TOWN OF PROVIDENCE VILLAGE
390.	LEON COUNTY	452.	RICHARDSON ISD	514.	TOWN OF SUNNYVALE
391.	LEONARD ISD	453.	ROBERTSON COUNTY	515.	TOWN OF TROPHY CLUB
392.	LEWISVILLE ISD	454.	ROCKWALL COUNTY	516.	TOWN OF WESTLAKE
393.	LIMESTONE COUNTY	455.	ROUND ROCK ISD	517.	TOWN OF WESTOVER HILLS
394.	LITTLE ELM ISD	456.	SAM RAYBURN ISD	518.	TRAVIS COUNTY
395.	LOVEJOY ISD	457.	SAN JACINTO COM COLL DIST.	519.	TRAVIS CNTY EMG SVCS DIST No.6
396.	LOWRY CROSSING VOL FIRE DEPT.	458.	SAN PATRICIO COUNTY	520.	TRAVIS CNTY HEALTHCARE DISTRICT
397.	LUBBOCK COUNTY	459.	SCHLEICHER COUNTY	521.	TRINITY RIVER AUTHORITY
398.	MANSFIELD ISD	460.	SEABROOK VOL FIRE DEPT.	522.	TYLER JUNIOR COLLEGE
399.	MAVERICK COUNTY	461.	SR. CYR RES &PUBLIC...HUNT CNTY	523.	U.S. MARSHALS SERVICE
400.	McKINNEY ISD	462.	SEVEN POINTS FIRE RESCUE	524.	UNIVERSITY OF NORTH TEXAS
401.	McLENNAN COUNTY	463.	SHERMAN ISD	525.	UNIV OF N. TX HEALTH SCIENCE CTR
402.	McLENNAN COMM. COLLEGE	464.	SMITH COUNTY	526.	UNIVERSITY OF TEXAS AT ARLINGTON
403.	MARILEE SPECIAL UTILITY DIST.	465.	SPRINGTOWN ISD	527.	UNIVERSITY OF TEXAS AT DALLAS
404.	MEDINA VALLEY ISD	466.	SOUTH MONTGOMERY FIRE DEPT	528.	UNIV OF TX MD AND. CANCER CTR
405.	MHMR OF TARRANT COUNTY	467.	SOUTH TEXAS COLLEGE	529.	UPPER TRINITY REG WATER DIST.
406.	MIDLAND COUNTY	468.	SPAN, INC.	530.	UPSHUR COUNTY
407.	MIDLAND ISD	469.	STARR COUNTY	531.	UPTON COUNTY
408.	MIDWAY ISD	470.	STEPHENS COUNTY	532.	VAL VERDE COUNTY
409.	MILAM COUNTY	471.	STERLING COUNTY	533.	VAN ALSTYNE ISD
410.	MILLS COUNTY	472.	STONEWALL COUNTY	534.	VAN ZANDT COUNTY
411.	MITCHELL COUNTY	473.	TARLETON STATE UNIVERSITY	535.	VERNON ISD
412.	MONAHANS WICKETT PYOTE ISD	474.	TARRANT APPRAISAL DISTRICT	536.	VICTORIA COUNTY
413.	MONTGOMERY COUNTY	475.	TARRANT CNTY 9-1-1 EMG ASS DIST	537.	WACO ISD
414.	MONTGOMERY CNTY ESC 10	476.	TARRANT COUNTY COLLEGE DIST.	538.	WALKER COUNTY
415.	MONTGOMERY CNTY HOSP DIST.	477.	TARRANT CTY EMG SVCS DISTRICT 1	539.	WALLER COUNTY
416.	MOUNT PLEASANT POLICE DEPT.	478.	TARRANT COUNTY HOSP DIST	540.	WARD COUNTY
417.	MOUNT VERNON POLICE DEPT.	479.	TARRANT CTY WORKFORCE DEV Bd	541.	WAXAHACHIE ISD
418.	NACOGDOCHES COUNTY	480.	TARRANT REGIONAL WATER DIST	542.	WEATHERFORD COLLEGE
419.	NAVARRO COUNTY	481.	TAYLOR COUNTY	543.	WEATHERFORD ISD
420.	NEVADA VOL. FIRE DEPT.	482.	TEMPLE COLLEGE	544.	WEBB CONSOLIDATED ISD
421.	NEW CANEY ISD	483.	TERRELL ISD	545.	WEST TEXAS A&M UNIVERSITY
422.	NOLAN COUNTY	484.	TEXARKANA ISD	546.	WESTMINSTER FIRE DEPT.
423.	NORMANGEE ISD	485.	TEXAS A&M UNIV AT COMMERCE	547.	WESTON VOLUNTEER FIRE DEPT
424.	NORTH CENTRAL TX CNCL OF GOVS	486.	TEXAS A&M UNIVERSITY-KINGSVILLE	548.	WHITE SETTLEMENT ISD
425.	NORTH TX MUNICIPAL WATER DIST	487.	TEXAS A& M UNIV.-TEXARKANA	549.	WILLIAMSON COUNTY
426.	NORTH TEXAS TOLLWAY AUTH	488.	TEXAS ALCOHOLIC BEVERAGE COMM.	550.	WILLIAMSON CNTY EMG SVCS DIST #3
427.	NORTHWEST ISD	489.	TEXAS DEPT. OF PARK/WILDLIFE	551.	WILSON COUNTY
428.	NUECES COUNTY	490.	TEXAS DEPT. OF PUBLIC SAFETY	552.	WINKLER COUNTY
429.	OCHILTREE COUNTY	491.	TX TECH UNIV HEALTH SCI CTR EL PASO	553.	WINNSBORO HOUSING AUTHORITY
430.	OLTON POLICE DEPARTMENT	492.	TEXAS WOMAN'S UNIVERSITY	554.	WINNSBORO ISD
431.	ORANGE COUNTY	493.	THE WOODLANDS TOWNSHIP	555.	WISE COUNTY
432.	ORANGE CNTY DRAINAGE DIST	494.	TITUS COUNTY	556.	WOOD COUNTY
433.	PALO PINTO COUNTY	495.	TML MULTIStI. INTERGOV....	557.	YMCA OF METROPOLITAN DALLAS
434.	PANOLA COUNTY	496.	TOM GREEN COUNTY	558.	YOUNG COUNTY
435.	PARADISE ISD	497.	TOWN OF ADDISON	559.	ZAPATA COUNTY
436.	PARKER COUNTY	498.	TOWN OF ARGYLE		

SPECIAL TERMS AND CONDITIONS OF THE CONTRACT

5. MINIMUM INSURANCE REQUIREMENTS:

- A. Vendor shall take out, pay for and maintain at all times during the prosecution of the work under the contract, the following forms of insurance, in carriers acceptable to and approved by Tarrant County.
 - 1. Workers' Compensation/Employer's Liability
 - a. Worker's Compensation — statutory
 - b. Employer's Liability — \$500,000
 - 2. Commercial General Liability:
 - a. Bodily Injury/Personal Injury/Property Damage —
\$1,000,000 per occurrence/\$2,000,000 aggregate
- B. Tarrant County reserves the right to review the insurance requirements of this section during the effective period of the contract and to require adjustment of insurance coverage and their limits when deemed necessary and prudent by Tarrant County based upon changes in statutory law, court decisions, or the claims history of the industry as well as the Vendor.
- C. Required Provisions:
 - 1. Proof of Carriage of Insurance – All Certificates of Insurance will be required in duplicate and filed with the Tarrant County Purchasing Agent and the Budget and Risk Management Department at 100 East Weatherford Street, Suite 305, Fort Worth, Texas 76196 prior to work commencing.
 - 2. All Certificates shall provide Tarrant County with an unconditional thirty (30) days written notice in case of cancellation or any major change.
 - 3. As to all applicable coverage, policies shall name Tarrant County and its officers, employees, and elected representatives as an additional insured.
 - 4. All copies of the Certificates of Insurance shall reference the project name and solicitation number for which the insurance is being supplied.
 - 5. Vendor agrees to waive subrogation against Tarrant County, its officers, employees, and elected representatives for injuries, including death, property damage, or any other loss to the extent the loss, if any, is covered by the proceeds of insurance.
 - 6. If applicable, the Vendor is responsible for making sure any subcontractor(s) performing work under this agreement has the required insurance coverage(s) and supplies Tarrant County with the proper documents verifying the coverage.

SPECIAL TERMS AND CONDITIONS OF THE CONTRACT

6. CRIMINAL BACKGROUND CHECK:

- A. If this contract requires that Vendor personnel access Tarrant County Data (either on-site or remotely) or access secure areas of Tarrant County Facilities, then Vendor personnel may be required to undergo a Criminal Justice Information Services (CJIS) Background Check, a Human Resources Criminal Background Check, or a Sheriff's Criminal Background Check. Criminal Background Checks will be paid for by Tarrant County.
1. The Vendor must provide information, including, but not limited to, Employee Name, date of birth, and driver's license number for each individual required to pass a Criminal Background Check.
 2. Award of a contract could be affected by the Vendor's refusal to agree to these terms.
 3. Failure of the Vendor to supply personnel who pass a Criminal Background Check could affect the award of the contract or could result in the termination of the contract.
 4. The Criminal Background Check applies to the individual and not the Company.
 5. Passing status must be maintained by Vendor personnel for duration of the contract.

7. INFORMATION TECHNOLOGY HOSTED OR CLOUD SOLUTION:

- A. The following is only applicable when Vendor is providing Information Technology hosted or cloud solution:
1. **Confidentiality, Integrity, Availability (CIA)**
Vendor shall protect the Confidentiality, Integrity, and Availability (CIA) of all Tarrant County Data ensuring extra levels of security. All Tarrant County information must remain private and permit redaction of protected information before publication. Audit trails cannot be altered.
 2. **Breach Notification**
Vendor agrees that upon discovery of unauthorized access to Tarrant County Data, Vendor shall notify Tarrant County both orally and in writing. In no event shall the notification be made more than forty-eight (48) hours after Vendor knows or reasonably suspect unauthorized access has or may have occurred. In the event of a suspected unauthorized Access, Vendor agrees to reasonably coordinate with Tarrant County to investigate the occurrence.
 3. **Data**
All Tarrant County data will remain in the 48 contiguous United States at all times.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SPECIAL TERMS AND CONDITIONS OF THE CONTRACT

4. **Right to Audit**

Tarrant County reserves the right to audit vendor data centers which house Tarrant County Data or receive SSAE 16 SOC Type II audits from a reputable security advisory service firm (e.g. EY, Deloitte, KPMG, PWC, Coalfire, etc.).

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

I. Purpose:

- A. To identify contractors to assist Tarrant County with marketing needs for large-scale projects where the ultimate aim is public education and outreach.
- B. The vendor(s) will be awarded a contract granting exclusive rights to any marketing project with a value of \$25,000 or greater. For any marketing project with a value of \$24,999 or less, the contract is not exclusive and while Tarrant County retains the option of using the contracting vendor(s) for these projects, Tarrant County may exercise its discretion to use another vendor (including any Secondary or Alternate vendors awarded this contract) or no vendor at all.

II. General Requirements:

- A. The minimum requirements for contractors who are awarded a contract are as follows:
 - 1. Submit detailed, timely, and complete Statement of Work for each project.
 - 2. Work within budget.
 - 3. Meet interim and final deadlines.
 - 4. Attend meetings as requested by Departments to discuss the project. Include research in developmental and evaluation processes.
 - 5. Communicate proactively; provide feedback to eliminate unexpected or unplanned changes and misinterpretations of Scope of Work, deliverables, budget, and other requirements outlined in this RFP for the duration of the project.
 - 6. Create timelines to manage the delivery of project products.
 - 7. Manage subcontracting as needed to fulfill project goals.
 - 8. Provide progress and budget reports for each project (including measurable objectives with the submitted invoices) at the frequency determined by the ordering department. Additional reports may be required, depending on the nature of the project or funding source requirements.
 - 9. Maintain accurate budget, invoices and accounting procedures for each project. Deliver a comprehensive final report to the contracting Department at the end of each project to document the results of the work performed under this contract, including results by project deliverable and industry-standard measurements of total audience impressions for all media channels utilized (if applicable).
 - 10. Maintain documents and records for four (4) years or, in the case of an audit or litigation, until the audit or litigation is resolved.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

- B. Once the awarded contractor has been given a project, the contractor will be required to provide the following for **each** project:
 - 1. Project Timeline - include a detailed account of the processes for this project, with projected timelines, per deliverable.
 - 2. Price Proposal - A total project budget, including all cost elements as outlined above must be provided. Provide detailed budget breakdowns for materials and equipment.
- C. Tarrant County will provide input and final approval on all materials for public viewing.

III. Potential Services:

- A. Below is a list of deliverables and services that may be required to implement public awareness campaigns or to achieve other program goals. Proposers should provide proof of ability to deliver any or all of these potential services:
 - 1. Propose, develop, and execute public awareness campaigns that include strategic planning, production and implementation of outreach materials and products, distribution strategies, and methods for measuring effectiveness. Awarded contractors and sub-contractor(s) should be able to plan and execute program participant recruitment.
 - 2. Research-based media placement and purchasing services that include television, radio, print, Internet, mobile, and out-of-home. This includes monitoring of media buys and metrics-based measurement of effectiveness.
 - 3. Conduct research activities by collaborating with department to identify, clearly define, and meet research needs and objectives. These activities may include reviewing survey instruments; conducting focus groups; discussion guides or questionnaires; market analysis; preparing professional concepts or storyboards to test with members of the target audience; applying research findings to overall communications and creative strategies; and other tasks as assigned by the contracting department. Awarded contractors may also be asked to conduct formative marketing research and assessment.
 - 4. Develop, produce, and distribute creative materials that are audience-centered; research-driven and tested; and suited to fit the format of the selected media vehicle or distribution strategy developed by awarded contractors.
 - 5. Develop creative elements for a campaign (including but not limited to: brand/logo, creative themes to include colors, fonts, photography, and music).
 - 6. Mobile app development.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

7. Print advertising (e.g. newspaper, magazine).
8. Direct mail (production of materials, fulfillment, and distribution).
9. Design and purchase incentive items including but not limited to: branded office supplies, magnets, toys, household items, hats, and t-shirts.
10. Identify and recruit public/private collaborators to help extend the outreach campaign in communities beyond a campaign funding period.
11. Spanish, Vietnamese, and other translation services may be requested. All documents will be reviewed by the department prior to distribution.
12. Copywriting appropriate for the medium, e.g., print, website, e-mail, video script, banner, brochure and other deliverables. Copywriting must not have grammar and spelling errors and must clearly and succinctly convey campaign messages.

IV. Requirements Regarding Mobile Apps, and Other Electronic Services and Deliverables:

- A. Contractors develop, produce and market products (electronic information resources) that can be integrated into a comprehensive campaign. Electronic products (e.g. mobile apps, PDFs, Microsoft Word documents, text, videos, posted documents, etc.) must comply with all current federal, state, and Tarrant County accessibility, privacy, and security standards, rules and laws. Awarded contractors must stay up-to-date and be knowledgeable about any future emerging technologies that will help fulfill the intent and scope of this RFP. Awarded contractors will be solely responsible for the costs of correcting, remediating, and bringing into compliance any electronic information resources produced for this contract that are ultimately deemed to be out of compliance with the above standards, rules, and laws.
- B. Videos hosted within the respective department websites must meet the department's video standards. Videos posted on campaign websites must be accessible as stated above.
- C. Mobile apps and other electronic information resources must be developed in coordination with the County's Digital Manager.
- D. Mobile apps must be backward compatible at the appropriate number of previous mobile operating system versions based on the industry standard at the time the mobile app is created. Mobile apps must also be designed for use on multiple device platforms and operating systems.
- E. All mobile apps must be provided as a platform as a service, hosted and supported by the vendor.

SCOPE OF WORK

- F. As part of an integrated campaign, outreach and public awareness (in the form of events, seminars, webinars, coalition development, meeting and other similar public engagements) shall be strategic and advance program goals, objectives, and action plan. Awarded contractors shall develop comprehensive campaign strategies (not just a collection of random tactics) designed to achieve specific results that align with the goals of the ordering department. Strategies must take into account prior strategies and activities and must leverage existing resources (materials, relationships and collaborations). Strategies should be sustainable, scalable, replicable and fit within the allotted budget.
- G. Outreach and public awareness strategies, tactics, and activities shall demonstrate an understanding of the target audience at every step. Information and messages must have appeal and meaning for the particular target audience, motivate the desired change in attitude or behavior, and be disseminated through channels that effectively reach the audience.
- H. Outreach and public awareness strategies shall be developed and implemented to ensure effectiveness and achieve desired outcomes and will identify measurable objectives to be included in status reports and updates.

V. Requirements Regarding Placement of Purchased Advertising and/or Donated Media:

- A. Documentation for each campaign verifying that proposed media buys are aimed at target audience(s).
- B. Documentation for each campaign detailing donated airtime and schedules.
- C. Media purchases, placements, and donated airtime will be monitored and verified by current industry standards; e.g., SIGMA, VEIL, affidavit, invoices, insertion orders, and cut sheets.
- D. Awarded contractors will provide documented evidence of negotiated price discounts/savings as well as negotiations for print position/publication placement, value added services, such as pro-bono banner ad placements, and special edition placements, with the first billing period covering a media buy.

VI. Submittal Requirements:

- A. It is the Vendor's responsibility to ensure all required information set forth in this RFP is provided. Proposals missing required information and/or submitted in a manner not in accordance with the RFP instructions may not be given full consideration by Tarrant County.
- B. **Tab each section of the response using the numbers and letters as listed below.**

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

- C. Required Forms – Submit the following forms, in order, in this section:
1. Proposal Signature Form with signature
 2. Addenda Cover Pages with signature (if applicable)
 3. Compliance with Federal and State Laws Form
 4. HUB Certification Form (If applicable)
 5. References
 6. Deficiencies and Deviations Form
 7. Proposal Pricing Forms
- D. Qualifications and Experience – Please provide the following:
1. A brief company history, including total number of employees.
 2. Core services your firm directly provides.
 3. Core services your firm regularly contracts out.
 4. A list of companies and/or organizations for whom you have provided marketing services.
 5. Please identify all personnel assigned to this contract by position/title. Include a description of the duties for each position. Identify who will be the contract manager and the primary point of contact. For all individuals, please document overall experience and include current resumes or detailed bios.
 6. For each potential service in Section III, A. 1-12, please indicate level of experience and expertise.
- E. Sample Work Portfolio
1. Please submit representative examples for a minimum of two (2) recent campaigns your firm has developed and coordinated, other than community outreach or event promotional campaigns. Sample work in such categories will be addressed in Section H. *Agency Requirements, #15*. The portfolio may include work executed in any media form but should contain a project summary sheet. Flash drives containing digital images and visual presentations are welcome. If submitting flash drives, please submit five (5), one for each of the evaluation team members.
- F. References
- References should be current clients or clients within the past two (2) years, and should support both the technical and creative elements of your work. Contact information for references must not be withheld; nor will the Proposer be allowed to set up reference calls.

SCOPE OF WORK

G. Proposal Pricing

1. Listed are labor categories for which proposer must provide hourly rates, to be completed on the Proposal Pricing Form. Proposers must provide an hourly rate for each labor category, as specified. Failure to provide all hourly rates will result in rejection of proposal.
2. The estimated hours for each labor category are for evaluation purposes only. The County makes no guarantee of work for any category. Services will be solicited on an as-needed basis.
3. Hourly rates for additional labor categories may be listed on a separate page but are considered optional and will not be considered for evaluation purposes.

H. Agency Requirements - For each requirement below, please submit the requested information.

1. **Formative Research** – Please document capabilities and experience in formative assessment and development of messaging and communication strategies; to include experience in project design, discussion, guide/survey instrument development, sampling strategies and executing focus groups, telephone surveys, one-on-one or intercept interviews or other assessment factors.
2. **Strategic Communications** – (including strategies for audiences who speak Spanish, Vietnamese or other languages) – Please document capabilities and experience in developing and executing strategic marketing plans. The documented plans should be more than a collection of tactics and activities and should demonstrate a strategic, integrated approach to achieving campaign goals. Documentation should show proper application of quantitative data and qualitative findings (e.g., formative research, pre-test/baseline and post-test comparisons) in the development of campaign strategies and goals, using indicators such as knowledge or awareness levels, attitude, consumption or purchasing habits, behaviors (health-or safety-related, if possible), sales figures, etc., and tools/methodologies such as telephone or mailed surveys, mall intercepts, focus group discussions, and/or one-on-one interviews.
3. **Marketing Campaign Development** - Demonstrate how your firm develops a holistic approach to client brand advertising, integrating interactive and social media, into the overall strategy. Include how your media planning has changed due to barriers effecting traditional frequency and reach via TV (e.g. video on demand, recording devices, etc.) How does your approach extend beyond that 30-second spot? Exemplify how your firm has evolved based on the way consumers are receiving and using their information today.

SCOPE OF WORK

4. Production & Creative - Do you operate production in-house? If not, how do you manage production? Is your creative team located in the office out of which this account will be managed? Show current and/or past client examples of how your brand development moves across all mediums.
5. Graphic Design or Creative Art Direction – Please document capabilities and experience in developing a branding strategy (including logos) to include positioning and value proposition. Indicate how branding strategy was integrated in campaigns. Include samples of themed campaign materials showing consistency of creative elements and art direction.
6. Collateral Materials – Please document capabilities and experience in developing accessible collateral materials to support campaign strategies and messaging. Materials may include, but are not limited to brochures, posters, push cards, mailings, PowerPoint presentations, checklists, flyers or other similar materials.
7. Media Planning & Buying - Provide us with your process in deciding where, when, and how to purchase media. What tools or analytics do you use? What are the determining elements that make your purchasing decisions? Optimization strategy? Co-op Strategy? Give us an overview of your philosophy as it relates to planning and buying media for a budget of our size.
8. Promotional and Strategic Partnerships - Where do strategic partnerships or alliances fit into your overall approach? How have you used strategic partnerships to extend a client’s budget and exposure?
9. Social Media - Show us how you integrate social media into a brand strategy and how you would approach a global social strategy. At a minimum, we would look to the awarded contractor to provide the overarching social strategy and guidance on implementation.
10. Research & Analytics – Please provide an overview of how you determine success. What are the analytic tools or services that you use, and what type of information will you be reporting back to the Department as it relates to meeting our objectives?
11. Copywriting – Please document capabilities and experience to develop appropriate copywriting for each of the typical mediums used in a campaign; e.g.: print, website, e-mail, video script, banner, brochure and other deliverables.
12. Mobile/interactive Product Development – Please document capabilities and experience in developing accessible online, interactive and mobile tools or products and their relevance to an integrated campaign. Provide a description of the go-to-market strategies and tactics for these products.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

13. Grassroots Outreach – Please document capabilities and experience identifying and recruiting individuals and organizations who can help carry campaign messages into the community, thus extending its reach. Describe how relationships are managed and how the effectiveness of the effort is documented.
14. Diversity, Equity, and Inclusion (DEI) – Please document capabilities and experience with DEI, and address racial health disparities, LGBTQ+ populations, and socioeconomics. Please include reflectiveness of staff and contractors, and DEI training requirements.
15. Direct Mail – Please document capabilities and experience in designing and implementing direct mail outreach, including roles of subcontractors.
16. Promotional Event Planning – Please document capabilities and experience in developing and conducting a minimum of three (3) successful community outreach campaigns or event promotional campaigns. Show examples of events, document quantifiable results, how community partners were actively and effectively involved in the process and/or the strategy, and indicate how the outreach or event contributed to the campaign strategy and goals.
17. Innovation- are there any additional innovations in Marketing that should be considered for use by Tarrant County? Please describe how your firm has demonstrated innovation in other campaigns.

VII. Subcontracting Plan:

- A. Identify all proposed subcontractors and document which portions of service will be performed by subcontractors. How are they qualified to perform the work? Submit signed letters of commitment for all proposed subcontractors and resumes/biographies of proposed subcontractor's key personnel. Do not exceed two pages per person.
- B. The use of subcontractors is subject to approval by the County department requesting marketing services. The contractor must make it clear to any subcontractors included in the proposal that even if the contractor is selected, the subcontractors may not necessarily be selected.

SCOPE OF WORK

VIII. Creative Rights:

A. Ownership Rights.

1. Ownership - The County shall be the owner of all proprietary rights, title, and interest in and to the Work Products, Deliverables and all tangible and intangible property produced or created by vendor pursuant to this RFP.
2. Work Made for Hire - All Work Products, Deliverables, and other property subject to copyright protection produced for Tarrant County (County) by vendor under this RFP shall be deemed "work made for hire" within the meaning of the US Copyright of 1976, as amended. If any Work, Work Product, Deliverables or other property is determined not be made work for hire, vendor hereby assigns to the County all right, title and interest in and to such Work Products, Deliverables and other property, as well as all related copyright and all other related proprietary rights therein. Vendor agrees to execute any documents reasonably requested by the County to vest fully such rights in the County.
3. Further Assurances - Vendor shall execute any instruments and do all other things reasonably requested by the County (both during and after the term of this RFP) in order to vest more fully in the County and all ownership rights in those items hereby transferred by vendor to the County. In the event the County is unable, after reasonable effort, to secure vendor's signature on any letters patent, copyright applications or documents or instruments necessary to evidence the County's ownership rights in, or to evidence to transfer to the County of ownership rights in the Work Products, Deliverables or other property, for any reason whatsoever, vendor hereby irrevocably designates and appoints the County and its duly authorized officers and agents as vendor's agent and attorney-in-fact, to act for and on its behalf to execute and file any such application or applications and to do all other lawfully permitted acts to further the prosecution and issuance of letters patent, copyright registrations, and other analogous protection thereon with the same legal force and effect as if executed by vendor.
4. No Rights - Nothing in this RFP shall be construed as granting to or conferring upon vendor any right, title, or interest in any intellectual property that is now owned or subsequently owned by the County. Nothing in this RFP shall be construed as granting to conferring upon the County any right, title, or interest in any intellectual property owned by vendor that is outside the scope of this RFP.

- B. Tarrant County may make changes to material at their discretion. The successful vendor will be asked to sign a Creative Rights Agreement – See Attachment A.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

- C. Additionally, the vendor must provide the County with all passwords, royalty free photos and graphics purchased for use with this project, along with documentation of use rights; as well as licenses for hardware, software, tools and other created elements necessary for ongoing use of material created for each project.

IX. Performance Measures and Associated Remedies:

- A. The appropriate department, depending upon the work being performed, will monitor the performance of the contract issued under this RFP and task orders. All services and deliverables under the contracts shall be provided at an acceptable quality level and in a manner consistent with acceptable industry standard, custom, and practice.
- B. The awarded contractors 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 subcontractors.
- C. The awarded contractors will be required to abide by the respective department policies, procedures, standards and guidelines relevant to the execution of this contract. Individual task orders will be managed by the ordering department. The overarching contract will be managed by the Purchasing Department.

X. Proposal Evaluation and Award

- A. Tarrant County will select the proposal that is determined to be the best value for the County considering the relative importance of the following criteria and weights. The County reserves the right to request presentations from some or all proposers in order to further develop evaluation scores. The County also reserves the right to award a contract without any negotiations and reserves the right not to make an award.
- B. Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.
- C. Award will be made to a primary and secondary vendor. Secondary vendor status is a back-up role only, in the event that the primary vendor is unable to fulfill single project requirements or the terms and conditions of the overall contract at any point.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

SCOPE OF WORK

D. Evaluation Criteria

1. Qualifications and Experience30 Points

Evaluation will include an assessment of your firm’s experience as it relates to the requirements outlined within this RFP, evidence of demonstrated results, and experience with developing successful advertisements for other organizations. Evaluation will also include responses to queries in Section H., Agency Requirements.

2. Sample Work Submission (Portfolio)30 Points

3. References10 Points

4. Price30 Points

E. Evaluation of Price:

1. SECTION 1 – HOURLY RATES

Twenty (20) points of the thirty (30) possible points for price will be scored for the grand total. The grand total score will be evaluated in the following manner:

Lowest vendor grand total ÷ Proposer’s grand total x 20

2. SECTION 2 – PERCENTAGE MARKUP

Ten (10) points of the thirty (30) possible points for price will be scored for the percentage markup. The score for percentage markup will be evaluated in the following manner:

Lowest vendor percentage markup ÷ Proposer’s percentage markup x 10

3. These two scores will be added together to get Proposer’s total score for price.

F. Vendor Presentations

1. The Proposers with the highest initial scores may be invited to make an oral presentation to the Evaluation Committee. Invited respondents will receive additional direction with the invitation.

2. Evaluation scores of the oral presentation will be based on the same criteria used for the initial ranking. The presentation score will override the initial score.

3. Tarrant County reserves the right at its sole discretion to determine if oral presentations are in the best interest of the County. Tarrant County is under no obligation to request presentations.

SCOPE OF WORK

- G. Best and Final Offer (BAFO):
1. The respondents presenting the proposals with the highest scores may be invited to prepare a Best and Final Offer for consideration by the Evaluation Committee.
 2. Tarrant County reserves the right, at its sole discretion, to determine if pursuing BAFOs is in the best interest of the County. The County is under no obligation to pursue BAFOs.
 3. In the event the County elects not to pursue BAFOs, contract negotiation may be conducted based on final rankings.



TARRANT COUNTY

HISTORICALLY UNDERUTILIZED BUSINESSES (HUB) POLICY

I. POLICY STATEMENT

The Tarrant County Commissioners Court, being the policy development and budgetary control unit of county government, will strive to ensure that all businesses, regardless of size, economic, social or ethnic status have an equal opportunity to participate in the County's procurement processes. The County is committed to promote full and equal business opportunity for all businesses to supply the goods and services needed to support the mission and operations of county government, and seeks to encourage the use of certified historically underutilized businesses (HUBs) through the use of race, ethnic and gender neutral means. It is the policy of Tarrant County to involve certified HUBs to the greatest extent feasible in the County's procurement of goods, equipment, services and construction projects while maintaining competition and quality of work standards. The County affirms the good faith efforts of firms who recognize and practice similar business standards.

II. DEFINITIONS

Historically underutilized businesses (HUBs), also known as a disadvantaged business enterprise (DBE), are generally business enterprises at least 51% of which is owned and the management and daily business operations are controlled by one or more persons who is/are socially and economically disadvantaged because of his or her identification as a member of certain groups, including women, Black Americans, Mexican Americans and other Americans of Hispanic origin, Asian Americans and American Indians.

Certified HUBs includes business enterprises that meet the definition of a HUB and who meet the certification requirements of certification agencies recognized by Tarrant County.

Businesses include firms, corporations, sole proprietorships, vendors, suppliers, contractors, subcontractors, professionals and other similar references when referring to a business that provides goods and/or services regardless of the commodity category.

Statutory bid limit refers to the Texas Local Government Code provision that requires competitive bidding for many items valued at greater than \$50,000.

III. POLICY GUIDELINES

- A. Tarrant County, its contractors, their subcontractors and suppliers, as well as all vendors of goods, equipment and services, shall not discriminate on the basis of race, color, creed, gender, age, religion, national origin, citizenship, mental or physical disability, veteran's status or political affiliation in the award and/or performance of contracts. All entities doing business or anticipating doing business with the County shall support, encourage and implement affirmative steps toward a common goal of establishing equal opportunity for all citizens and businesses of the county.
- B. Tarrant County will use and recognize the State of Texas certification process in conjunction with the implementation of this policy. The County does recognize other agencies' certifications. Tarrant County reserves the right to review the certification status of any vendor applying to do business with the County. This review will be accomplished to determine the validity and authenticity of the vendor's certification as a HUB.
- C. The Commissioners Court may establish HUB target goals. Through a systematic approach of soliciting quotes, bids and proposals from certified HUBs and in compliance with applicable state and federal law this policy will strive to meet those goals.
 1. Target goals should consider:
 - the availability of HUB firms within the specific category of goods or services to be procured; and
 - the diversity of the county's population.
 2. The goals should be reviewed and amended periodically.
 3. The program may apply to all County procurements including construction and professional services.
 4. Particular attention will be given to HUB participation on purchases in excess of the statutory bid limit.
 5. The Commissioners Court herein establishes a 20% good faith target goal for Tarrant County.

- D. Tarrant County will actively seek and encourage HUBs to participate in all facets of the procurement process by:
1. Continuing to increase and monitor a database of certified HUB vendors, professionals and contractors. The database will be expanded to include products, areas of expertise and capabilities of each HUB firm.
 2. Continuing to seek new communication links with HUB vendors, professionals and contractors to involve them in the procurement process.
 3. Continuing to advertise bids on the County's website and in newspapers including newspapers that target socially and economically disadvantaged communities.
 4. Continuing to provide bid notifications to minority Chambers of Commerce.
- E. As prescribed by law, the purchase of one or more items costing in excess of the statutory bid limit must comply with the competitive bid process. Where possible, those bids will be structured to include and encourage the participation of HUB firms in the procurement process by:
1. Division of proposed requisitions into reasonable lots in keeping with industry standards and competitive bid requirements.
 2. Where feasible, assessment of bond and insurance requirements and the designing of such requirements to reasonably permit more than one business to perform the work.
 3. Specification of reasonable, realistic delivery schedules consistent with the County's actual requirements.
 4. Specifications, terms and conditions reflecting the County's actual requirements are clearly stated, and do not impose unreasonable or unnecessary contract requirements.
- F. A HUB Policy statement shall be included in all specifications. The County will consider the bidder's responsiveness to the HUB Policy in the evaluation of bids and proposals. Failure to demonstrate a good faith effort to comply with the County's HUB policy may result in a bid or proposal being considered non-responsive to specifications.
- G. The Tarrant County Purchasing Department will actively seek the participation of HUB firms in the quotation process for purchases under the statutory bid limit. HUB firms will be identified on the computerized database and linked to the commodities they represent. Buyers will be encouraged to use available internal and external databases of certified HUB firms.

- H. Nothing in this policy shall be construed to require the County to award a contract other than to the lowest responsive bidder meeting specifications as required by law. This policy is narrowly tailored in accordance with applicable law.

IV. ADMINISTRATIVE GUIDELINES

- A. The Tarrant County Purchasing Department shall serve as the County's HUB Office with responsibility for the implementation, monitoring and general operations of the HUB policy. The Purchasing Agent shall serve as the County HUB Officer.
 - 1. The HUB Officer will establish procedures to implement this policy across the full spectrum of the procurement process. The County HUB Office will periodically review with department head and elected officials regarding procurement opportunities.
 - 2. Managing the policy and training buyers and other County personnel in order to meet County goals will be the responsibility of the HUB Office.
 - 3. The HUB Office will cooperate with other local government entities to increase HUB participation throughout the county and region. The HUB Office is encouraged to participate in educational and other outreach programs to assist HUB firms.
 - 4. The HUB Officer will receive and review complaints and recommendations regarding the implementation of the HUB Policy and the good faith efforts of bidders. Further, the HUB Office will audit for compliance to the HUB Policy on eligible projects after award, during the performance of the contract and after completion, while also making any recommendations to Commissioners Court regarding any irregularities or misrepresentation of facts as they relate to compliance with the policy. The HUB Office will review documentation submitted by HUB firms in compliance with this policy.
 - 5. An annual report along with recommendations shall be provided to the Commissioners Court and Purchasing Board. The annual report will provide statistical data and efforts reflected in the number of purchase orders, value of goods and services purchased, percentages to HUB firms, and outreach and marketing efforts. Other statistics may be required or requested by the Commissioners Court or Purchasing Board.

510 Historically Underutilized Businesses Policy

Adopted: Court Order 64788 (December 17, 1990)
Amended: Court Order 69958 (December 7, 1993)
Amended: Court Order 99651 (December 28, 2006)
Amended: Court Order 127875 (June 19, 2018)

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

FOR DISADVANTAGED BUSINESS ENTERPRISES ONLY

Disadvantaged Business Enterprises (DBE) are encouraged to participate in Tarrant County's bid process. The Purchasing Department will provide additional clarification of specifications, assistance with Price Forms, and further explanation of bidding procedures to those DBEs who request it.

Representatives from DBE companies should identify themselves as such and submit a copy of the Certification.

Tarrant County recognizes the certifications of both the State of Texas General Services Commission HUB Program and the North Central Texas Regional Certification Agency. All companies seeking information concerning DBE certification are urged to contact.

Texas Procurement and Support Services
Statewide HUB Program
1711 Jacinto Blvd.
PO Box 13047
Austin, Texas 78711-3047
(512) 463-5872

OR

North Central Texas
Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, Texas 76011
(817) 640-0606

If your company is already certified, attach a copy of the certification to this form and return with bid.

COMPANY NAME: _____

REPRESENTATIVE: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE NO. _____ FAX NO. _____

Indicate all that apply:

- _____ Minority-Owned Business Enterprise
- _____ Women-Owned Business Enterprise
- _____ Disadvantaged Business Enterprise

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

TVORS REGISTRATION

An important part of doing business with Tarrant County is to sign up in our free Tarrant Vendor Online Registration System (TVORS).

TVORS is a web-based vendor registration program that is designed to be an easy-to-use, self-service application that allows vendors to establish and maintain their own company and certification data for the purpose of bid notification and information.

<https://tvorspublic.tarrantcounty.com/>

TARRANT TVORS
Vendor Online Registration System

The perfect mix of Cowboys and Culture!
TARRANT COUNTY

100 E. Weatherford Street
Ft. Worth, Texas 76106
817-304-1111

Welcome to TVORS!

Vendors that would like to receive bid opportunities from Tarrant County are encouraged to register in TVORS. Vendors are responsible to keep contact information current in TVORS so as to facilitate bid notifications from Tarrant County.

Changes to TVORS contact information DOES NOT affect vendor information pertaining to Purchase Order or Remit To addresses.

Login to TVORS

If you have already registered with TVORS, please go ahead and login.

User ID:

Password:

Keep me signed in on this computer unless I sign out.

VENDOR LOGIN

If you have forgotten your password, enter your email address below and click the Forgot Password button. We will send you an email including your User ID and password.

Email Address:

FORGOT PASSWORD

Register with TVORS

There are four steps to the TVORS registration process. You will have the option to save your work after the completion of each step. You may then login to your TVORS account at anytime to make changes or to complete the registration process.

You must complete all mandatory information in order to be considered for bid opportunities from Tarrant County Purchasing.

To complete your TVORS registration, you will go through the following steps:

STEP 1: Enter company data

STEP 2: Enter commodity/service codes (NIGP)
Failure to select NIGP code(s), could result in improper bid notification or no notification at all.

STEP 3: Enter user data (if applicable)

STEP 4: Enter certifications (if applicable)

If you have any questions during your registration, please call (817) 884-1414 or email TVORS@TarrantCounty.com.

To begin the registration process, please click the button below.

VENDOR REGISTRATION

After registering, be sure to email or fax all copies of your current HUB/MBE certificate(s) to TVORS@Tarrantcounty.com or (817) 884-2629, respectively.

Already Registered? Please log into your profile to make sure all contact information is correct, then check the *Data Verified* box at the bottom of the *Company Data* Section of your profile.

Contact Teresa Lobacz, Tarrant County HUB Coordinator, at the email above or at (817) 884-1414 if you have any registration questions.

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

REFERENCES

Please list three (3) references, **other than past or present employees of Tarrant County**, who can verify your performance as a Vendor. Performance includes, but is not limited to, sales and/or service, delivery, invoicing, and other items as may be required for Tarrant County to determine Vendor's ability to provide the intended goods or service of the bid. Tarrant County **PREFERS** references to be from Government customers. References must be able to verify the quality of service Vendor's company provides and that the Bidder has completed a project of similar size and scope of work in this response. Inaccurate, obsolete or negative responses from the listed references could result in rejection of your bid.

Failure to supply the required references will deem the bid as non-responsive and will not be considered for award.

Bidder involvement with reference checks is not permitted. Only Tarrant County or its designee will conduct reference checks. Any deviation to this will result in rejection of your response.

REFERENCE ONE

GOVERNMENT/COMPANY NAME: _____

ADDRESS: _____

CONTACT PERSON AND TITLE: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

SCOPE OF WORK: _____

CONTRACT PERIOD: _____

REFERENCE TWO

GOVERNMENT/COMPANY NAME: _____

ADDRESS: _____

CONTACT PERSON AND TITLE: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

SCOPE OF WORK: _____

CONTRACT PERIOD: _____

REFERENCES MUST BE RETURNED WITH BID!

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

REFERENCES

REFERENCE THREE

GOVERNMENT/COMPANY NAME: _____

ADDRESS: _____

CONTACT PERSON AND TITLE: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

SCOPE OF WORK: _____

CONTRACT PERIOD: _____

REFERENCES MUST BE RETURNED WITH BID!

SIGNATURE FORM

The undersigned, on behalf of and as the authorized representative of Bidder, agrees this bid becomes the property of Tarrant County after the official opening.

The undersigned affirms that the Bidder has familiarized himself with the local conditions under which the work is to be performed; satisfied himself of the conditions of delivery, handling and storage of equipment and all other matters that may be incidental to the work, before submitting a bid.

The undersigned agrees, on behalf of Bidder, that if the bid is accepted, Bidder will furnish all materials and services upon which price(s) are offered, at the price(s) and upon the terms and conditions contained in the specifications. The period for acceptance of this bid will be ninety (90) calendar days.

The undersigned affirms that they are duly authorized to execute this contract, that this bid has not been prepared in collusion with any other Bidder, nor any employee of Tarrant County, and that the contents of this bid have not been communicated to any other Bidder or to any employee of Tarrant County prior to the official opening of this RFB.

Vendor hereby assigns to Tarrant County all claims for overcharges associated with this contract which arise under the antitrust laws of the United States, 15 USCA Section 1 et seq., and which arise under the antitrust laws of the State of Texas, Tex. Bus. & Com. Code, Section 15.01, et seq.

The undersigned affirms that they have read and do understand the specifications and any attachments contained in this solicitation. **Failure to sign and return this form will result in the rejection of the entire bid.**

Signature _____ **X**

Authorized Representative

Legal Name of Company

Date

Street Address

Printed Name of Authorized Representative

City, State and Zip

Title of Authorized Representative

Telephone Number

Fax Number

E-Mail Address

AFTER HOURS EMERGENCY CONTACT:

Name: _____

Tel. No. _____

THIS FORM MUST BE SIGNED.

THE ORIGINAL WITH ORIGINAL SIGNATURE AND THREE (3) COPIES MUST BE RETURNED WITH BID!



Did you sign and submit all
required forms?
If not, your Bid will be
rejected!

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

COMPANY IS:

Business included in a Corporate Income Tax Return? _____ YES _____ NO

_____ Corporation organized & existing under the laws of the State of _____

_____ Partnership consisting of _____

_____ Individual trading as _____

_____ Principal offices are in the city of _____

DUNS Number: _____

CAGE Code: _____

COMPLIANCE WITH FEDERAL AND STATE LAWS

CERTIFICATION OF ELIGIBILITY

By submitting a Bid in response to this solicitation, the Bidder certifies that at the time of submission, they are not on the Federal Government's list of suspended, ineligible, or debarred entities.

In the event of placement on the list between the time of Bid submission and time of award, the Bidder will notify the Tarrant County Purchasing Agent. Failure to do so may result in terminating this contract for default.

RELATING TO STATE CONTRACTS WITH AND INVESTMENTS IN COMPANIES THAT BOYCOTT ISRAEL AND INVESTMENTS IN COMPANIES THAT DO BUSINESS WITH IRAN, SUDAN, OR ANY KNOWN FOREIGN TERRORIST ORGANIZATIONS.

Bidder verifies that they do not boycott Israel and will not boycott Israel in accordance with Texas Government Code Section 2270.001(2) during the term of this contract. Bidder further verifies pursuant to Texas Local Government Code Section 2252.152 that they are not engaged in business with Iran, Sudan, or any foreign terrorist organization. The term "foreign terrorist organization" means an organization designated as a foreign terrorist organization by the United States Secretary of State as authorized by 8 U.S.C. Section 1189.

DISCLOSURE OF INTERESTED PARTIES

The law states that a governmental entity may not enter into certain contracts with a nonexempt business entity unless the business entity submits a disclosure of interested parties to the governmental entity. By submitting a Bid in response to this solicitation, the Bidder agrees to comply with HB 1295, Government Code 2252.908. Bidder agrees to provide Tarrant County Purchasing Agent, and/or requesting department, the "Certificate of Interested Parties," Form 1295 as required, within **ten (10)** business days from notification of pending award, renewal, amended or extended contract.

VENDOR IS EXEMPT FROM CERTIFICATION REGARDING ENERGY COMPANIES AND FIREARM ENTITIES OR FIREARM TRADE ASSOCIATIONS:

Vendor is a sole proprietorship OR is a non-profit entity OR Vendor is a company that does NOT have 10 or more full-time employees AND/OR this contract does NOT have a value of \$100,000.00 or more that is to be paid wholly or partly paid from public funds of the governmental entity.

If the Vendor Cannot Certify that it is EXEMPT as Above, Vendor Must Certify as Follows:

Vendor is NOT EXEMPT and Certifies as follows:

Boycott of Energy Companies Prohibited. In compliance with Section 2274.002 of the Texas Government Code (added by 87th Legislature S. B. 13), Vendor verifies that it does not boycott energy companies and will not boycott energy companies during the term of the above-described contract. "Boycott energy company" is defined in Section 809.001(1) (added by 87th Legislature, S. B. 13) and means, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company: (A) engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; or (B) does business with a company described by subsection (A).

COMPLIANCE WITH FEDERAL AND STATE LAWS

Discrimination against Firearm Entities or Firearm Trade Associations Prohibited. In compliance with Section 2274.002 of the Texas Governmental Code (added by 87th Legislature, S. B. 19), Vendor verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and will not discriminate during the term of the above-described contract] against a firearm entity or firearm trade association. “Discriminate against a firearm entity or firearm trade association” is defined in Section 2274.001(3) (added by 87th Legislature, S. B. 19) and means, with respect to the entity or association, to (i) refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; (ii) refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or (iii) terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; the term *does not include*: (i) the established policies of a merchant, retail seller, or platform that restrict or prohibit the listing or selling of ammunition, firearms, or firearm accessories; and (ii) a company’s refusal to engage in the trade of any goods or services, decision to refrain from continuing an existing business relationship, or decision to terminate an existing business relationship: (aa) to comply with federal, state, or local law, policy, or regulations or a directive by a regulatory agency; or (bb) for any traditional business reason that is specific to the customer or potential customer and not based solely on an entity’s or association’s status as a firearm entity or firearm trade association.

Vendor Hereby Certifies (Mark Applicable Certification):

_____ Vendor is EXEMPT from Certification as set out above.

_____ Vendor is NOT EXEMPT from Certification as set out above, and Vendor Certifies that it does not and will not Boycott Energy Companies and that it does not and will not engage in prohibited Discrimination against Firearm Entities or Firearm Trade Associations.

Signature _____ X

THIS FORM MUST BE SIGNED.

THE ORIGINAL WITH ORIGINAL SIGNATURE AND THREE (3) COPIES MUST BE RETURNED WITH BID!

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

AFFIRMATIONS/FORMS/DOCUMENTS

✓ Check Indicates Completion	
	1. References. Bidder has provided references, other than Tarrant County. References must be able to verify the quality of service the company provides and that the company has completed a project of similar size and scope of work in this RFB.
	2. Signatures. All forms requiring a signature must be signed. Bids not signed will be rejected.
	3. Price Forms. All sections of Price Forms have been completed.
	4. Bidder has acknowledged Secondary/Alternate Award and Cooperative Purchasing opportunities in the Special Terms and Conditions on pages 7 and 8.
	5. Insurance Certificates (If required). Bidders must submit all Insurance Certificates prior to commencement of work. If no insurance requirements specified, mark N/A.
	6. Addenda. When applicable, Bidder acknowledges receipt of all Addenda and any revised Forms. Bidder must sign and submit any required signature forms.
	7. It is the Bidders' sole responsibility to print and review all pages of the RFB document, attachments, questions and responses, addenda and special notices. The Signature Form must be signed and returned. Failure to provide a signature on the form renders bid non-responsive. Failure to complete and submit all required forms, including but not limited to References, Compliance With Federal and State Laws Form, Questionnaires (when applicable), Addenda (including revised forms), and any other specified forms or documents will be grounds for rejection of entire bid.
	8. Bidder has read, understands, and agrees to Tarrant County's Criminal Background Check requirements.
	9. Accuracy for all mathematical and numerical entries is the sole responsibility of the Bidder. Tarrant County will not be responsible for errors made by the Bidder.
	10. Bidder's company is registered on TVORS (Tarrant Vendor On-Line Registration System).
	11. Bidder has sealed and marked the envelope with the Company Name, RFB Number, RFB Title, and due date.

THE ORIGINAL AND ONE (1) COPY OF THIS FORM SHOULD BE RETURNED WITH BID!

NO-BID RESPONSE

In the event that your organization chooses not to submit a bid/proposal for this solicitation, the Tarrant County Purchasing Department is interested in the reasons why vendors have chosen not to submit bids/proposals in order to better serve the taxpayers of Tarrant County. Please indicate your reason(s) by checking all applicable items below and return this form to the address shown below.

- Could not meet specifications.
- Items or materials requested not manufactured by us or not available to our company.
- Insurance requirements too restricting.
- Bond requirements too restricting.
- The scope of services not clearly understood or applicable (too vague, too rigid, etc.)
- The project not suited to our organization.
- Quantities too small.
- Insufficient time allowed for preparation of bid/proposal.
- Other (please specify).

Vendor Name: _____

Contact Person: _____

Telephone: _____

Email: _____

Please send your response to:

Tarrant County Purchasing Department
100 E. Weatherford, Suite 303
Fort Worth, TX 76196-0104

RFP FOR ANNUAL CONTRACT FOR MARKETING SERVICES

PROPOSAL PRICING FORM

SECTION 1: HOURLY RATE

Labor Category	Included Positions	Estimated Hours	Rate Per Hour	Extension
Director	Creative, Art, Marketing, Media, IT, Public Relations	208	\$	\$
Manager/Coordinator	Account, Production, IT, Public Relations	312	\$	\$
Supervisor	Account, Management, Media, Production, IT	208	\$	\$
Researcher/Analyst	Focus groups, surveys, evidenced based programs, past campaign success, evaluation	312	\$	\$
Planner/Buyer	Purchases media and promotional items, maintains all documentation	104	\$	\$
Designer	Mobile app, web content	208	\$	\$
Producer	Video shoots, photography	104	\$	\$
Writer	Develop copy, layout	104	\$	\$
Camera Person	Shoots any video, b-roll or film end product	104	\$	\$
Mobile App & Web Development		62	\$	\$
Mobile App Maintenance		42	\$	\$
Recruiter	Solicitor/recruiter program participants, focus group participants, participants for testimonials	104	\$	\$
Administrative/Clerical Support	Billing and documentation, courier, proofreading, meeting set-up	208	\$	\$
GRAND TOTAL				\$

SECTION 2: PERCENTAGE MARKUP _____%

THE ORIGINAL AND THREE (3) COPIES OF THIS FORM SHOULD BE RETURNED WITH PROPOSAL!

Please cut out and affix to the outside of your response package



**TARRANT COUNTY
SEALED BID/PROPOSAL/RESPONSE**

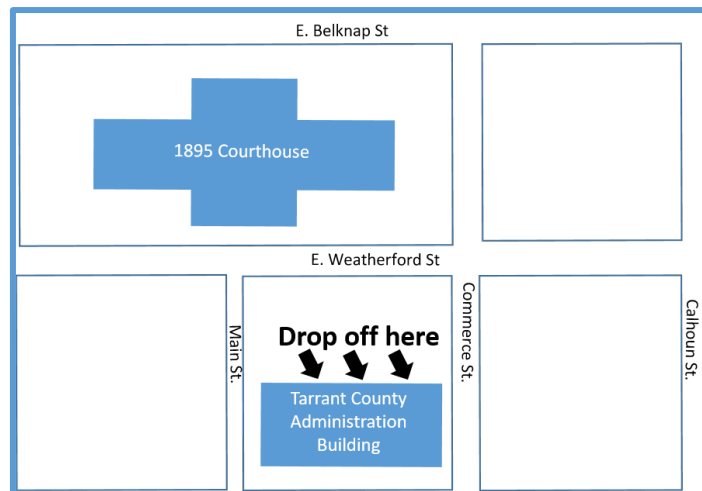
RFP No. 2022-165

**RFP FOR ANNUAL CONTRACT FOR
MARKETING SERVICES**

Due Date: JULY 14, 2022 at 2:00 PM. CST

**Tarrant County Administration Building
ATTN: Purchasing Department
100 E. Weatherford St., Third Floor, Suite 303
Fort Worth, Texas 76196-0104**

Street View



Building View

