



# THE TEXAS A&M UNIVERSITY SYSTEM

Office of HUB & Procurement Programs

## **REQUEST FOR PROPOSAL**

**Texas A&M University – San Antonio  
Branding Opportunity**

**RFP NUMBER RFP01 SOBA-17-011**

### **PROPOSAL MUST BE RECEIVED BEFORE:**

**2:00 P.M. Central Time on January 17, 2017**

**MAIL, HAND DELIVER, AND /OR  
EXPRESS MAIL PROPOSAL TO:**

**The Texas A&M University System  
Office of Procurement & HUB Programs  
301 Tarrow, Suite 366  
College Station, TX 77840  
Attn: Jeff Zimmermann**

**Show RFP Number, Opening Date and Time on Response Envelope**

**NOTE:** PROPOSAL must be time stamped at **The Texas A&M University System Office of Procurement & HUB Programs** before the hour and date specified for receipt of proposal.

Pursuant to the Provisions of Texas Government Code Title 10, Chapter 2156.121-2156.127, sealed proposals will be received until the date and time established for receipt. After the due date and time, only the names of Respondents will be made public.

### **REFER INQUIRIES TO:**

Jeff Zimmermann, Director  
The Texas A&M University System  
Procurement & HUB Programs  
email: [jzimmermann@tamus.edu](mailto:jzimmermann@tamus.edu)

All proposals shall become the property of the State of Texas upon receipt. Proposals may be subject to public review after contracts have been executed. Refer to Section 4.14 for more information regarding public information.

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## SECTION 1 – INTRODUCTION

### 1.1 Introduction

The Texas A&M University System (TAMUS) is soliciting proposals for selection of a marketing consultant to provide Texas A&M University - San Antonio the required strategies, planning, guidance, ideas and leadership to creatively develop and effectively integrate the polytechnic university brand concept into its marketing and communications efforts. The proposal is to be in accordance with the terms, conditions, and requirements set forth in this Request for Proposal (RFP).

### 1.2 Background

The Texas A&M University System is one of the largest systems of higher education in the nation, with a statewide network of eleven (11) universities, seven (7) state agencies and a comprehensive health science center.

The Texas A&M University System educates more than 140,000 students and makes more than 22 million additional educational contacts through service and outreach programs each year. System-wide, research and development expenditures exceeded \$946 million in FY 2015 and helped drive the state's economy. More information about the Texas A&M University System and all of its members can be found at <http://www.tamug.edu/about/>.

Texas A&M University-San Antonio (Texas A&M - San Antonio) is the first upper-division institution of higher education located in the historically underserved South San Antonio. This Fall Texas A&M – San Antonio enrolled its first freshmen class of 505 students. On May 27, 2009, Gov. Rick Perry signed Senate Bill 629 that created Texas A&M - San Antonio as a stand-alone university. The university, then known as Texas A&M University-Kingsville System Center-San Antonio, was approved by the Texas Higher Education Coordinating Board in January 2000. From fall 2015 to fall 2016, enrollment at Texas A&M University-San Antonio has grown 21%.

Today, Texas A&M - San Antonio provides affordable higher education opportunities to students from over 30 counties in the surrounding South Texas region, and has graduated over 7,000 students who are career-ready in a variety of in-demand fields such as education, business, information technology and cyber security, criminology and biology.

Currently serving over 5,500 students, the student body is 66% female and 70% Hispanic, and approximately 64% of students are the first in their family to attend college. Texas A&M - San Antonio prepares and empowers students to be innovative and contributing members of a global society.

### 1.3 Scope

The vision for Texas A&M - San Antonio outlines that the University will become a contemporary **polytechnic** university, nationally recognized for student and academic success, embracing all students, especially those from the historically underrepresented communities.

The purpose of this Request for Proposal is to engage a marketing consultant to provide Texas A&M - San Antonio the required strategies, planning, guidance, ideas and leadership to creatively develop and effectively integrate the **polytechnic** university brand concept into its marketing and communication efforts.

The intent of this RFP process is to allow all interested firms to provide a sufficient amount of information that will enable TAMUS to determine which RESPONDENT is in fact best able to meet the criteria which are to be considered in the award.

By submitting responses, each RESPONDENT certifies that it understands this RFP and has full knowledge of the scope and nature of the opportunity described herein. Each RESPONDENT also certifies that it understands that all costs relating to preparing and responding to this RFP will be the sole responsibility of the RESPONDENT.

RESPONDENT is to independently investigate and verify, at its own discretion, all information acquired from Texas A&M University – San Antonio or from any other source which is relied on by RESPONDENT in the preparation of its proposal.

#### **1.4 Calendar Of Events**

Issue RFP .....	December 22, 2016
Release of Addendum (if applicable).....	January 4, 2017
Deadline to Submit Questions .....	January 6, 2017
Release of Addendum (if applicable).....	January 10, 2017
Deadline for Receiving Proposals.....	January 17, 2017 by 2:00 PM CT
Interview Top Proposal Teams (TAMUS's Option).....	January 26-27, 2017
Anticipated Award Date .....	Week of January 30, 2017

TAMUS will make every effort to adhere to the above schedule. The schedule, however, is subject to change. This may be in the event that further clarification of responses or terms of contract are in the best interest of TAMUS and/or in the event TAMUS requires more time to assure that the selection of the RESPONDENT is in accordance with its policies, rules and regulations, as well as actual timing needs.

#### **1.5 Proposer Requirements**

- 1.5.1 The successful proposer shall be responsible for carrying out the Scope of Services outlined in Section 1.3 and detailed in Section 3.1.
- 1.5.2 No subcontract or third party personnel will be permitted to perform services described herein, without the written consent of the A&M System.

The proposer shall be fully responsible for all work performed under any agreement resulting from this RFP. The proposer shall describe in its proposal who will be, if any, subcontractor(s) for the contract. No subcontract, which the proposer enters into, with respect to performance of the scope of services identified in this RFP, shall in any way relieve the proposer of any responsibility for the performance of its duties under the terms of any resultant agreement.

#### **1.6 Priorities/Expectations**

RESPONDENTS should note the following priorities/expectations with regard to the possibility of TAMUS establishing a contractual relationship with any RESPONDENT:

- (a) *Ensuring a Quality Level of Service.* This priority encompasses the quality of the level of service that can be provided to TAMUS in a timely, cost effective manner. TAMUS is seeking a RESPONDENT that will ensure the provision of such quality in its delivery of service through proven training techniques and established metrics.
- (b) *Level of Experience and Expertise.* RESPONDENT must demonstrate its capabilities in providing the utmost level of experience and expertise to ensure a successful solution as determined by TAMUS. RESPONDENT shall provide information describing the RESPONDENT'S managed services and project execution experience, including the experience of the resources, account managers, and other key personnel on similar engagements, including past experience within The Texas A&M University System.
- (c) *Delivery Efficiency as it Relates to Total Costs.* RESPONDENT must demonstrate its ability to deliver the required solution in a cost-effective and timely manner while not sacrificing the quality required by a Tier I research System.
- (d) *Financial Stability.* RESPONDENT must demonstrate its financial stability and capabilities in providing the required solution.

## **1.7 Performance Period**

It is anticipated that performance under an agreement pursuant to this RFP will commence upon execution of an agreement with a planned completion no later than June 12, 2017. Time is of the essence in the rendering of services. Proposer agrees to perform all obligations and render services set forth in this proposal.

## SECTION 2 - INSTRUCTION FOR RESPONDENTS

Proposals are to be in accordance with the outline and specifications contained herein, are to remain in effect a minimum of 120 days from the date of submission, and may be subject to further extensions as negotiated. A statement to this effect should be contained in the RESPONDENT's cover letter.

This RFP contains specific requests for information. RESPONDENTS are encouraged to examine all sections of this RFP carefully, in that the degree of interrelationship between sections is critical. In responding to this RFP, RESPONDENTS are encouraged to provide any additional information they believe relevant.

Clause headings appearing in this RFP have been inserted for convenience and ready reference. They do not purport to define, limit or extend the scope or intent of the respective clauses. Whenever the terms "must", "shall", "will", "is required", or "are required" are used in the RFP, the subject being referred to is to be a required feature of this RFP and critical to the resulting submittal.

In those cases where mandatory requirements are stated, material failure to meet those requirements could result in disqualification of the RESPONDENT's response. Any deviation or exception from RFP specifications must be clearly identified by the RESPONDENT in its submittal.

Expenses for developing and presenting proposals shall be the entire responsibility of the RESPONDENT and shall not be chargeable to TAMUS. All supporting documentation submitted with this submittal will become the property of TAMUS.

All technical questions concerning this RFP are to be directed, in writing, to Jeff Zimmermann at [jzimmermann@tamus.edu](mailto:jzimmermann@tamus.edu). RESPONDENT may not contact other individuals at TAMUS to discuss any aspect of this RFP, unless expressly authorized by the TAMUS Procurement & HUB Program office to do so. Questions regarding the RFP, including questions for more data or information beyond that included in this RFP, should be presented in writing. **Deadline for submission of questions is January 6, 2017 by 2:00 pm Central Time.** TAMUS will publish all questions with responses according to the schedule in Section 1.4.

### 2.1 Examination of the Request for Proposal

Before submitting, each RESPONDENT will be held to have examined the TAMUS requirements outlined in Section 3, and satisfied itself as to the existing conditions under which it will be obligated to perform in accordance with specifications of this RFP.

No claim for additional compensation will be allowed due to unfamiliarity with the specifications and/or existing conditions. It shall be understood that the RESPONDENT has full knowledge of all the existing and/or revised conditions and accepts them "as is."

### 2.2 Submittal Instructions

All proposals must be received by TAMUS, no later than **2:00 p.m. Central Time, January 17, 2017**, in a sealed envelope or box marked "**RFP01 SOBA-17-011**".

**Proposals are to be submitted to:**

**MAIL, HAND DELIVER, AND /OR  
EXPRESS MAIL PROPOSAL TO:  
The Texas A&M University System  
Office of Procurement & HUB Programs**

**301 Tarrow, Suite 366  
College Station, TX 77840  
Attn: Jeff Zimmermann**

Late proposals will not be considered under any circumstances. Late proposals properly identified will be returned to RESPONDENT unopened. Telephone, facsimile (Fax), and/or electronic mail (email) proposals are not acceptable under any circumstances.

## **2.3 Proposal Components**

The following documents are to be returned as part of your proposal response. Failure to include these documents will be basis for response disqualification.

- ✓ Signed Execution of Offer (Exhibit A), **signed**
- ✓ Non-Collusion Affidavit (Exhibit B) **signed and notarized**
- ✓ Technical Proposal (Section 3.2)
- ✓ Pricing (Section 3.3)
- ✓ Company Background (Section 3.4)
- ✓ References (Section 3.5)

**RESPONDENT shall provide one (1) original copy, one (1) additional hard copy, and one (1) electronic copy of the complete RFP response as specified above. Note: The electronic copy shall be combined in a single file.**

All electronic copies must either be in Microsoft Office software or Adobe Portable Document Format (PDF). All image files must be in one of the following formats: .jpg, .gif, .bmp, or .tif and submitted on a CDROM or thumb drive. We prefer image files to already be inserted as part of a document such as a PDF. Individual image files on the electronic media must be clearly named and referenced in your proposal response. Electronic proposals shall indicate the RESPONDENT's company name and the RFP number.

**NOTE:** The original signature on the ONE (1) hard copy will serve as the official signature of record for all electronic copies. The proposal must be manually signed by a person with authority to bind the firm under a contract.

Proposals are to be submitted as a booklet or in notebook form with appropriate indices. Each submittal should be prepared simply and economically, providing a straightforward concise description of the RESPONDENT's service, approach and ability to meet TAMUS' needs as stated in this RFP. Schedules and Exhibits must be clearly identified and defined.

## **2.4 Inquiries and Interpretations**

Responses to inquiries which directly affect an interpretation or change to this RFP will be issued in writing by addendum/amendment and posted to the Electronic State Business Daily (ESBD) at the following site;

[http://esbd.cpa.state.tx.us/sagencybid.cfm?startrow=1&endrow=25&ag\\_num=710&orderby=Agency](http://esbd.cpa.state.tx.us/sagencybid.cfm?startrow=1&endrow=25&ag_num=710&orderby=Agency)

All such addenda/amendments issued by TAMUS prior to the time that proposals are received shall be considered part of the RFP, and the RESPONDENT shall consider and acknowledge receipt of such in their proposal. Only those TAMUS replied to inquiries which are made by formal written addenda shall be binding. Oral and other interpretations or clarification will be without legal effect.

## 2.5 **HUB Program**

It is the policy of the state of Texas and the A&M System to encourage the use of Historically Underutilized Businesses (HUBs) in our prime contracts, subcontractors, and purchasing transactions. The goal of the HUB program is to promote equal access and equal opportunity in A&M System contracting and purchasing.

For information regarding the HUB Program, please contact Jeff Zimmermann from the A&M System's HUB Program at (979) 458-6410 or [jzimmermann@tamus.edu](mailto:jzimmermann@tamus.edu).

## 2.6 **Selection Process**

TAMUS will base its choice on demonstrated competence, knowledge, and qualifications and on the reasonableness of the proposed fee for the solution and related services; and if other considerations are equal, give preference to a RESPONDENT whose principal place of business is in the state or who will manage the contract wholly from an office in the state.

The evaluation of the proposals shall be based on criteria that TAMUS deems to represent the **best value** to TAMUS. The RFP provides the information necessary to prepare and submit proposals for consideration by TAMUS. All properly submitted proposals will be reviewed, evaluated, and ranked by TAMUS. TAMUS will rank the RESPONDENTS in the order that they provide the overall best value to TAMUS based on an evaluation of the responses to the RFP. TAMUS may interview one or more of the top ranked RESPONDENTS as part of the evaluation process.

The RESPONDENT selected will be the one who's experience and qualifications, as presented in response to this RFP, establish them, in the opinion of TAMUS, as well qualified and offering the greatest benefits, experience and value to TAMUS. TAMUS may cancel this RFP or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. Should TAMUS determine in its sole discretion that only one RESPONDENT is fully qualified, or that one RESPONDENT is clearly more highly qualified than the others under consideration, a contract may be negotiated and executed with that RESPONDENT. The contract will be an agreement incorporating by reference all the requirements, terms and conditions of the solicitation and the RESPONDENT's proposal as negotiated.

Submission of proposals indicates RESPONDENT's acceptance of the evaluation techniques and the recognition that subjective judgments must be made by TAMUS during the evaluation process.

The selection of the successful proposal may be made by TAMUS on the basis of the proposals initially submitted, without discussion, clarification, or modification. In the alternative, selection of the successful proposal may be made by TAMUS on the basis of negotiation with any of the RESPONDENTS. TAMUS shall not disclose any information derived from the proposals submitted by competing RESPONDENTS in conducting such discussions.

All proposals must be complete and convey all of the information requested to be considered responsive. If a proposal fails to conform to the essential requirements of the RFP, TAMUS alone will determine whether the variance is significant enough to consider the proposal susceptible to being made acceptable, and therefore a candidate for further consideration, or not susceptible and therefore not considered for award.

TAMUS will perform reference checks and seek further information, as needed from all



Respondents whose proposals the System, at its discretion, considers viable, based on the initial evaluation and scoring. The Proposer's response to this requirement officially authorizes the A&M System to contact these organizations to discuss the services and other considerations which the Proposer has provided to such organizations and authorizes the organizations to provide such information to the A&M System and Proposer shall and hereby does release and hold harmless the A&M System, the state of Texas, and the organization of any and all liability whatsoever, in connection with providing and receiving all such information. Any negative responses received from reference checks may be grounds for disqualification of the proposal.

TAMUS reserves the right to accept or reject any or all offers, to waive informalities and technicalities, to accept the offer considered most advantageous, and/or to make the award to the most responsive RESPONDENT.

## SECTION 3 – SCOPE & PROPOSAL

### 3.1 Scope and Requirements

The scope of this engagement includes the following services:

- a. Determine Planning Assumptions
  - o Current profile, values, mission and vision, and environmental scan of Texas A&M – San Antonio and its audience
  - o Review of the strategic plan, current style guide, trends in enrollment and program development
  - o Establish strong understanding of the Texas A&M – San Antonio marketplace, competitor identification, points of differentiation from competitors, review of current communications of differentiation to key audience segments
- b. Creation of brand strategy and brand portfolio (brand promise, brand rationale, brand attributes, tag line, graphic identity)
- c. Development of brand alignment plan including integrated marketing practices, strategies that advance the brand awareness and understanding, identification of distinctive/signature academic programs, activities that promote school pride and campus life experience
- d. Brand alignment presentations and integration meetings
- e. Graphics development and integration to include logos and imagery, graphic style guide, graphic designs, branded spaces and interiors, advertising and narrative storytelling
- f. Communications strategies
- g. Coordinate efforts to insure alignment with TAMUS marketing and communications standards and expectations
- h. Mentoring of marketing and communications team

### 3.2 Technical Proposal

RESPONDENTS shall address the following items in the proposal response:

- a. Highlight the capabilities and experience of your company as it relates to the scope of this RFP
- b. Strength of the team assigned to the project to include resumes
- c. A demonstrated ability to deliver marketing consulting services and create custom responses based on the unique needs of a client
- d. Any other information relevant to evaluating the integrity of your company as it relates to marketing efforts for the Texas A&M University System.
- e. The organizations financial strength and stability

### 3.3 Pricing

- a. Proposed hourly rates for duties in section 3.1.
- b. Any additional fees such as incidentals or travel not included in hourly rates
- c. Total aggregate cost for providing the services outlined in Section 3.1

### 3.4 Company Background

RESPONDENTS shall include the following with the proposal response:

a. Company Profile

Type of Operation: Individual\_\_\_\_ Partnership\_\_\_\_ Corporation\_\_\_\_ Government\_\_\_\_

Number of Employees: \_\_\_\_\_(company wide)

Number of Employees: \_\_\_\_\_(servicing location)

- b. State that you will provide a financial rating of your company and any documentation (such as a Dunn and Bradstreet Analysis) which indicates the financial stability of your company, if requested by TAMUS.
- c. Is your company currently for sale or involved in any transaction to expend or to become acquired by another business entity? If yes, please explain the impact both in organizational and directional terms.
- d. Provide any details of all past or pending litigation or claims filed against your company that would negatively impact your company's performance under an agreement with the Agencies.
- e. Is your company currently in default on any loan agreement or financing agreement with any bank, financial institution, or other entity. If yes, specify date(s), details, circumstances, and prospects for resolution.

### 3.5 References

RESPONDENT must furnish at least three (3) references with at least two being from an institution of higher education with a similar engagement opportunity. Each reference shall contain at least the following:

- Company/Agency name & address:
- Contact Person Name & Title:
- Contact phone number:
- Contact email:
- Summary of services provided

## SECTION 4 - GENERAL TERMS AND CONDITIONS

### 4.1 Terms and Conditions

TAMUS reserves the right to accept, reject, modify, and/or negotiate any and all proposals received in conjunction with this RFP. It reserves the right to waive any defect or informality in the proposals on the basis of what it considers to be in its best interests. Any submittal which TAMUS determines to be incomplete, conditional, obscure, or which has irregularities of any kind, may be rejected. TAMUS reserves the right to award to the firm, or firms, which in our sole judgment, will best serve our long-term interest.

This RFP in no manner obligates TAMUS to the eventual purchase of any products or services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by TAMUS without penalty or obligation at any time prior to the signing of an agreement.

The RESPONDENT must include a formal copy of any RESPONDENT terms and conditions applicable to this transaction. Evaluation and acceptance and/or modification of these terms and conditions by the TAMUS Office of General Counsel are essential prior to the award of the agreement. In the event the RESPONDENT does not supply terms and conditions with their submittal, the TAMUS terms and conditions will govern this transaction.

### 4.2 Governing Law

RESPONDENT agrees that, in the event of a dispute, laws of the State of Texas will prevail.

### 4.3 Non-Discrimination

The parties agree that in the performance of any contract they shall not discriminate in any manner on the basis of race, color, national origin, age, religion, sex, genetic information, veteran status, sexual orientation, gender identity, or disability protected by law. Such action shall include, but is not limited to the following: employment, upgrading, demotion, transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation. By submitting a submittal, RESPONDENTS certify that they will conform to the provisions of the federal Civil Rights Act of 1964, as amended.

### 4.4 Immigration Reform and Control Act of 1986

By submitting a proposal, the RESPONDENT certifies it does not and will not, during the performance of this contract, employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986, as amended.

### 4.5 Debarment Status

By submitting a statement of qualification, RESPONDENT certifies it is not currently debarred from submitting proposals on contracts nor is it an agent of any person or entity that is currently debarred from submitting bids on contracts.

### 4.6 Indemnification and Hold Harmless

The RESPONDENT shall defend, indemnify and hold harmless TAMUS, its officers, employees and agents, against any and all liability of whatever nature which may arise directly or indirectly by reason of the RESPONDENT's performance under the agreement.

#### 4.7 RESPONDENT Liability

The RESPONDENT will be liable for any associated costs of repairs for damage to buildings or other TAMUS property caused by the negligence of the RESPONDENT's employees.

#### 4.8 Civil Rights Requirements

All RESPONDENTS must comply with applicable civil rights laws.

#### 4.9 Non-Collusion Clause

The Non-Collusion Affidavit found in **EXHIBIT B** must be executed as a part of the RESPONDENT's submittal.

#### 4.10 Entire Agreement

An agreement, when fully executed, shall supersede any and all prior and existing agreements, either oral or in writing, and will contain all the covenants and agreements between the parties with respect to the subject matter of the agreement. Any amendment or modification to the agreement must be in writing and signed by the parties hereto.

#### 4.11 Severability

It is understood and agreed that if any part, term, or provision of the agreement is by the courts held to be illegal or in conflict with any law of the State of Texas, the validity of the remaining portions or provisions shall be construed and enforced as if the agreement did not contain the particular part, term, or provision held to be invalid.

#### 4.12 Publicity

RESPONDENTS must refrain from giving any reference to this project, whether in the form of press releases, brochures, photographic coverage, or verbal announcements, without specific written approval from TAMUS.

Information provided to RESPONDENT by TAMUS, including but not limited to information from the members, officers, agents, or employees of TAMUS or any of its members, and information provided to RESPONDENT by members of the public or any other third party shall belong to TAMUS.

#### 4.13 Independent Contractor

The successful RESPONDENT agrees that in all respects its relationship with TAMUS will be that of an independent contractor, and that it will not act or represent that it is acting as an agent of the A&M System or incur any obligation on the part of TAMUS without written authority of TAMUS. As an independent contractor, RESPONDENT will be solely responsible for determining the means and methods for performing the services described. RESPONDENT shall observe and abide by all applicable laws and regulations, policies and procedures, including but not limited to, those of TAMUS relative to conduct on its premises.

#### 4.14 Public Information Act

(a) RESPONDENT acknowledges that TAMUS is obligated to strictly comply with the Public Information Act, Chapter 552, *Texas Government Code*, in responding to any request for public information pertaining to this solicitation, as well as any other disclosure of information required by applicable Texas law.

(b) Upon a TAMUS written request, RESPONDENT will provide specified public information exchanged or created under this Solicitation that is not otherwise excepted from disclosure under Chapter 552, Texas Government Code, to TAMUS in a non-proprietary format acceptable to TAMUS. As used in this provision, public information has the meaning assigned in Section 552.002, *Texas Government Code*, but only includes information to which TAMUS has a right of access.

(c) RESPONDENT acknowledges that TAMUS may be required to post a copy of any resulting fully executed agreement on its Internet website in compliance with Section 2261.253(a)(1), *Texas Government Code*.

#### 4.15 Ownership of Documents

Upon completion or termination of any agreement, all documents prepared by the RESPONDENT for the benefit of TAMUS shall become the property of TAMUS. At TAMUS' option, such documents will be delivered to the System Procurement Office. TAMUS acknowledges that the documents are prepared only for the contracted services specified. Prior to completion of the contracted services, TAMUS shall have a recognized proprietary interest in the work product of the RESPONDENT.

#### 4.16 INSURANCE

The RESPONDENT shall obtain and maintain, for the duration of the agreement or longer, the minimum insurance coverage set forth below. All coverage shall be written on an occurrence basis. All coverage shall be underwritten by companies authorized to do business in the State of Texas or eligible surplus lines insurers operating in accordance with the Texas Insurance Code and have a financial strength rating of A- or better and a financial strength rating of VII or better as measured by A.M. Best Company or otherwise acceptable to TAMUS. By requiring such minimum insurance, TAMUS shall not be deemed or construed to have assessed the risk that may be applicable to the RESPONDENT. RESPONDENT shall assess its own risks and if it deems appropriate and/or prudent, maintain higher limits and/or broader coverage. RESPONDENT is not relieved of any liability or other obligations assumed pursuant to the agreement by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types. No policy will be canceled without unconditional written notice to TAMUS at least ten days before the effective date of the cancellation.

##### Coverage

##### Limit

##### A. Worker's Compensation

Statutory Benefits (Coverage A)  
Employers Liability (Coverage B)

Statutory  
\$1,000,000 Each Accident  
\$1,000,000 Disease/Employee  
\$1,000,000 Disease/Policy Limit

Workers' Compensation policy must include under Item 3.A. on the information page of the workers' compensation policy the state in which work is to be performed for TAMUS. Workers' compensation insurance is required, and no "alternative" forms of insurance will be permitted

##### B. Automobile Liability

Business Auto Liability Insurance covering all owned, non-owned or hired automobiles, with limits of not less than \$1,000,000 Single Limit of liability per accident for Bodily Injury and Property Damage;

C. **Commercial General Liability**

Each Occurrence Limit	\$1,000,000
General Aggregate Limit	\$2,000,000
Products / Completed Operations	\$1,000,000
Personal / Advertising Injury	\$1,000,000
Damage to rented Premises	\$300,000
Medical Payments	\$5,000

The required commercial general liability policy will be issued on a form that insures RESPONDENT or its subcontractors' liability for bodily injury (including death), property damage, personal and advertising injury assumed under the terms of the agreement.

- D. RESPONDENT will deliver to TAMUS: Evidence of insurance on a Texas Department of Insurance approved certificate form verifying the existence and actual limits of all insurance after the execution and delivery of the agreement and prior to the performance of any services by RESPONDENT under this Agreement. Additional evidence of insurance will be provided on a Texas Department of Insurance approved certificate form verifying the continued existence of all required insurance no later than thirty (30) days after each annual insurance policy renewal.

**All insurance policies**, with the exception of worker's compensation, employer's liability and professional liability will be endorsed and name The Board of Regents for and on behalf of The Texas A&M University System, The Texas A&M University System and TAMUS as Additional Insureds up to the actual liability limits of the policies maintained by RESPONDENT. Commercial General Liability and Business Auto Liability will be endorsed to provide primary and non-contributory coverage. The Commercial General Liability Additional Insured endorsement will include on-going and completed operations and will be submitted with the Certificates of Insurance.

**All insurance policies** will be endorsed to provide a waiver of subrogation in favor of The Board of Regents of The Texas A&M University System, The Texas A&M University System and Texas A&M University. No policy will be canceled without unconditional written notice to TAMUS at least ten days before the effective date of the cancellation.

**All insurance policies** will be endorsed to require the insurance carrier providing coverage to send notice to TAMUS ten (10) days prior to the effective date of cancellation, material change, or non-renewal relating to any insurance policy required in this Section.

Any deductible or self-insured retention must be declared to and approved by TAMUS prior to the performance of any services by RESPONDENT under the agreement. RESPONDENT is responsible to pay any deductible or self-insured retention for any loss. All deductibles and self-insured retentions will be shown on the Certificates of Insurance.

Certificates of Insurance and Additional Insured Endorsements as required by the agreement will be mailed, faxed, or emailed to the following TAMUS contact:

The Texas A&M University System  
Attn: Jeff Zimmermann  
301 Tarrow Street, Suite 361  
College Station, TX 77840  
Facsimile Number: (979) 458-6101  
Email Address: [jzimmermann@tamus.edu](mailto:jzimmermann@tamus.edu)

The insurance coverage required by this Agreement will be kept in force until all services have been fully performed and accepted by TAMUS in writing.

4.17 DISPUTE RESOLUTION

The dispute resolution process provided in Chapter 2260, *Texas Government Code*, and the related rules adopted by the Texas Attorney General pursuant to Chapter 2260, shall be used by TAMUS and RESPONDENT to attempt to resolve any claim for breach of contract made by RESPONDENT that cannot be resolved in the ordinary course of business. RESPONDENT shall submit written notice of a claim of breach of contract under this Chapter to the Executive Vice Chancellor and Chief Financial Officer for TAMUS, who shall examine RESPONDENT's claim and any counterclaim and negotiate with RESPONDENT in an effort to resolve the claim.

4.18 VENUE

Pursuant to Section 85.18, *Texas Education Code*, venue for any suit filed against TAMUS shall be in the county in which the primary office of the chief executive officer of TAMUS is located. At the date of this RFP, such county is Brazos County, Texas.

4.19 STATE AUDITOR'S OFFICE

RESPONDENT understands that acceptance of funds under this Agreement constitutes acceptance of the authority of the Texas State Auditor's Office, or any successor agency (collectively, "Auditor"), to conduct an audit or investigation in connection with those funds pursuant to Section 51.9335(c), *Texas Education Code*. RESPONDENT agrees to cooperate with the Auditor in the conduct of the audit or investigation, including without limitation, providing all records requested. RESPONDENT will include this provision in all contracts with permitted subcontractors.

4.20 RESPONDENT shall neither assign its rights nor delegate its duties under this Agreement without the prior written consent of TAMUS.



**EXHIBIT A**  
**EXECUTION OF OFFER**

**RFP01 SOBA-17-011**

**DATE:**

**In compliance with this RFP, and subject to all the conditions herein, the undersigned offers and agrees to furnish any or all commodities or services at the prices quoted.**

**A.1 Respondent Affirmation**

NOTE TO RESPONDENTS: SUBMIT ENTIRE SECTION WITH RESPONSE.

This execution of offer must be completed, signed, and returned with the respondent's qualifications. Failure to complete, sign and return this execution of offer with the qualifications may result in rejection of the qualifications.

Signing a false statement may void the submitted qualifications or any agreements or other contractual arrangements, which may result from the submission of respondent's qualifications. A false certification shall be deemed a material breach of contract and, at TAMUS's option, may result in termination of any resulting contract or purchase order.

Addenda Acknowledgment

Receipt is hereby acknowledged of the following addenda to this RFP by entering yes or no in space provided and indicating date acquired. Enter "0" if none received.

No. 1 \_\_\_\_\_ Date \_\_\_\_\_

No. 2 \_\_\_\_\_ Date \_\_\_\_\_

**A.2 Signature**

By signing below, the Respondent hereby certifies as follows, and acknowledges that such certifications will be included in any resulting contract:

- (i) the Response and all statements and information prepared and submitted in response to this RFP are current, complete, true and correct;
- (ii) it is not given, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount trip, favor or service to a public servant in connection with the submitted response or any subsequent proposal. Failure to sign below, or signing a false statement, may void the response or any resulting contracts at TAMUS' option, and the RESPONDENT may be removed from all future proposal lists at this state agency;
- (iii) the individual signing this document and the documents made part of the RFP is authorized to sign such documents on behalf of the RESPONDENT and to bind the Respondent under any contract which may result from the submission of the Response;
- (iv) no relationship, whether as a relative, business associate, by capital funding agreement or by any other such kinship exists between RESPONDENT and an employee of TAMUS;
- (v) Respondent has not been an employee of TAMUS within the immediate twelve (12) months prior to the RFP response;
- (vi) no compensation has been received for participation in the preparation of this RFP (ref. Section 2155.004 Texas Government Code);
- (vii) all services to be provided in response to this RFP will meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health law (Public Law 91-596) and its regulations in effect as of the date of this solicitation;
- (viii) Respondent complies with all federal laws and regulations pertaining to Equal Employment Opportunities and Affirmative Action;

- (ix) to the best of its knowledge, no member of the Board of Regents of The Texas A&M University System, or the Executive Officers of the Texas A&M University System or its member institutions or agencies, has a financial interest, directly or indirectly, in the Project;
- (x) each individual or business entity proposed by RESPONDENT as a member of its team that will engage in the practice of engineering or architecture will be selected based on demonstrated competence and qualifications only;
- (xi) if the RESPONDENT is subject to the Texas franchise tax, it is not currently delinquent in the payment of any franchise tax due under Chapter 171, Texas Tax Code, or is exempt from the payment of such taxes. A false certification may result in the Respondent's disqualification;
- (xii) under Section 231.006, Family Code, the vendor or applicant certifies that the individual or business entity named in this contract, bid, or application is not ineligible to receive the specified grant, loan, or payment and acknowledges that this contract may be terminated and payment may be withheld if this certification is inaccurate; and,
- (xiii) under Section 2155.004, Government Code, the vendor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

RESPONDENT should give Payee Identification Number (PIN) (Formally Vendor ID), full firm name and address of Vendor (enter in block provided if not shown). Failure to manually sign submittal will disqualify it. The person signing the submittal should show title or authority to bind his/her firm in contract. The Payee Identification Number is the taxpayer number assigned and used by the Comptroller of Public Accounts of Texas. Enter this number in the spaces provided on the Execution of Offer.

Payee Identification Number (PIN): \_\_\_\_\_

Sole Owner should also enter Social Security Number: \_\_\_\_\_

Vendor/Company: \_\_\_\_\_

**Signature (INK):** \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Fax No.: \_\_\_\_\_

E-mail: \_\_\_\_\_

\* By signing this RFP, RESPONDENT certifies that if a Texas address is shown as the address of the respondent, respondent qualifies as a Texas Resident Bidder as defined in Texas Government Code, § 2252.001(4).

## EXHIBIT B NON-COLLUSION AFFIDAVIT

The undersigned, duly authorized to represent the persons, firms and corporations joining and participating in the submission of the foregoing Proposal (such persons, firms and corporations hereinafter being referred to as the "RESPONDENT"), being duly sworn, on his or her oath, states that to the best of his or her belief and knowledge no person, firm or corporation, nor any person duly representing the same joining and participating in the submission of the foregoing Proposal, has directly or indirectly entered into any agreement or arrangement with any other RESPONDENTS, or with any official of TAMUS or any employee thereof, or any person, firm or corporation under contract with TAMUS whereby the RESPONDENT, in order to induce acceptance of the foregoing Proposal by said TAMUS, has paid or is to pay to any other RESPONDENT or to any of the aforementioned persons anything of value whatever, and that the RESPONDENT has not, directly or indirectly entered into any arrangement or agreement with any other RESPONDENT or RESPONDENTS which tends to or does lessen or destroy free competition in the letting of the contract sought for by the foregoing Proposal.

The RESPONDENT hereby certifies that neither it, its officers, partners, owners, providers, representatives, employees and parties in interest, including the affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other RESPONDENT, potential RESPONDENT, firm or person, in connection with this solicitation, to submit a collusive or sham bid, to refrain from bidding, to manipulate or ascertain the price(s) of other RESPONDENTS or potential RESPONDENTS, or to obtain through any unlawful act an advantage over other RESPONDENTS or TAMUS.

The prices submitted herein have been arrived at in an entirely independent and lawful manner by the RESPONDENT without consultation with other RESPONDENTS or potential RESPONDENTS or foreknowledge of the prices to be submitted in response to this solicitation by other RESPONDENTS or potential RESPONDENTS on the part of the RESPONDENT, its officers, partners, owners, providers, representatives, employees or parties in interest, including the affiant.

### CONFLICT OF INTEREST

The undersigned RESPONDENT and each person signing on behalf of the RESPONDENT certifies, and in the case of a sole proprietorship, partnership or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief, no member of TAMUS, nor any employee, or person, whose salary is payable in whole or in part by TAMUS, has a direct or indirect financial interest in the award of this Proposal, or in the services to which this Proposal relates, or in any of the profits, real or potential, thereof, except as noted otherwise herein.

Signature \_\_\_\_\_

Company Name \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_  
Subscribed and sworn to before me this

\_\_\_\_\_ day of \_\_\_\_\_, 2017.

Notary Public in and for the County of \_\_\_\_\_, State of

\_\_\_\_\_. My commission expires: \_\_\_\_\_

**THE EXECUTION OF OFFER AND NON-COLLUSION AFFIDAVIT MUST BE COMPLETED, SIGNED, AND RETURNED WITH RESPONDENT'S SUBMISSION. FAILURE TO SIGN AND RETURN THESE DOCUMENTS WILL RESULT IN THE REJECTION OF YOUR SUBMISSION.**