HOUSTON COMMUNITY COLLEGE SYSTEM

REQUEST FOR PROPOSAL (SERVICES)

Market Research RFP NO.: 17-73

ISSUED BY:

Procurement Operations Department

FOR:

Planning in Institutional Effectiveness Department

PROCUREMENT OFFICER:

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PROPOSALS ARE DUE AT THE ADDRESS SHOWN BELOW NO LATER THAN:

September 26, 2017 by 2:00 p.m. (local time)

at

Houston Community College Procurement Operations Department 3100 Main Street, 11th Floor Houston, Texas 77002

Ref: RFP 17-73 – Market Research

Visit the <u>HCC Procurement Operations Department website</u> to get more information on this and other business opportunities. While at our website we invite you to <u>Register as a Vendor</u>, if already registered, please confirm your contact information is current.

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Attachment No. 3	Small Business Unavailability Certificate	
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Attachment No. 7	Financial Interests and Potential Conflicts of	
	Interests	
Exhibit 1	Functionality Response Document	

NOTE: All noted Attachments are to be completed and submitted with Proposal, Attachments 1, 5 and 7 must be signed and notarized.

SOLICITATION SCHEDULE

The following is the anticipated solicitation schedule including a brief description for milestone dates:

Solicitation Milestone	Date & Time
RFP released and posted to HCC's & ESBD's websites	August 23, 2017
Pre-Proposal Meeting (Non-Mandatory) will be held	September 6, 2017 at 9am (local time)
by the Procurement Operations Department at 3100	
Main Street (2nd Floor, Seminar Room B) Houston,	
Texas 77002	
Deadline to receive written question/inquiries	September 11, 2017 by 2:00 pm (local time)
Responses to written questions/inquiries (estimated)	September 15, 2017
Proposal Submittal Due Date	September 26, 2017 by 2:00 pm (local time)
Anticipated Board Recommendation and Approval	October/November 2017

NOTE: Houston Community College reserves the right to revise this schedule. Any such revision will be formalized by the issuance of an addendum to the RFP and posted on Procurement Operations web site for your convenience.

Section 1 - Project Overview & Scope of Services

1. Project Overview

The Houston Community College, ("HCC") or ("College") is seeking proposals from qualified firms to conduct market research focusing on the college's prospects, current students, and non-returning students in (a) Centers of Excellence programs and (b) the Continuing Education workforce programs in accordance with the scope of services noted below. Qualified respondents are invited to submit a written response outlining your qualifications and experience to provide the services as described in the Scope of Services, and in accordance with the terms, conditions and requirements set forth in the Request for Proposal (RFP). The successful proposer will provide the scope of services in accordance with all applicable laws, regulations and professional standards.

2. Scope of Services

Houston Community College (HCC) is seeking to conduct market research as the institution lacks up-to-date market research on our current students, non-returning students, and prospects within Centers of Excellence and the Continuing Education workforce programs. Centers of Excellence (COEs) include both workforce and academic centers. Houston Community College has experienced recent enrollment abnormalities and challenges. Over the last five years, fall enrollments at Houston Community College have remained relatively flat, reflecting the national trend. In fall 2012, semester credit hour enrollment was 58,587 and in fall 2016, semester credit hour enrollment was 57,063. During the same time frame, funded continuing education enrollment grew from 6,858 to 7,867.

Based on this, it is evident that changing market trends are impacting our enrollment. Thus, HCC has an opportunity to identify the trends most impacting our enrollment. To change this trajectory and counter the national impacts of economic and demographic trends, the institution must execute a new enrollment management strategy by identifying, engaging, and converting more qualified leads and retaining, graduating, transferring, and placing more students. Market research is central to our achievement of a new enrollment management strategy.

In general, the purpose of this market study is to identify the 5-8 customer market segments with the most opportunity for recruitment, admission, enrollment, and retention and to understand the drivers of those segments. It is vital that we address the following:

- What are the sources of current enrollment in specific programs?
- Why do non-returning students leave and not return?
- What influences a prospective student's decision to enroll?

Through this research, we seek to:

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- a. Understand how *current students* learned about HCC, why they selected HCC, and what/who influenced their decision to enroll
- b. Identify the messaging that is resonating, or has the potential to resonate, with *students*
- c. Determine the key strengths of HCC as experienced by our *current students*
- d. Understand why *non-returners* left the institution and how HCC can facilitate barrier removal

¹ Houston Community College Office of Institutional Research. (2017). *2016-17 Fact Book*. Retrieved from http://www.hccs.edu/district/about-us/oir/hcc-fact-book/Fact-Book-2016-17.pdf

- e. Identify the features and benefits that are most important to *prospective students* in our market
- f. Reveal how *prospective students* view HCC on those features and benefits that are important to them
- g. Determine in which programs *prospective students* are interested
- h. Define why admitted students decide not to attend college or attend another college
- Identify the education goals of prospective, current, and non-returning students and how HCC can best meet their needs
- j. Understand the demographics and geographic of our *prospective, current, and non-returning students*

Although we believe the research should include the aforementioned, we also acknowledge the vendor's expertise and experience in this arena. Thus, we are open to other topics which may lead to an enhanced understanding of prospective, current, and non-returning students. This research should enable HCC to make effective decisions regarding the creation, prioritization, and delivery of programs and services that are innovative and market-driven.

3. Requirements

- a. The vendor must clearly identify and prioritize by opportunity customer segments (5-8 anticipated). Segmentation may be based on factors such as demographic, geographic, psychographic, or behavioral information among others or a combination.
- This study will require both primary and secondary research to be conducted, including both internal and external data.
- c. This study will require a combination of quantitative and qualitative methodologies.
- d. Customer and prospective data collected must be stratified by student status, program, location, and other factors across the defined market.

4. Deliverables

Deliverables include but are not limited to:

- a. Refined project plan based on discovery
- b. Survey instruments and sampling plan
- c. Plan specifics for qualitative elements such as structure and group composition
- d. Recruiting materials such as invitations and phone scripts for participants in surveys, focus groups, etc.
- e. Status briefing documents that outline:
 - Status of data collection, interviewing, analysis
 - Activities that require action from HCC
 - Key learnings from research and/or analysis conducted
- f. Quantitative data in SPSS or Excel format
- g. Qualitative data (including original transcripts and coding) in NVivo format
- h. Facilitated sessions (up to 3) with client to review results and generate action plan for next steps
- i. Presentation and report of significant findings with marketing and recruitment recommendations/strategies based on those findings

5. Project Plan and Methodology

Provide an overview of your organization's strategy for completing the proposed market research from discovery to final report within a 12-month time period, if possible. This plan should also include the following:

a. Detailed research protocol/methodology including:

- Secondary research approach and sources
- Primary research plan, including rationale, sampling frame and sizes, confidence levels, and margin of error as appropriate
- Analysis plan, rationale, and outcome indicators
- b. A detailed project schedule including key milestones for deliverables, tasks, the responsible party for each identified task, and timeframes for completion
- c. Tools and technologies your organization uses to perform market research
- d. Resources needed from, time requirements for, and roles/responsibilities of Houston Community College to meet the project scope on time.
- e. An estimate of the earliest start date following execution of an Agreement
- f. A copy of a project plan and final report from a similar successful effort focused on conducting and delivering market research for an institution of comparable size and complexity

Section 2 - Price Proposal

1. Instructions

Proposer must complete this section in its entirety, and may supplement this section with additional pages as to provide HCC with a more detailed breakdown, backup and/or options of related cost associated with the services being solicited in this solicitation. The Total Cost for the solution provided must be a turnkey cost inclusive of but not limited to travel and living expenses.

2. Total Cost

Provide a Total Cost (to include all travel and living expenses) for the proposed solution. The Total proposed cost will be a firm fixed cost for the life of the contract.

a. Total Proposed Cost: \$_____

3. Monthly Cost Breakdown

Provide a detailed schedule for the monthly cost breakdown in excel format. The total proposed cost for the Monthly Cost Breakdown must be equal to the Total Cost noted in Section 2.a above.

4. Dedicated Staffing

Provide a detailed schedule for the dedicated staffing commitment on a monthly basis and the hourly rate for each in excel format.

5. Implementation Cost Breakdown

Provide a detailed cost breakdown for the implementation services by milestone based on the proposed implementation schedule noted in the proposal.

6. Price Evaluation

Price points shall be calculated based on the following formula:

Lowest Total Proposed Cost/Proposer's Total Proposed Cost X Available Price Points = Price Score

7. Price Proposal Signature

The information in this RFP is to be utilized solely for preparing the proposal response to this RFP and does not constitute a commitment by HCC to procure any product or service in any volume.

Name:	
Title:	
Date:	
Signature:	

Section 3 – Proposal Evaluations

1. Evaluation Criteria

An Evaluation Committee ("Committee") will review all proposals to determine which proposers have qualified for consideration according to the criteria stated herein. The Committee's evaluations will be based on all available information, including qualification statements, subsequent interviews, if necessary, reports, discussions, reference checks, and other appropriate checks. The highest rated proposer(s) evaluated by the Committee may be invited to make an oral presentation of their written proposal to the Committee.

Proposals will be evaluated using the following criteria:

Evaluation Criteria	Available Points
Firm's Qualification and Experience (Section 4.5.c - Tab 1)	10
Demonstrated Qualifications of Personnel and Team (Section 4.5.d - Tab 2)	10
Proposed Approach and Methodology (Section 4.5.e - Tab 3)	30
Past Performance & References (Section 4.5.f - Tab 4)	15
Price Proposal (Section 4.5.g - Tab 5)	30
Small Business Practices (Section 4.5.h - Tab 6)	5
Total Po	oints 100

2. Eligibility for Award

In order for a proposer to be eligible to be awarded the contract, the proposal must be responsive to the solicitation and HCC must be able to determine that the proposer is responsible and has the resources and capacity to perform the resulting contract satisfactorily. Responsive proposals are those that comply with all material aspects of the solicitation, conform to the solicitation documents, and meet the requirements set forth in this solicitation. Proposals, which do not comply with all the terms and conditions of this solicitation, will be rejected as non-responsive.

- a. Responsible proposers, at a minimum, must meet the following requirements:
 - i. Have adequate financial resources, or the ability to obtain such resources as required during the performance of any resulting contract;
 - ii. Be able to comply with the required performance schedule, taking into consideration all existing business commitments;
 - iii. Have a satisfactory record of past performance;
 - iv. Have necessary personnel and management capability to perform any resulting contract;

- v. Be qualified as an established firm regularly engaged in the type of business necessary to fulfill the contract requirements;
- vi. Certify that the firm is not delinquent in any tax owed the State of Texas under Chapter 171, Tax Code; and is not delinquent in taxes owed to the Houston Community College System; signing and submitting the proposal is so certifying to such non-delinquency; and
- vii. Be otherwise qualified and eligible to receive an award under applicable laws and regulations.
- b. Proposer(s) may be requested to submit additional written evidence verifying that the firm meets the minimum requirements described above and as necessary, to perform the requirements of the solicitation and be determined a responsible proposer. Failure to provide any requested additional information may result in the proposer being declared non-responsive and the proposal being rejected.
- c. A person is not eligible to be considered for award of this solicitation or any resulting contract or to be a subcontractor of the proposer or prime contractor if the person assisted in the development of this solicitation or any part of this solicitation or if the person participated in a project related to this solicitation when such participation would give the person special knowledge that would give that person or a prime contractor an unfair advantage over other proposers.
- d. A person or proposer shall not be eligible to be considered for this solicitation if the person or proposer engaged in or attempted to engage in prohibited communications as described in Section 5.17 Prohibited Communications and Political Contributions.
- e. Only individual firms or lawfully formed business organizations may apply (This does not preclude a respondent from using subcontractors or contractors.) HCC will contract only with the individual firm or formal organization that submits a response to this RFP.

Section 4 – Instructions to Proposers

1. General Instructions

- a. Proposers should carefully read the information contained herein and submit a complete response to all requirements and questions as directed.
- Proposals and any other information submitted by Proposers in response to this Request for Proposal (RFP) shall become the property of HCC.
- c. HCC will not provide compensation to Proposers for any expenses incurred by the Proposer(s) for proposal preparation or for any demonstrations that may be made, unless otherwise expressly stated. Proposers submit proposals at their own risk and expense.
- d. Proposals, which are qualified with conditional clauses, or alterations, or items, not called for in the RFP documents, or irregularities of any kind are subject to disqualification by HCC, at its option.
- e. Each proposal should be prepared simply and economically, providing a straightforward, concise description of your firm's ability to meet the requirements of this RFP. Emphasis should be on completeness, clarity of content, responsiveness to the requirements, and an understanding of HCCs needs.
- f. HCC makes no guarantee that an award will be made as a result of this RFP, and reserves the right to accept or reject any or all proposals, waive any formalities or minor technical inconsistencies, or delete any item/requirements from this RFP or resulting Agreement when deemed to be in HCCs best interest. Representations made within the proposal will be binding on responding firms. HCC will not be bound to act by any previous communication or proposal submitted by the firms other than this RFP.
- g. Firms wishing to submit a "No-Response" are requested to return the first page of the Contact Award Form (ref. Attachment No. 1). The returned form should indicate your company's name and include the words "No-Response" in the right-hand column.
- Failure to comply with the requirements contained in this Request for Proposal may result in the rejection of your proposal.

2. Preparation and Submittal Instructions

All Attachments noted are to be completed and submitted with Proposal, Attachments 1, 5 and 7 must be signed and notarized.

3. Document Format and Content

- Proposal must be signed by Proposer's company official(s) authorized to commit such proposals.
 Failure to sign and return these forms will subject your proposal to disqualification.
- Responses to this RFP must include a response to the proposal requirements set forth in the Scope of Services, above.
- c. Proposals must be typed on letter-size (8-1/2" x 11") paper. HCC requests that proposals be submitted in a binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections should be divided by tabs for ease of reference. An electronic copy of the proposal must be provided in an Adobe Acrobat (.pdf) format.
- d. Table of Contents: Include with the proposal a Table of Contents that includes page number references. The Table of Contents should be in sufficient detail to facilitate easy reference of the sections of the proposal as well as separate attachments (which should be included in the main Table of Contents). Supplemental information and attachments included by your firm (i.e., not required) should be clearly identified in the Table of Contents and provided as a separate section.
- e. Pagination: All pages of the proposal should be numbered sequentially in Arabic numerals (1, 2, 3, etc.) Attachments should be numbered or referenced separately.
- f. Number of Copies: Submit one (1) original printed and one (1) electronic copy of your Proposal including all required HCC Forms and documents. An original (manual) signature must appear on the original printed copy and must be reflected in the original electronic copy. The electronic copies should be in non-editable .PDF format and should include the entire submission, including an individual separate file containing your price proposal. The front cover of the binder containing your response should be clearly marked with the Project Name and Number.
- Proposals must be submitted and received in the HCC Procurement Operations Department on or before the time and date specified in the Solicitation Schedule.
- The envelope containing a proposal shall be addressed as follows:
 - Name, Address and Telephone Number of Proposer;

- ii. Project Description/Title; Project Number; and Proposal Due Date/Time.
- Late proposals properly identified will be returned to Proposer unopened. Late proposals will not be considered under any circumstances.
- Telephone, Facsimile ("FAX") or electronic (email) proposals are not acceptable when in response to this Request for Proposal.

4. Proposer Response

General: Your Technical Proposal should clearly define (i) your Firm's total capacity and capabilities, (ii) your qualifications to perform the work, (iii) your ability to perform the services outlined in the Scope of Services, (iv) your understanding of HCC, and (v) what differentiates you from your competitors. At a minimum, your Technical Proposal shall include the following:

a. Cover letter

The cover letter shall not exceed 1 page in length, summarizing key points in the proposal and shall briefly furnish background information about your firm, including date of founding, legal form (sole proprietorship, partnership, corporation/state of incorporation), number and location of offices, location of company headquarters/main office, total number of employees' company-wide and total number of employees in the State of Texas, and principal lines of business. Certify that the firm is legally permitted or licensed to conduct business in the State of Texas for the services offered.

Only individual firms or lawfully formed business organizations may apply (This does not preclude a respondent from using consultants.) HCC will contract only with the individual firm or formal organization that submits a response to this RFP.

b. Table of Contents

Immediately following the cover letter and introduction, include a complete table of contents for material included in the response documents.

c. <u>Tab 1: Firm's Qualification and Experience</u>

- i. Qualifications & Experience of the Firm: Provide a brief description of your firm, including the total number of supporting personnel related to providing the services of the type and kind required in this RFP.
- Provide firm's principal(s) and staff commitment in providing the services required in this solicitation.
- 2. Provide firm's overall ability in providing the services required in this solicitation.
- 3. Demonstrate firm's understanding, knowledge and experience of the solicitation requirements.

- Provide examples of your firm civic activities including awards and recognitions.
- ii. Provide a detailed list where your firm has provided services of the type and kind required in this RFP during the past 3 years including but not limited to public and private organizations including: state agencies, state institutions of higher education, cities, counties, school districts, junior colleges, or other special authorities and districts.

HCC may verify all information furnished. As a minimum, include the following per project experience:

- 1. Project Name, Location Year Completed.
- Brief project description describing your experience, work performed by your firm and work subcontracted.
- Owner's Name, title, and current phone number.
- 4. Identify firm's role; completion date; and contract name(s).
- 5. The methods of delivery used and how the firm maintains quality control.
- 6. Provide documented experience in providing the types of services described herein especially related to community or junior college experience or higher education facilities experience and with regard to accomplishment of past engagements involving services of the type and kind required in this RFP. List if firm was prime or subcontractor.

d. <u>Tab 2 – Demonstrated Qualifications of Personnel and Team</u>

This section should discuss the proposed designated staff of the responding firm (key personnel) committed to HCC and providing the services described in this solicitation.

- i. Key Personnel: Identify key personnel that would be assigned to HCC and that will provide the services described in the Scope of Services. Include an organizational chart, which identifies key personnel and their particular roles in furnishing the services required under this RFP. Describe how the team will be organized to deliver the services defined in this RFP.
- ii. Provide brief resumes (not more than one (1) page) for each key personnel. The resumes must clearly specify the number of years the personnel have been providing the type of services as described in this REP

Please include the following:

 A brief description of their unique qualifications, experience and education as

- it pertains to services of the type and kind required in this RFP.
- Availability and commitment of the respondent, its principal(s) and assigned professionals to undertake the services described in this RFP.
- 3. Personnel's job functions, role, percent of time to be assigned to this account and physical office location.
- Designate the individual, who is authorized to sign and enter into any resulting contract.
- Provide a list of similar accounts where they have provided services of the type and kind required in this solicitation and include detailed description of their particular role in the account and length of time on the account.
- Tab 3 Proposed Approach & Methodology
 This section should describe and discuss your proposed approach and methodology in providing the services of the type and kind required in this RFP. By reading the proposed approach and methodology overview, HCC must be able to gain a comfortable grasp and clear understanding of the level of services to be provided and the methods proposed by the firm to provide them. A detailed explanation shall be included to understand how the services comply with the requirements of this RFP.
 - i. Proposer shall respond to all requirements and questions noted in Section 1.
 - ii. Provide a detailed implementation plan with projected start and end dates of completion for each task from delivery of service to HCC. List any required HCC resources or expectations needed in order to meet the proposed timeline.
 - Proposer must provide an approach and methodology overview which consists of a concise and detailed description of the requested services proposed in response to this RFP.
 - iv. HCC intends that each proposer provide a detailed and comprehensive description of all services that the proposer will provide if it enters into a contract pursuant to the REP
 - v. Quality: Please identify the key metrics you propose to use to measure your performance in delivering services of the type and kind required in this RFP to HCC. Your response should indicate the frequency of the measurement, how it will be used to continually improve performance, and how this information will be shared with HCC. Your response should include how do you measure and monitor quality of work, ensure delivery is met, and how problems

- are tracked, escalated (if required) both internally and with the customer.
- vi. Customer Satisfaction: How do you measure and monitor customer satisfaction; describe the method used, frequency, and how results are reported.
- vii. Capabilities and Capacity: Proposer shall clearly define its in-house capability and capacity to perform the work identified in the Scope of Services of this RFP. Your response must describe the various technologies, tools, methods, and technical expertise that you will provide to HCC and/or that will be used in the delivery of the services and how that will be of benefit in the delivery of services to HCC.

f. Tab 4 - Past Performance and References

This section should establish the ability of the respondent (and its sub-consultant), if any to satisfactorily perform the required work.

- Provide contact information for the list of accounts noted in Tab 1 above, HCC may verify all information furnished.
- ii. Describe lessons learned from previous clients for services of the type and kind required in this RFP that were not successful and what steps your firm has taken to effectively identify and mitigate from recurring.
- iii. Demonstrate the capability and successful past performance of the firm with respect to producing high quality services, maintaining good working relations for services of the required in this RFP.
- iv. Provide a list of all contracts that may have ended during the past 3 years; including contracts that may have been terminated or not renewed when a renewal was available. Include a detailed explanation of the circumstances related therein for any such contracts noted.
- v. Provide a list of any work that your firm may have completed for Houston Community College during the past 3 years, including a detailed description of the work effort, performance and define if the work was completed as a contractor directly with HCC or as a subcontractor under an engagement.
- vi. Provide letters of recommendations from other public junior or community colleges or higher education clients or other relevant references listing recently completed engagements for the services of the type and kind required in this RFP.

g. Tab 5 - Price Proposal

The Proposer/Contractor shall furnish all resources and services necessary and required to provide the services of the type and kind required in this RFP, in accordance with the Scope of Services, and the governing terms and conditions for the proposed price(s) listed in Section 2 – Price Proposal.

- Please include a description of any discount offered to HCC and an outline of any other fees or charges.
- ii. For the purposes of this RFP, Houston Community College will review the overall rate structure to evaluate its reasonableness for the anticipated work. Failure to fully disclose any fees or cost and to comply with the requirements herein may be cause for HCC to reject, as non-compliant, a proposal from further consideration.

h. Tab 6 - Small Business Practices

This section shall include a clear statement of the firm's commitment and plan to meet the small business goal specified in this solicitation, if any.

- Describe your previous experience, involvement and approach in working with certified Small Business firms; including level of effort, division of duties and providing opinions. Provide a statement detailing small business participation commitment.
- For this solicitation HCC has a small business participation goal of <u>Five Percent</u> (5%).
- iii. At a minimum, your response must include:

 (a) Firm's commitment to meeting the small business participation goal for the solicitation (b) a description of previous engagements where your firm has successfully subcontracted work to small businesses including the percentage (%) of work subcontracted to these firms under each engagement; (c) a narrative outlining your overall approach to subcontracting and how you will solicit small businesses for participation as part of this solicitation; and (d) indicate what challenges you anticipate in attaining HCC's goal.
- iv. Describe your company's process for the selection of subcontractors in accordance with the statutory procedures required for the solicitation of subcontractors, including your process for evaluating subcontractors' performance while also incorporating a Small Business Development Program.

v. Provide a reference list of all customers noted in Tab 4 above that included a Small Business or similar program where you have performed work similar to the type of work described in this RFP. Provide the contact person and the representative who served as the Small Business Development liaison (or equivalent), telephone number and email address.

i. Tab 7 - Firm's Financial Status

- Please provide a statement from the president, owner or financial officer on company letterhead certifying that the company is in good financial standing and current in payment of all taxes and fees including but not limited to state franchise fees.
- ii. 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.

j. Tab 8 – Business Relationship Strength

"Business Relationship Strength" for the purpose of this RFP shall mean the definition and commitment of the respondent towards a mutually successful "relationship" between the selected contractor and HCC for the duration of the contract. Respondent's Statement of Qualification must include their definition, proposal and commitment to forge, foster and maintain a mutually successful "relationship" with HCC. At a minimum, your response must include:

- i. your definition of a mutually successful "relationship" between your firm and HCC; and
- ii. your firm's commitment to a mutually successful "relationship" in the form of at least three, and not more than five, specific, obtainable criteria, activities, agreements or requirements that shall, at the discretion of HCC, become features of the awarded contract and shall guide the HCC-Contractor relationship for the duration of the contract
- iii. Student Internship: HCC is expanding its student internship program. Proposers are encouraged to describe how they envision using HCC students as part of their delivered service to support the application of relevant educational programs as aligned with real world work experience. Proposers willing to participate in this educational enrichment opportunity should provide the following information in the proposal response:
 - Number of HCC students proposed to be used as student interns in delivering

- the scope of services as defined in this RFP.
- Proposed task and objectives that HCC student interns shall perform under the resulting contract.
- 3. Proposed number of hours and length of engagement for HCC student interns shall perform under the resulting contract.
- Proposed work location where HCC student interns shall perform under the resulting contract. If not on site as part of the project team, any proposed work locations must be within Houston, Texas given student class schedules.
- Proposed mentor/representative that will be responsible in working with and leading HCC student interns under the resulting contract.

k. <u>Tab 9 – Required Attachments</u>

This section shall include all Attachments noted in Section 6, all forms shall be completed, signed and submitted with Proposal. Attachments 1, 5 and 7 must be signed and notarized.

Section 5 - General Information

PROPOSERS ARE CAUTIONED TO READ THE INFORMATION CONTAINED IN THIS RFP CAREFULLY AND TO SUBMIT A COMPLETE RESPONSE TO ALL REQUIREMENTS AND QUESTIONS AS DIRECTED.

1. General Information

Houston Community College's service area is Houston Independent School District, Katy, Spring Branch, Alief Independent School Districts, Stafford Municipal District, and the Fort Bend portion of Missouri City. The System is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate degree.

Houston Community College serves its students each semester, by offering associate degrees, certificates, academic preparation, workforce training, and lifelong learning opportunities that prepares students in our diverse community to compete in an increasingly technological and international society. Houston Community College plays an integral role in transforming the lives of its students and making our community work.

More information regarding HCC can be found in the annual HCC Fact Book.

HCC Mission - Houston Community College is an openadmission, public institution of higher education offering a high-quality, affordable education for academic advancement, workforce training, career development, and lifelong learning to prepare individuals in our diverse communities for life and work in a global and technological society.

HCC Vision - Houston Community College will be a leader in providing high quality, innovative education leading to student success and completion of workforce and academic programs. We will be responsive to community needs and drive economic development in the communities we serve.

Additional information about Houston Community College may be found by visiting <u>HCC Website</u>.

Visit the <u>HCC Procurement Operations Department</u> website to get more information on this and other business opportunities. While at our website we invite you to <u>Register as a Vendor</u>, if already registered, please confirm your contact information is current.

2. Overview

The Houston Community College, ("HCC") or ("College") is seeking proposals from qualified firms in accordance with the Scope of Services noted above. Qualified respondents are invited to submit a written response outlining your qualifications and willingness to provide the services as described in the Scope of Services, and in accordance with the terms, conditions and requirements set forth in the Request for Proposal (RFP). The successful proposer will provide the scope of services in accordance with all applicable laws, regulations and professional standards.

HCC reserves the right to make single, multiple or no award for the services described herein and as deemed in its own best interests.

HCC reserves the right to reject any or all proposals or to accept any proposals it considers most favorable to HCC, or to waive irregularities in the Request for Proposal (RFP) and submittal process. HCC further reserves the right to reject all proposals or submittals and terminate the solicitation process or seek new proposals when such procedure is reasonably in the best interest of HCC.

This RFP solicitation does not in any way obligate HCC to award a contract or pay any expense or cost incurred in the review and submission of proposals responding to this RFP.

All applicable attachments contained in the RFP shall be completed. Failure to do so may result in the firm's proposal or submittal being declared non-responsive to the solicitation requirements.

Information provided in response to the RFP is subject to the Texas Public Information Act and may be subject to public disclosure.

By submitting its proposal in response to this RFP, respondent accepts the evaluation process and acknowledges and accepts that determination of "most-qualified" and "best valued" firm(s) will require subjective judgments by the Evaluation Committee.

Any exceptions taken to the terms of the RFP must be specific, and the respondent must indicate clearly what alternative is being offered to allow HCC a meaningful opportunity to evaluate and rank proposals and implications of the exception (if any).

Where exceptions are taken, HCC shall determine the acceptability of the proposed exceptions. HCC may accept or reject the exceptions. Where exceptions are rejected, HCC may insist that the respondent furnish the services described herein or negotiate an acceptable alternative.

All exceptions shall be referenced by utilizing the corresponding Section, paragraph and page number in this RFP. However, <u>HCC is under no obligation to accept any exceptions</u>. Respondent shall be deemed to have accepted all terms and conditions to which no exceptions have been taken.

The RFP provides information necessary to prepare and submit proposals or responses for consideration by HCC based on the listed criteria. HCC may request additional clarification and oral interviews solely on the written responses to this request for proposals.

3. Award / Contract Approval

This Procurement, any award under this procurement, and the resulting contract, if any, is subject to approval by HCC Board of Trustees. Subsequent to Board approval, the <u>only</u> person authorized to commit HCC contractually is the Chancellor or designee. This solicitation is a request for proposals and neither this solicitation nor the response or proposal from any prospective proposer shall create a contractual relationship that would bind HCC until such time as both HCC and the selected proposer sign a legally binding contract, which includes, without limitation, the terms required by HCC as set forth in the Scope of Work/Services and this RFP.

4. Pre-Proposal Meeting

The purpose of the meeting is to briefly describe the procurement process and specifications while allowing interested firms to ask general questions. Nothing said in the pre-proposal meeting shall be binding to HCC; any changes to the requirements of this RFP shall be made by way of written solicitation amendment.

If applicable, the Pre-Proposal Meeting date and time is noted in the Solicitation Schedule (see Page 2)

5. HCC Contact

Any questions or concerns regarding this Request for Qualification shall be directed to the Procurement Officer listed on the cover page. HCC specifically requests that proposer restrict all contact and questions regarding this RFP to the Procurement Officer. The Procurement Officer must receive all questions or concerns no later than the date and time listed in the Solicitation Schedule.

6. 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 all addenda will be posted on the HCC Website www.hccs.edu. All such addenda issued by HCC prior to the time that proposals are received shall be considered part of the RFP, and the Proposer shall be required to consider and acknowledge receipt of such in their proposal.

Only those HCC replies to inquiries, which are made by formal written addenda, shall be binding. Oral and other interpretations or clarification will be without legal effect. Proposer must acknowledge receipt of all addenda in Attachment No. 1 of this RFP (Contract Award Form).

7. Commitment

Proposer understands and agrees that this RFP and any resulting Agreement is issued predicated on anticipated requirements for the materials or services described herein and that HCC has made no representation, guarantee or commitment with respect to any specific quantity of or dollar value to be furnished under any resulting Agreement. Further Proposer recognizes and understands that any cost borne by the Proposer, which arises from Proposer's performance under any resulting agreement, shall be at the sole risk and responsibility of Proposer.

8. Acquisition from Other Sources

HCC reserves the right and may, from time to time as required by HCCs operational needs, acquire services of equal type and kind from other sources during the term of the agreement without invalidating in whole or in part, the agreement or any rights or remedies HCC may have hereunder.

9. Vendor Registration

The Houston Community College Procurement Operations Department has developed an online vendor application. This is designed to allow firms or individuals that are interested in doing business with HCC to register online and become part of our vendor database. Once registered, you will receive a password and personal login information that will allow you to modify your vendor information anytime a change occurs with your company. You will have the flexibility to add or delete commodity lines, update phone numbers, and contact information, etc. This database will allow HCC to notify, via email, all companies that match the desired commodity criteria for procurement opportunities within Houston Community College. What a great way to never miss out on an HCC bid or proposal opportunity again.

Please take a moment to go to the Houston Community College Procurement Operations Department website and register as a vendor. The website address to access the vendor registration form is https://hccs.sbecompliance.com/FrontEnd/VendorsIntroduction.asp

If you do not have internet access, you are welcome to use a computer at any HCC library to access the website and register.

10. Obligation and Waivers

THIS RFP IS A SOLICITATION FOR PROPOSAL AND IS NOT A CONTRACT OR AN OFFER TO CONTRACT.

A PROPERLY COMPLETED VENDOR APPLICATION IS REQUIRED AND IS A CONDITON OF CONTRACT AWARD.

THIS REQUEST FOR PROPOSAL DOES NOT OBLIGATE HCC TO AWARD A CONTRACT OR PAY

ANY COSTS INCURRED BY THE PROPOSER IN THE PREPARATION AND SUBMITTAL OF A PROPOSAL.

HCC, IN ITS SOLE DISCRETION, RESERVES THE RIGHT TO ACCEPT ANY PROPOSAL AND/OR REJECT ANY AND ALL PROPOSALS OR A PART OF A PROPOSAL, WITHOUT REASON OR CAUSE, SUBMITTED IN RESPONSE TO THIS SOLICITATION.

HCC RESERVES THE RIGHT TO REJECT ANY NON-RESPONSIVE OR CONDITIONAL PROPOSAL. HCC RESERVES THE RIGHT TO WAIVE ANY INFORMALITIES, IRREGULARITIES AND/OR TECHNICALITIES IN THIS SOLICITATION, THE PROPOSAL DOCUMENTS AND /OR PROPOSALS RECEIVED OR SUBMITTED.

BY SUBMITTING A PROPOSAL, PROPOSER AGREES TO WAIVE ANY CLAIM IT HAS, OR MAY HAVE, HOUSTON COMMUNITY AGAINST SYSTEM AND ITS TRUSTEES OR AGENTS ARISING OUT OF OR IN CONNECTION WITH (1) THE ADMINISTRATION, **EVALUATION** OR RECOMMENDATIONS OF ANY PROPOSAL; (2) ANY REQUIREMENTS UNDER THE SOLICITATION, PROPOSAL PACKAGE, OR RELATED DOCUMENTS; (3) THE REJECTION OF ANY PROPOSAL OR ANY PART OF ANY PROPOSAL; AND/OR (4) THE AWARD OF A CONTRACT, IF ANY.

HCC RESERVES THE RIGHT TO WITHDRAW THIS SOLICITATION AT ANY TIME FOR ANY REASON; REMOVE ANY SCOPE COMPONENT FOR ANY REASON AND TO ISSUE SUCH CLARIFICATIONS, MODIFICATIONS AND/OR AMENDMENTS AS DEEMED APPROPRIATE.

HCC RESERVES THE RIGHT TO NEGOTIATE TERMS AND CONDITIONS INCLUDING SCOPE, STAFFING LEVELS, AND FEES WITH THE HIGHEST RANKED RESPONDER. IF AGREEMENT CANNOT BE REACHED WITH THE HIGHEST RANKED RESPONDER, HCC RESERVES THE RIGHT TO NEGOTIATE WITH THE NEXT HIGHEST RANKED RESPONDER AND SO ON UNTIL AGREEMEMENT IS REACHED. WHEN AN AGREEMENT IS REACHED, HCC WILL SUBMIT ITS RECOMMENDATIONS TO THE BOARD OF TRUSTEES FOR APPROVAL AND AWARD OF THE CONTRACT.

HCC IS AN EQUAL OPPORTUNITY/EDUCATIONAL INSTITUTION, WHICH DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, GENDER, AGE, DISABILITY, SEXUAL ORIENTATION, OR VETERAN STATUS.

11. Contract Award

Award of a contract, if awarded, will be made to the proposer who (a) submits a responsive proposal; (b) is a responsible proposer; and (c) offers the best value to HCC, price and other factors considered.

A responsive proposal and a responsible proposer are those that meet the requirements of and are as described in this solicitation. HCC may award a contract, based on initial proposals received, without discussion of such proposals. Accordingly, each initial proposal should be submitted on the most favorable terms

from a price and technical standpoint, which the proposer can submit to HCC. Except as otherwise may be set forth in this solicitation, HCC reserves the right to waive any informalities, non-material errors, technicalities, or irregularities in the proposal documents submitted and consider the proposal for award.

12. Postponement of Proposals Due Date/Time:

Notwithstanding the date/time for receipt of proposals established in this solicitation, the date and time established herein for receiving proposals may be postponed solely at HCCs discretion.

13. Oral Presentations:

During the process of selecting a company to provide the required services, oral presentations may or may not be held. Each proposer should be prepared to make a presentation to HCC. The presentations must show that the proposer clearly understands the requirements of the solicitation, and has a strategic plan and approach to complete the work.

14. Small Business Development Program (SBDP):

The Houston Community College System's Small Business Development Program ("SBDP" or the "Program") was created to provide business opportunities for local small businesses to participate in contracting and procurement at Houston Community College (HCC).

The SBDP is a goal-oriented program, requiring Contractors who receive Contracts from HCC to use Good Faith Efforts to utilize certified small businesses. The Program applies to all Contracts over \$50,000, except Contracts for sole-source items, federally funded Contracts, Contracts with other governmental entities, and those Contracts that are otherwise prohibited by applicable law or expressly exempted by HCC. The SBDP is a race and gender-neutral program, however HCC actively encourages the participation of minority and women-owned small businesses in the SBDP.

To participate, small businesses must be certified by an agency or organization whose certification is recognized by HCC. Certification is based on the firm's gross revenues or number of employees averaged over the past three years, inclusive of any affiliates as defined by 13 C.F.R. § 121.103, does not exceed the size standards as defined pursuant to Section 3 of the Small Business Act and 13 C.F.R. § 121.201.

HCC recognizes certification by the following governmental and private agencies: Metropolitan Transit Authority of Harris County (METRO) SBE Certification, City of Houston SBE, MWPDBE and DBE Certifications, Texas Department of Transportation SBE Certification, City of Austin SBE Certification, South Central Texas Regional Certification Agency SBE Certification, Small Business Administration 8(a). HCC has the right to revoke acceptance of a business as a certified or qualifying small business and to conduct certification reviews.

Good Faith Efforts: HCC will make a good faith effort to utilize small businesses in all contracts. The annual program goals may be met by contracting directly with small businesses or indirectly through subcontracting opportunities. Therefore, any business that contracts with HCC will be required to make a good faith effort to award subcontracts to small businesses. The subcontracting goal applies to all vendors regardless of their status. By implementing the following procedures, a contractor shall be presumed to have made a good faith effort:

- To the extent consistent with industry practices, divide the contract work into reasonable lots.
- Give notice to SBDP eligible firms of subcontract opportunities or post notices of such opportunities in newspapers and other circulars.
- Document reasons for rejecting a firm that bids on subcontracting opportunities.

Points shall be awarded in accordance with the Proposal Response based on the prime vendor's certifications and/or commitment to small business subcontracting stated in the solicitation document and the published point distribution sliding scale.

A copy of the complete SBDP Procedure may be found on our <u>Small Business Website</u>.

- a. Certified small business prime contractor automatically eligible for maximum available points. However, HCC reserves the right to deny the points, and look only to the prime contractor's use of subcontractors, if HCC, in evaluating solicitation responses, makes a determination that the prime contractor will not have a legitimate and active role in the performance of the contract;
- Non-certified small business prime contractor with certified small business subcontractor – eligible for points proportionate to proposed subcontracting commitment (sliding scale);
- Non-small business prime contractor with nonsmall business subcontractor – no points; and
- d. Non-small business prime contractor selfperforming work – no points.

Proposed SBE Subcontracting	Available Points
0	0
1%	1
2%	2
3%	3
4%	4
5%	5

15. Prime Contractor/Contracts for Services:

The prime contractor must perform a minimum of 30% of any contract for services with its labor force and or

demonstrate management of the contract for services to the satisfaction of HCC.

16. Internship Program:

HCC is expanding its student internship program. All vendors are encouraged to make a commitment to utilize certain HCC student(s) in an internship capacity with the company under any resulting contract for services required under this solicitation. At the sole discretion of the vendor, the internship opportunity may be paid or unpaid and shall be intended to serve as a relevant and meaningful educational enrichment opportunity for the HCC students involved. HCC will provide the selected contractor with the name of student(s) eligible to participate in the internship program.

For additional information regarding the internship program, please contact Mr. Miguel San Juan, Executive Director of External and Institutional Initiatives at 713-718-8035.

17. Prohibited Communications and Political Contributions:

Except as provided in exceptions below, political contributions and the following communications regarding this solicitation or any other invitation for bids, requests for proposal, requests for qualifications, or other solicitation are prohibited:

- [1] Between a potential vendor, subcontractor to vendor, service provider, respondent, Offeror, lobbyist or consultant and any Trustee;
- [2] Between any Trustee and any member of a selection or evaluation committee; and
- [3] Between any Trustee and administrator or employee.

The communications prohibition shall be imposed from the day the solicitation is first advertised through thirty (30) days after the contract is executed by the Chancellor or his/her designee, or when a determination is made that the contract will not be awarded. During this period, no HCC Trustee and no vendor shall communicate in any way concerning any pending Solicitation involving the Vendor, subject to the penalties stated herein.

In the event the Board refers the recommendation back to the staff for reconsideration, the communication prohibition shall be re-imposed.

The communications prohibition shall not apply to the following:

- [1] Duly noted pre-bid or pre-proposal conferences.
- [2] Communications with the HCC General Counsel.
- [3] Emergency contracts.
- [4] Presentations made to the Board during any dulynoticed public meeting.
- [5] Unless otherwise prohibited in the solicitation documents, any written communications between any parties, provided that the originator shall immediately file a copy of any written communication with the Board

Services Office. The Board Services Office shall make copies available to any person upon request.

[6] Nothing contained herein shall prohibit any person or entity from publicly addressing the Board during any duly-noticed public meeting, in accordance with applicable Board policies, regarding action on the contract.

Any potential vendor, subcontractor vendor, service provider, proposer, offeror, lobbyist or consultant who engages or attempts to engage in prohibited communications shall not be eligible for the award of any resulting contract under this solicitation. Any other direct or indirect actions taken to unduly influence competitive purposes, to circumvent equal consideration for competitive proposers, or to disregard ethical and legal trade practices will disqualify proposers, vendors, service providers, lobbyist, consultants, and contractors from both this current and any future consideration for participation in HCC orders and contracts.

18. Drug Policy:

HCC is a drug-free workforce and workplace. The manufacture, sale, distribution, dispensation, possession or use of illegal drugs (except legally prescribed medications under physician's prescription and in the original container) or alcohol by vendors or contractors while on HCC's premises is strictly prohibited.

19. Taxes:

HCC is tax exempt as a governmental subdivision of the State of Texas under Section 501C (3) of the Internal Revenue Code. Limited Sales Tax Number: 1-74-1709152-1. No proposal shall include any costs for taxes to be assessed against HCC. The Contractor shall be responsible for paying all applicable taxes and fees, including but not limited to, excise tax, state and local income tax, payroll and withholding taxes for Contractor Employees. The contract shall hold HCC harmless for all claims arising from payment of such taxes and fees.

20. Texas Public Information Act:

HCC considers all information, documentation and other materials requested to be submitted in response to this solicitation to be of a non-confidential and/or nonproprietary nature, and therefore, shall be subject to public disclosure under the Texas Public Information Act (Texas Government Code, Chapter 552.001, et seq.) ("The Act") after a contract if any, is awarded. If the proposer considers any information submitted in response to this request for proposal to be confidential under law or constitute trade secrets or other protected information, the proposer must identify such materials in the proposal response. Notwithstanding the foregoing, the identification of such materials would not be construed or require HCC to act in contravention of its obligation to comply with the Act and the proposer releases HCC from any liability or responsibility for maintaining the confidentiality of such documents.

21. Appropriated Funds:

The purchase of service or product, which arises from this solicitation, is contingent upon the availability of appropriated funds. HCC shall have the right to terminate the resulting contract at the end of the current or each succeeding fiscal year if funds are not appropriated by the HCC Board of Trustees for the next fiscal year that would permit continuation of the resulting contract. If funds are withdrawn or do not become available, HCC reserves the right to terminate the resulting contract by giving the selected contractor a thirty (30) day written notice of its intention terminate without penalty or any further obligations on the part of HCC or the contractor. Upon termination of the contract HCC shall not be responsible for any payment of any service or product received that occurs after the end of the current contract period or the effective date of termination, whichever is the earlier to occur. HCCs fiscal year begins on September 1 and ends on August 31st.

22. Conflict of Interest:

If a firm, proposer, contractor, or other person responding to this solicitation knows of any material personal interest, direct or indirect, that any member, official, or employee of HCC would have in any contract resulting from this solicitation, the firm must disclose this information to HCC. Persons submitting a proposal or response to this solicitation must comply with all applicable laws, ordinances, and regulations of the State of Texas Government Code, including, without limitation, Chapter 171 and 176 of the Local Government Code. The person /proposer submitting a response to this solicitation must complete (as applicable), sign and submit Attachment No. 6, Conflict of Interest Questionnaire Form, and Attachment No. 7, Financial Interest and Potential Conflict of Interests with the proposal package. HCC expects the selected contractor to comply with Chapter 176 of the Local Government Code and that failure to comply will be grounds for termination of the contract.

Note: **Attachment No. 6 and Attachment No. 7** shall be completed signed and returned to HCC. Enter N/A in those areas on the Attachments that are not applicable to your company. Failure to complete, sign and notarize (if applicable) these Attachments may render your proposal non-responsive.

23. Ethics Conduct:

Any direct or indirect actions taken to unduly influence competitive purposes, to circumvent equal consideration for competitive proposers, or to disregard ethical and legal trade practices will disqualify vendors and contractors from current and future consideration for participation in HCC orders and contracts.

24. No Third Party Rights:

This Contract is made for the sole benefit of HCC and the Contractor and their respective successors and permitted assigns. Nothing in this Contract shall create or be deemed to create a relationship between the Parties to this Contract and any third person,

including a relationship in the nature of a third party beneficiary or fiduciary.

25. Withdrawal or Modification:

No proposal may be changed, amended, modified by telegram or otherwise, after the same has been submitted or filed in response to this solicitation, except for obvious errors in extension. However, a proposal may be withdrawn and resubmitted any time prior to the time set for receipt of proposals. No proposal may be withdrawn after the submittal deadline without approval by HCC, which shall be based on Respondent's submittal, in writing, of a reason acceptable to HCC.

26. Validity Period:

Proposals are to be valid for HCCs acceptance for a minimum of 180 days from the submittal deadline date to allow time for evaluation, selection, and any unforeseen delays. Proposals, if accepted, shall remain valid for the life of the Agreement.

27. Terms and Conditions:

The <u>HCC Terms and Conditions of Purchase Order</u> shall govern any Purchase Order issued as a result of this solicitation.

Bidders may offer for HCC's consideration alternate provisions to the Terms and Conditions. Alternates proposed must refer to the specific article(s) or section(s) concerned. General exceptions such as "company standard sales terms apply" or "will negotiate" are not acceptable. Bidder's silence as to the terms and conditions shall be construed as an indication of complete acceptance of these conditions as written.

28. Submission Waiver:

By submitting a response to this Solicitation, the Offeror or respondent agrees to waive any claim it has or may have against Houston Community College System and its trustees, employees or agents arising out of or in connection with (1) the Administration, evaluation or recommendation of any offer or response; (2) any requirements under the solicitation, the solicitation or response package or related documents; (3) the rejection of any offer or any response or any part of any offer or response; and/or (4) the award of a contract, if any.

29. Indemnification:

Contractor shall indemnify, pay for the defense of, and hold harmless the College and its officers, agents and employees of and from any and all liabilities, claims, debts, damages, demands, suits, actions and causes of actions of whatsoever kind, nature or sort which may be incurred by reason of Contractor's negligence, recklessness, or willful acts and/or omission in rendering any services hereunder. Contractor shall assume full responsibility for payments of federal, state and local taxes or contributions imposed or required under the social security, Workers' Compensation or income tax law, or any disability or unemployment law, or retirement contribution of any sort whatever, concerning Contractor or any employee and shall further indemnify, pay for the

defense of, and hold harmless the College of and from any such payment or liability arising out of or in any manner connected with Contractor's performance under this Agreement.

30. Delegation:

Unless delegated, HCC Board of Trustees must approve all contracts valued at over \$100,000. The Board has granted the Chancellor authority to initiate and execute contracts valued up to \$100,000. The procurement of goods and services, including professional services and construction services shall be completed as per any applicable HCC policy and procedure and shall be in accordance with Section 44.031 of the Texas Education Code for the purchase of goods and services, Section 2254 of the Texas Government Code for the purchase of Professional and Consulting Services, and Section 2269 of the Texas Government Code for the purchase of construction services. The Board delegates its authority to the administration and the designated evaluation committee to evaluate score and rank the proposals. This includes the evaluation of all bids, proposals, or statements of qualification under procurement, regardless of contract amount, including the final ranking and selection which shall be made on the evaluation and scoring as per the published selection criteria and the final evaluation ranking. The Board of Trustees shall approve the final award of contracts to the firm based on the published selection criteria and as evidenced in the final evaluation, scoring and ranking.

31. Invoice:

To facilitate payment, invoices for goods or services delivered in accordance with the resulting contract and purchase order shall be emailed to the Accounts Payable Department with copy to the Small Business Development Program. Pursuant to Texas Law, payment terms shall be net thirty (30) days.

All invoices shall include certified documentation noting any small business participation activity including but not limited to: small business firm's name, certification number, certification expiration date, description of work performed for the corresponding period noted on the invoice and amount being paid to the certified small business. Such documentation shall be certified by the small business and be used to monitor the ongoing small business commitment in accordance with the original proposed commitment and governing contract.

<u>Section 6 – Required Attachments</u>

Proposers shall complete all noted Attachments and submit with Proposal, Attachments 1, 5 and 7 must be signed and notarized.

Attachment Number	Attachment Title
Attachment No. 1	Contract Award Form
Attachment No. 2	Determination of Good Faith Effort Form
Attachment No. 3	Small Business Unavailability Certificate
Attachment No. 4	Contractor & Subcontractor Participation Form
Attachment No. 5	Proposer's Certifications
Attachment No. 6	Conflict of Interest Questionnaire
Attachment No. 7	Financial Interests and Potential Conflicts of
	Interests

ATTACHMENT NO. 1 CONTRACT AWARD FORM HCC PROJECT NO. RFP 17-73

PROJECT TITLE: Market Research PROJECT NO.: RFP 17-73 Name of Bidder/Contractor: Federal Employer Identification Number: (Note: please refer to Section 5.9 Vendor Registration) Address: Telephone: _____ Where did you learn of this RFP (please be specific): Website HCC Other ; ☐ SBDP event ;☐ Newspaper ;☐ Other . In compliance with the requirements of this Request for Proposal for providing _____, the undersigned hereby proposes to furnish all necessary resources required to perform the services in accordance with the Technical Proposal and Price Form dated _____ and as mutually agreed upon by subsequent negotiations, if any. The undersigned certifies that he/she has read, understands, and agrees to be bound by the requirements and terms and conditions and any and all amendments issued by HCC and made a part of this solicitation as set forth or referenced in this solicitation. The undersigned understands and agrees that any award resulting from this offer will be made in the form of an HCC Purchase Order and will have the following order of precedence: 1) HCC Terms and Conditions of Purchase Order, 2) HCC referenced solicitation including all amendments issued by HCC, 3) the RFP response as accepted and awarded by HCC. The undersigned further certifies that he/she is legally authorized to make the statements and representations in its response to this solicitation and that said statements and representations are true and accurate to the best of his/her knowledge. The undersigned understands and agrees that when evaluating bids and making an award decision, HCC relies on the truth and accuracy of the statements and representations presented in the bid response. Accordingly, HCC has the right to suspend or debar the undersigned from its procurement process and/or terminate any contract award that may have resulted from this solicitation if HCC determines that any statements or representations made were not true and accurate. Signed By: ______ Name: _____ State of: _____ Sworn to and subscribed before me at _____ (City) this ______, 2017. Notary Public of the State of: _____

ATTACHMENT NO. 2 DETERMINATION OF GOOD FAITH EFFORT HCC PROJECT NO. RFP 17-73

Bidder	
Address	
Phone	Fax Number
In making a detern complete this form	nination that a good faith effort has been made, HCC requires the Bidder to as directed below:
Section 1.	
prudent industry pi	d the contract work into reasonable lots or portions to the extent consistent with ractices, the Bidder must determine what portion(s) of work, including goods or becontracted. Check the appropriate box that identifies your subcontracting intentions:
	be subcontracting portion(s) of the contract. The sase complete Section 2, below and Attachments No. 3 and No. 4)
contract w	ot be subcontracting any portion of the contract, and will be fulfilling the entire ith my own resources. Inplete Section 3, below.)
Section 2.	
this form Section a good faith effort to	nination that a good faith effort has been made, HCC requires the Bidder to complete nd submit supporting documentation explaining in what ways the Bidder has made a attain the goal. The Bidder will respond by answering "yes" or "no" to the following thing documentation.
certified small busi	nether the Bidder provided written notices and/or advertising to at least five (5) nesses or advertised in general circulation, trade association and/or small businesses rning subcontracting opportunities.
(2) What standard industry p	nether the Bidder divided the work into the reasonable portions in accordance with practices.
(3) Whosiness to discuss	nether the Bidder documented reasons for rejection or met with the rejected small the rejection.
	nether the Bidder negotiated in good faith with small businesses, not rejecting ctors who were also the lowest responsive bidder.
	er is subcontracting a portion of the work and is unable to meet the solicitation goal o items, (1-4) are answered "no", the Bidder must submit a letter of justification.

Section 3 SELF-PERFORMANCE JUSTIFICATION If you responded "No" in SECTION 1, please explain how your company will perform the entire contract with its own equipment, supplies, materials, and/or employees.				
Section 4				
CERTIFIED SMALL BUSINESS CL	ASSIFICATION			
Please list the small business cer proposer shall include the prime	tification type for all prop contractor and sub-contr	osed vendors included in actor details as noted be	the proposed offer; low.	
See Section 5.14 Small Business	Development Program			
Vendor Name (Prime and Subcontractor)	Certification Type	Certification Number	Certification Expiration Date	
Signature of Bidder Title Date				

ATTACHMENT NO. 3 SMALL BUSINESS UNAVAILABILITY CERTIFICATE HCC PROJECT NO. RFP 17-73

DATE CONTACTED	SMALL BUSINESS NAME	TELEPHONE NO.	CONTACT PERSON	MATERIALS OR SERVICES	RE
1.					
2.					
3.					
4.					
5.					
6.					
s rejected for the rea	son(s) stated in the RESULT	ΓS column above.		prepare a proposal or prepared a prop t(s) or supply order(s) to the small	osal

ATTACHMENT NO. 4 CONTRACTOR AND SUBCONTRACTOR PARTICIPATION FORM HCC PROJECT NO. RFP 17-73

Bidder/offeror presents the following participants in this solicitation and any resulting Contract. All Bidder/offeror, including small businesses submitting proposals as prime contractors, are required to demonstrate good faith efforts to include eligible small businesses in their proposal submissions.

		<u>List ALL</u> Small Business		
CONTRACTOR			Percentage of	L .
CONTRACTOR		Agency and Number (i.e. SB – COH, METRO, etc.)	Contract Effort	Price
Business Name:		GOIL PIETRO, CIC.,		
Business Address:				
Telephone No. :				
Contact Person Name/E-mail:				
SMALL BUSINESS SUBCONTRACTOR(S) (Attach separate sheet if more space is needed.)				
Business Name:				
Business Address:				
Telephone No. :				
Contact Person:				
Business Name:				
Business Address:				
Telephone No. :				
Contact Person:				
NON-SMALL BUSINESS SUBCONTRACTOR(S) (Attach separate sheet if more space is needed.)				
Business Name:				
Business Address:				
Telephone No. :				
Contact Person:				
Business Name:				
Business Address:				
Telephone No. :				
Contact Person:				
Business Name: Submitted (Name):	·	Contractor's Price/Total: \$		
Address:		Small Business Subcontractor (s) Price/Total: \$		
Telephone/Fax:	Date:	Non-Small Business Subcontractors Price/Total: \$		
L Comprising Fundamental Comprising Comprisi				

ATTACHMENT NO. 5 PROPOSER'S CERTIFICATIONS HCC PROJECT NO. RFP 17-73

1. NON-DISCRIMINATION STATEMENT:

The undersigned certifies that he/she will not discriminate against any employee or applicant for employment or in the selection of subcontractors because of race, color, age, religion, gender, national origin or disability. The undersigned shall also take action to ensure that applicants are employed, and treated during employment, without regard to their race, color, religion, gender, age, national origin or disability. Such action shall include, but shall not be limited to, the following: non-discriminatory employment practices: employment, upgrading or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other compensation and selection for training, including apprenticeship.

2. BLACKOUT PERIOD COMPLIANCE:

The undersigned certifies that he/she has read, understands and agrees to be bound by the Prohibited Communications and Political Contributions provision set forth in the solicitation. The undersigned further understands that the Bidder shall not communicate with a HCC Trustee, employee, or any member of the selection/evaluation committee in any way concerning this Solicitation from the day it is first advertised through thirty (30) days after the contract is executed by the Chancellor or his/her designee, or when a determination is made that the contract will not be awarded.

This period is known as the "Blackout Period," as further defined in Section 1.7.10 and 3.3 of the Procurement Operations Manual. Violation of the Blackout Period is considered unethical conduct and will be handled as such with regard to a Trustee and all applicable federal and state laws and regulations, local ordinances, board policies and procurement procedures with respect to their conduct as public officials involved in the procurement process.

With regard to a Bidder, violation of the Blackout Period may result in the cancellation of the referenced transaction, debarment, and disqualification from future procurement solicitations and prosecution in accordance with the Laws of the State of Texas.

3. ASSURANCE OF SBDP GOAL:

The undersigned certifies that he/she has read, understands and agrees to be bound by the small business provisions set forth in this Solicitation. The undersigned further certifies that he/she is legally authorized to make the statements and representations in the Solicitation and that said statements and representations are true and accurate to the best of his/her knowledge. The undersigned will enter into formal agreement(s) for work identified on the CONTRACTOR AND SUBCONTRACTOR PARTICIPATION form conditioned upon execution of a contract with HCC. The undersigned agrees to attain the small business utilization percentages of the total offer amount as set forth below:

Small Business Participation Goal =	
-------------------------------------	--

The undersigned certifies that the firm shown below has not discriminated against any small business or other potential subcontractor because of race, color, religion, gender, age, veteran's status, disability or national origin, but has provided full and equal opportunity to all potential subcontractors irrespective of race, color, religion, gender, age, disability, national origin or veteran status.

The undersigned understands that if any of the statements and representations are made knowing them to be false or there is a failure to implement any of the stated commitments set forth herein without prior approval of HCC's Chancellor or the duly authorized representative, the Bidder may be subject to the loss of the contract or the termination thereof.

4. CERTIFICATION AND DISCLOSURE STATEMENT:

A person or business entity entering into a contract with HCC is required by Texas Law to disclose, in advance of the contract award, if the person or an owner or operator of the business entity has been convicted of a felony. The disclosure should include a general description of the conduct resulting in the conviction of a felony as provided in section 44.034 of the Texas Education Code. The requested information is being collected in accordance with applicable law. This requirement does not apply to a publicly held corporation.

If an individual:			
Have you been convicted of a f	elony?		YES or NO
If a business entity:			YES or NO
Has any owner of your business	s entity been convicted of a f	felony?	
Has any operator of your busin	ess entity been convicted of	a felony?	
If you answered yes to any of the a the conviction of the felony, inclu conviction occurred, and the senten	ding the Case Number, the		
5. DISCLOSURE OF OWNERSH	IP INTERESTS:		
The undersigned certifies that he Disclosure List." For the purposes include any member of the poten financial officer, chief operating requirement shall also apply to any	of this section, in accordantial vendor's board of dire officer, any person with	nce with Board Bylaws, ectors, its chairperson, c an ownership interest	the term "Contractors" shall hief executive officer, chief of 10% or more. This
6. PROHIBITED CONTRACTS/F	PURCHASES:		
The undersigned certifies that he/sl HCC Board of Trustees Bylaw regar			
I attest that I have answered the qu	uestions truthfully and to the	best of my knowledge.	
Signed By:	Name:		

(City)

(State)

State of: _____

this ______, 2017.

Sworn to and subscribed before me at _____

Notary Public of the State of: _____

EXHIBIT 1 - TO ATTACHMENT NO. 5 OWNERSHIP INTEREST DISCLOSURE LIST HCC PROJECT NO. RFP 17-73

<u>Instruction</u>: Using the following table, please fill in the names of any member of the Respondent's company who is a "Contractor" (as defined in Section 5 above); any person with an ownership interest of 10% or more; and any Subcontractor listed on the "Contractor and Subcontractor Participation Form."

Name	Title	Company Name

EXHIBIT 2 - TO ATTACHMENT NO. 5 PROHIBITED CONTRACTS/PURCHASES HCC PROJECT NO. RFP 17-73

The College shall not contract with a business entity in which a Board Member, Senior Staff Member, or a relative of a Board member or Senior Staff Member within the first degree of consanguinity or affinity, <u>has any pecuniary interest</u>. All such contracts executed prior to June 21, 2012 shall continue to be in full force and effect.

Further, the College shall not contract with a business entity that employs, hires, or contracts with, in any capacity, including but not limited to, a subcontractor, employee, contractor, advisor or independent contractor, a Board Member or a Senior Staff Member.

Further, the College shall not contract with a business entity that employs an officer or director who is a relative of a Board member or a Senior Staff Member within the first degree of consanguinity or affinity.

Definitions:

"Business entity" shall not include a corporation or a subsidiary or division of a corporation whose shares are listed on a national or regional stock exchange or traded in the over-the-counter market. "Business entity" shall not include non-profit corporations or religious, educational, and governmental institutions, except that private, for-profit educational institutions are included in the definition of Business entity.

"Director" is defined as an appointed or elected member of the board of directors of a company who, with other directors, has the responsibility for determining and implementing the company's policy, and as the company's agent, can bind the company with valid contracts.

"Officer" is defined as a person appointed by the board of directors of a company to manage the day-to-day business of the company and carry out the policies set by the board. An officer includes, but is not limited to, a chief executive officer (CEO), president, chief operating officer (COO), chief financial officer (CFO), vice-president, or other senior company official, as determined by the Board.

"Senior Staff Member" shall have the meaning as defined in Article A, Section 3 of the Board Bylaws which includes:

- a. Any member of the Chancellor's Advisory Council;
- b. HCC employees classified as E-10 and above;
- c. All procurement and purchasing personnel;
- d. Any employee who participates on an evaluation or selection committee for any HCC solicitation for goods or services; and
- e. Any employee who participates in the evaluation of goods or services provided by a vendor or contractor.

Absent other legal requirements, all contracts entered into by the College in violation of this policy shall be voided within 30 days of notice of the violation.

I attest that I have answered the questions truthfully and to the best of my knowledge.

ATTACHMENT NO. 6 CONFLICT OF INTEREST QUESTIONNAIRE HCC PROJECT NO. RFP 17-73

FORM CIQ CONFLICT OF INTEREST QUESTIONNAIRE For vendor doing business with local governmental entity OFFICE USE ONLY This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session. This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who Date Received has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a). By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code. A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor 1 Name of vendor who has a business relationship with local governmental entity. Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.) Name of local government officer about whom the information is being disclosed. Name of Officer Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor? Yes No B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity? No Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more. 6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1). Signature of vendor doing business with the governmental entity Date

Form provided by Texas Ethics Commission

www.ethics.state.tx.us

Revised 11/30/2015

NOTE: When completing this Questionnaire, please be certain to answer each and every question; indicate "Not Applicable", if appropriate. Please sign and date.

ATTACHMENT NO. 7 FINANCIAL INTERESTS AND POTENTIAL CONFLICTS OF INTERESTS **HCC PROJECT NO. RFP 17-73**

Texas Local Government Code Chapter 176 requires that vendors desiring to enter into certain contracts with a local governmental entity must disclose the financial and potential conflict of interest information as specified below.

Vendor shall disclose the financial interest and potential conflict of interest information identified in Sections one (1) through three (3) below as a condition of receiving an award or contract. Submit this information along with your bid, proposal, or offer. This form must be received by HCC Office of Systemwide Compliance before the vendor's bid, proposal, or offer will be considered received or evaluated. Completed forms must be **NOTARIZED** and delivered to:

This requirement applies to contracts with a value exceeding \$50,000.

a. its		of HCC ("individuals") have (s), please show their na	or e one of the following financial ir me and address and check all		•
b.	For each individual named abo	ve, show the type of owner	ship/distributable income share:	_	
	Real property interest with fa Person related within first de- real property interest in Vend 1. Ownership interes 2. Ownership interes vendor 3. Distributive Incom- income	# \$15,000 or more of the fai m Vendor exceeding 10% of ir market value of at least \$ gree of affinity to individual or: at of at least 10% at of at least \$15,000 or more the Share from Vendor exceedings	of individual's gross income 12,500 has the following ownership or 12 of the fair market value of 12 eding 10% of the individual's grost of at least \$2,500	() () () () ()	
c.	For each individual named ab the vendor (or its principal) or		ne or proportionate share of tows:	the ownership intere	est in
sul		r less, and if the value of t	n the ownership of the vendithe ownership interest of the nar		l) or

HCC Office of Systemwide Compliance Conflict of Interest Disclosure Page 2

Page 2
If the proportionate share of ownership exceeds 10%, or the value of the ownership interest exceeds \$15,000 of the fair market value of vendor, show either:
the percent of ownership %, or the value of ownership interest \$
Section 2 - Disclosure of Potential Conflicts of Interest For each of the individuals having the level of financial interest identified in Section 1 above, and for any other HCC individual not identified in Section 1 above check "Yes" or "No" to indicate which, if any, of the following potential conflict of interest relationships apply. If "Yes", please describe (use space under applicable section-attach additional pages as necessary).
a. Employment, currently or in the previous 3 years, including but not limited to contractual employment for services for vendor. Yes No
b. Employment of individual's spouse, father, mother, son, or daughter, including but not limited to contractual employment for services for vendor in the previous 2 years.
Yes No
Section 3- Disclosure of Gifts For each of the individuals having the level of financial interest identified in Section 1 above, and for any other HCC individual not identified in Section 1 above check "Yes" or "No" to indicate which, if any, of the following potential conflict of interest relationships apply. If "Yes", please describe (use space under applicable section-attach additional pages as necessary). a. Received a gift from vendor (or principal), or subcontractor of vendor, of \$250 or more within the preceding 12 months.
Yes No
h. Tadi idaalka aanaa 6akka aanaa ka a
b. Individual's spouse, father, mother, son, or daughter has received a gift from vendor (or principal), or subcontractor of vendor, of \$250 of more within the preceding 12 months.
Yes No

HCC Office of Systemwide Compliance Conflict of Interest Disclosure Page 3

Section 4- Other Contract and Procurement Related Information
Vendor shall disclose the information identified below as a condition of receiving an award or contract.
This requirement is applicable to only those contracts with a value exceeding \$50,000. You must submit this information along with your bid, proposal, or offer.
a. Vendor shall identify whether vendor (or its principal), or its subcontractor(s), has current contracts (including leases) with other government agencies of the State of Texas by checking:
Yes No
b. If "yes" is checked, identify each contract by showing agency name and other descriptive information such as purchase order or contract reference number (attach additional pages as necessary).
c. Vendor shall identify whether vendor (or its principal) or its subcontractor(s) has pending contracts (including leases), bids, proposal, or other ongoing procurement relationships with other government agencies of the State Texas by checking: Yes No
d. If "yes" is checked, identify each such relationship by showing agency name and other descriptive information such as bid or project number (attach additional pages as necessary).

HCC Office of Systemwide Compliance

			Conflict of Interest Disclosure Page 4
This disclosure is submitted on behalf of:			
(Name of Vendor)			
Certification . I hereby certify that to disclosure statement is true and correct my bid, proposal, or offer, being rejected Texas Local Government Code Ch requirements set forth by HCC as it redisclosure form within seven (7) days of identified in Section 1 of this disclosure company or is a subcontractor of my contractor.	. I understand that d, and/or may result apter 176. I und elates to this disclo f discovering chang or if individuals that	failure to disclose the in prosecution for known arstand that it is my osure. I also understates in the significant fi	information requested may result in owingly violating the requirements of responsibility to comply with the and that I must submit an updated nancial interests of the individuals I
Official authorized to sign on behalf of v	vendor:		
Name (Printed or Typed)		Title	
Signature		Date	
"NOTE: BIDDER MUST COMPLETE I INTERESTS" FORM. FAILURE TO CO IN YOUR OFFER BEING CONSIDERE	MPLETE AND RET	URN THIS FORM W	ITH YOUR OFFER SHALL RESULT
Signed By:	Name:		_
Title:	State of:		_
Sworn to and subscribed before me at	(City)	(State)	_
this			
Notary Public of the State of:			