



**UNIVERSITY OF
BALTIMORE**

Request for Proposals (RFP)

No. RFP UB-22-BK-20

FOR

Website Redesign Services

ISSUE DATE: APRIL 20, 2022

ISSUING OFFICE:

UNIVERSITY OF BALTIMORE
Office of Procurement
1420 N. Charles Street, Baltimore, MD 21201

Beth Kirk, Director of Procurement
Email: bvukirk@ubalt.edu

The Issuing Office is the sole point of contact for this task order procurement.

NOTICE: Prospective Proposers who have received this document from a source other than the Issuing Office are advised to contact the Issuing Office. This is a courtesy, the University does not take responsibility if any Prospective Proposer is not informed of communication issued under this RFP. It is the sole responsibility of any Prospective Proposer to visit the University's website for all documents relating to this RFP. Visit: <http://www.ubalt.edu/about-ub/offices-and-services/procurement/information-for-merchants/current-ub-solicitations.cfm>

SOLICITATION SCHEDULE

RFP UB-21-BK-20

Issue Date:	April 20, 2022
Last Day for Questions:	April 27, 2022 at 10:00 AM ET
Responses to Questions by:	April 29, 2022 at 4:00 PM ET
Technical Proposal Due Date:	May 10, 2022 at 10:00 AM ET
Financial and Price Proposal Due Date:	May 10, 2022 at 10:00 AM ET
Oral Presentation/Discussion Session(s): If held and for invited shortlisted firms only	June 1-3, 2022 (projected)
Contractor(s) Selection Anticipated to be finalized:	June 15, 2022 (projected)
Contract Commencement:	By July 1, 2022 (projected)

Note: Proposals are to be provided by the due date noted above. Proposals are to be submitted electronically to Issuing Office Contact/s noted in this RFP.

UNIVERSITY OF BALTIMORE

RFP UB-21-BK-20

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REQUEST FOR PROPOSALS

FOR

Website Redesign Services

SECTION I. GENERAL INFORMATION

- 1.1 Objective.** The intent of this Request for Proposal (“RFP” or “Solicitation”) is to provide qualified website design firms an opportunity to present their qualifications and experience, to providing the scope of services in relation to the needs of The University of Baltimore (“UBalt” or “University”).

UBalt is seeking a creative partner to develop a new website strategy and re-design of the University’s web environment at www.ubalt.edu. The website shall convey UBalt’s mission, vision, values, programs, and boost audience engagement and activation, improves user experience and effectively.

- 1.2 Overview of UBalt.** Refer to Section II – Scope of Work as well as UB’s website at: [About University of Baltimore: Undergraduate/Graduate/Transfer Degrees \(ubalt.edu\)](http://www.ubalt.edu) for information regarding its history, programs, and enrollment.

- 1.3 Issuing Office.**

Beth Vu Kirk, Director of Procurement
UNIVERSITY OF BALTIMORE
Office of Procurement
1420 N. Charles Street, Baltimore, MD 21201
bvukirk@ubalt.edu

The Issuing Office shall be the sole point of contact with the University for purposes of the preparation and submittal of proposals in response to this solicitation.

- 1.4 Minimum Qualifications.** Firms with the following experience shall be deemed susceptible for award. Firm that do not include the required information demonstrating the following minimum qualifications shall not be considered for award.

- Two higher education website design projects within the last 5 years. Firms are to demonstrate meeting this qualification by including two references from two higher education institutions.

See Technical Response Requirements, Tab 3. Company Profile and References:

1.5 Questions and Inquiries.

All questions and inquiries regarding this procurement must be directed to the individual(s) referenced with the Issuing Office above. Questions must be submitted in writing via email to the individuals listed above. Inquiries will receive a written reply/confirmation, submitted inquiries that are not confirmed by the University may not have been received. It is the sole responsibility of potential proposers to ensure inquiries/questions are received. Only written communications relative to the procurement shall be considered.

All questions will be answered in writing, in the form of an addendum to the RFP. Both questions and answers will be distributed, without identification of the inquirer(s), to all prospective contractors who are on record with the Procurement Officer as having received this RFP. No oral communications from the project team can be relied upon for proposal purposes.

Should a Proposer find discrepancies in the specifications or contract provisions included in this solicitation, or should there be doubt as to the meaning or intent of any section or subsection herein, the Proposer should request clarification from the Procurement Officer. Failure to request a clarification prior to the due date will be a waiver of any claim by the Proposer for expenses made necessary by reason of later interpretation of the contract documents; Proposers will be bound to the University's interpretation.

Potential proposers are advised that the University reserves the right to use its best judgment in choosing to respond or not to respond to any questions received before or after the above stated cut-off date for questions.

1.6. RFP REVISIONS OR AMENDMENTS TO THIS RFP

The University reserves the right to amend this solicitation at any time prior to the proposal due date. If it does become necessary to amend any part of this solicitation, the Procurement Officer will furnish an amendment or addendum to all prospective Proposers listed by the University as having received a copy of the RFP. All amendments /addenda will be identified as such. If necessary, the proposal due date may be extended. Proposers are required to acknowledge the receipt of all amendments, addenda, and clarifications issued. **(Reference Appendix A)**

1.7. PRE-PROPOSAL MODIFICATION OR WITHDRAWAL OF OFFER

Proposals may be modified or withdrawn by written notice received at the Issuing Office before the proposal due date and time.

1.8. CLOSING DATE

Proposals in electronic format, as well as transactions, and communication are permitted for this procurement. Proposals must be sent to the issuing office by the date noted in this RFP or as amended via an addendum. Attachments must not be zipped or compressed. Proposals, amendments to proposals, or requests for withdrawal of proposals arriving after the closing time and date shall not be considered. There shall be no public opening of the proposals. The names of contractors will not be released until after award.

1.9. NO PUBLIC OPENING OF PROPOSALS

A public opening of technical and price proposals will not be held.

1.10. PUBLIC INFORMATION ACT NOTICE

Contractors should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed by the State under the Access to Public Records Act, State Government Article, Title 10, Subtitle 6, Annotated Code of Maryland.

Contractors must clearly identify each and every section that is deemed to be confidential, proprietary or a trade secret (it is NOT sufficient to preface your proposal with a statement that the entire content is proprietary, or to use a page header or footer that arbitrarily marks all pages as confidential). Any individual section of the proposal that is not labeled as confidential with an accompanying statement concerning the rationale for its claimed confidentiality shall be considered public information.

1.11. PROCUREMENT METHOD

This solicitation shall be conducted in accordance with the provisions of the University System of Maryland's (USM) Procurement Policies and Procedures. Specifically, the procurement method employed shall be Competitive Sealed Proposals.

1.12. INCURRED EXPENSES

The University will not be responsible for any expenses incurred by Proposers in preparing and submitting proposals in response to this solicitation.

1.13. ECONOMY OF PREPARATION

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the contractor's offer and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

1.14. CONTRACT TERM

It is anticipated the contract shall commence around July 2022 and shall have an initial one-year term, and shall continue until the project is completed, unless at the University's sole discretion terminates the contract prior to final acceptance of all deliverables.

The University reserve its right to renew the contract to further support unforeseeable development and management services to ensure the website is operating as required, under the same terms and conditions of the original contract.

The fees for all services shall not exceed the contract value, unless amended at a later date.

1.15. PAYMENT SCHEDULE

Payments will be made monthly in arrears, on a net 30 day basis. Unless a payment schedule was accepted and agreed to under the proposal and executed contract. The fee is to be inclusive of all costs.

1.16. CONTRACT ADMINISTRATION

A system for contract administration shall be maintained to ensure contractor conformance with the terms, conditions and specification of the contract and to ensure adequate and timely follow up of all purchases. Propose appropriate method and period of evaluation of contractor performance and document, as appropriate, whether contractors have met the terms, conditions and specifications of the contract.

1.17. CONFIDENTIALITY STATEMENT FOR CONTRACTORS

The successful Proposer will be required to sign the Confidentiality Statement for Contractors and See Appendix C (provided under a separate cover) for the contractual confidentiality obligations.

1.18. ACCEPTANCE OF TERMS AND CONDITIONS.

By submitting a Proposal, a Proposer shall be deemed to have accepted the terms, conditions, and requirements set forth in this RFP. The RFP including all addenda in total shall be incorporated into the Contract by reference. Any exceptions to the terms and conditions shall be submitted as specified in the Response Requirements section of this Solicitation. Contract exceptions not provided in the format required under this RFP shall not be accepted nor be made part of any Contract, if awarded.

1.19. MINORITY BUSINESS ENTERPRISES.

Minority participation is important to UBalt and the State of Maryland. State-certified Minority Business Enterprises (MBE) are strongly encouraged to respond to this solicitation notice. If not certified by the Maryland Department of Transportation (MDOT), MBEs are encouraged to initiate certification as soon as possible. For more information on the State's MBE program or questions related to certification, please contact MDOT's Office of Minority Business Enterprise/Equal Opportunity, telephone 800-544-6056 or view the MDOT website <http://www.mdot.state.md.us/mbe/index.html>.

There is an MBE goal of **29%** set for the resulting Contract.

This procurement includes subgoals:

- Asian-American subgoal percentage **3%** for Asian-American MBEs,
- Hispanic-American subgoal percentage **2%** for Hispanic-American MBEs, and
- Woman-Owned subgoal percentage **10%** for Woman-Owned MBEs.

Refer to Appendix M for information regarding the MBE program requirements.

Proposers are to provide within their proposal a completed and signed MBE Utilization Affidavit and include a completed MBE Participation Schedule. The Procurement Officer may deem the proposal not susceptible of the award, if the MBE documents are not provided within the Technical Proposal.

1.20 Neither Technical nor Price Proposals will be opened publicly. The identity of Proposers will not be disclosed prior to the Contract Award.

1.21 The Technical Proposal and/or Price Proposal, either individually or collectively, is considered by UBalt to be an Offer.

SECTION II. SCOPE OF WORK

1. OVERVIEW

The University of Baltimore underwent a rebranding in 2018 with a focus on clarity about the institution's identity. The new identity has not been fully integrated into the UBalt website.

The awarded Contractor shall ensure that the UBalt brand is cohesively reflected throughout the website. The awarded Contractor shall ensure the website will be an effective marketing tool for external audiences, focused on enrollment and external relations as well as an effective tool to help drive student success. The website should focus on both the prospective student experience at The University of Baltimore as well as community engagement, research, and impact of the university.

The project is planned to start around July 2022 and the website redesign shall be completed and launched within 20 months after the start.

The awarded contractor shall have all necessary software and capabilities to perform the required services remotely. The awarded contractor may be required to attend in-person meetings, as needed at the University's sole discretion.

I. UBalt's Goals.

The successful redesign will result in a website that:

1. Supports strategic enrollment growth across the institution that includes new and continuing student retention.
2. Increases awareness of UBalt primarily among prospective students and donors
3. Strengthens UBalt's unique position in the region's competitive higher education field and differentiate the University from its competitors
4. Creates a web experience on level with leading higher education institutions
5. Promotes cohesion throughout all sites on the UBalt domain
6. Delivers comprehensive SEO and CRO strategies

The awarded Contractor shall have knowledge and experience with the University's system products that currently support the University's website. The University's software and systems include but may not be limited:

II. UBalt's Current Website Layout and Software Systems.

- The University currently uses redundant, load balanced Windows 2019 servers running the IIS 10.0 web service. Load balancing and SSL acceleration services are provided by Big-IP F5 appliances. Web content is dynamic, supported by Cold Fusion 2018, and stored in a Microsoft SQL Server 2017 database.

- The content management system (CMS) UBalt uses is OU Campus (ModernCampus). All web applications and solutions must be compatible with:
 1. Windows 2019
 2. IIS 10
 3. MS SQL server 2017
 4. Cold Fusion

- The UBalt website consists of:
 1. One (1) main site (www.ubalt.edu)
 2. Multiple subsites:
 - 2.1.1. <http://www.ubalt.edu/cas/>
 - 2.1.2. <https://www.ubalt.edu/cpa/>
 - 2.1.3. <https://www.ubalt.edu/msb/>
 - 2.1.4. <https://law.ubalt.edu/>
 - 2.1.5. <http://law.ubalt.edu/library/>
 - 2.1.6. <http://library.ubalt.edu/>
 3. All sites contain content for external and internal audiences.
 - 3.1.1. Internal audience is considered current students, faculty, and staff
 - 3.1.2. External audiences are, but not limited to, potential students, applicants, parents of prospective students, donors, alumni, press.
 4. Applications
 - 4.1.1. UBalt calendar
 - 4.1.2. UBalt directory
 - 4.1.3. Course catalog
 - 4.1.4. Emergency notification system
 - 4.1.5. Newsroom module which powers a daily digest and news features.
 - 4.1.6. Embedded web forms using either Microsoft Forms, Informatica, or ColdFusion
 5. Individual, departmental, or initiative-related blog sites running on WordPress

III. Project Stages.

- Stage 1. The Contractor shall conduct an in-depth, comprehensive evaluation, market research and assessment, to include but not limited:

1. evaluating the current mobile/responsive and desktop website
 2. conducting market research, including an examination of peer institutions
 3. conducting a comprehensive assessment of the behaviors, opinions, desires, needs, and requirements of current users and target audiences
 4. existing website analytics and identification of benchmarks
- Stage 2. In addition to the Goals listed in this SOW, the Contractor shall leverage findings to form the development and implementation of the new website strategy, architecture and design. Stage 2, shall include but not limited to:
 1. Define a web strategy that brings focus to the target, external audiences.

This strategy shall:

 - a. Reduce the volume of content and pages to provide a simpler, effective, and directed experience.
 - b. Enhance opportunities for tracking the successful funneling of visitors to the desired action
 2. Plan, develop, test, and implement a new design and web architecture that can be supported on the current CMS.
 3. Identify solutions for consolidating and updating legacy web apps using modules available through ModernCampus. Designing templates for these applications and facilitating the implementation with ModernCampus.
 4. Identify needs and provide solutions for new web functionalities
 5. Provide a strategy for identifying and migrating internal audience content off of the public facing website.

IV. Project Deliverables

Contractor shall complete all required deliverables during the project lifecycle. Deliverables include, but are not limited to:

1. Evaluation, research, and assessment
 - a. Written report of process and findings
 - b. Presentation to key stakeholders
2. Concept and Design
 - a. Schematic blueprint document of information architecture
 - b. Navigational structure (site taxonomy) document
 - c. Three different homepage design layout drafts, with layouts (minimum of 1 design each) for:
 - i. Each school website (CAS, CPA, MSB, Law)
 - ii. One library site
 - iii. Office of Admissions
 - iv. Office of Financial Aid
 - v. Donor web page (Give to UBalt page)
 - vi. Application pages including Blogs landing and post detail, Program/Course finder landing & detail, Directory landing and detail, Calendar landing and event detail, Email Newsletter
 - vii. General Call To Action Landing Page
 - viii. Affiliate Website landing page
 - ix. Request for Information page

- x. Website search results page
 - xi. Apply Now page
 - xii. General Subsite landing page
 - xiii. General Inner pages (1 column, 2 column and 3 column)
- d. Concept for separating internal audience from the public website
 - e. Visual proof that sites for international audiences will be available in various languages
 - f. Visual proof of CMS integration
 - g. Visual proof of responsive design in major devices (iPhone, Android phones, tablets)
 - h. Identical appearance/navigational structure and functionality across all web browsers and operating systems
 - i. User testing methods and tools
 - j. Oral presentation to UBalt decision makers outlining the design proposals
3. Implementation Plan
 - a. Project schedule complete with resource assignment
 - b. Anticipated technical resources for implementing on existing servers and CMS
 - c. Finalized designs selected from 2.3
 - d. Technical validation of items 2.6 – 2.9
 - e. Section 508 Compliance document
 - f. UX/UI testing process for implementation of templates by ModernCampus on UBalt’s CMS
 4. Implementation
 - a. Effective navigation schemes, overall and for web areas and sub-sites
 - b. Templates provided to CMS vendor for:
 - i. www.ubalt.edu
 - ii. www.ubalt.edu/apply
 - iii. [Admission pages for all schools](#)
 - iv. <http://www.ubalt.edu/cas/>
 - v. <https://www.ubalt.edu/cpa/>
 - vi. <https://www.ubalt.edu/msb/>
 - vii. <https://law.ubalt.edu/>
 - viii. <http://law.ubalt.edu/library/>
 - ix. <http://library.ubalt.edu/>
 - x. www.ubalt.edu/financial-aid
 - xi. <http://www.ubalt.edu/alumni/give-to-ub/>
 - c. Content (text, identify/outline photos and video scripts/storyboards) for new navigational areas, and for pages identified in section IV.
 - d. Successful deployment of new design and new content
 - e. Migration of remaining, existing content
 - f. Web app consolidations, migrations, and implementations
 - g. Site map
 - h. Updated Web Style Guide document
 - i. Monthly project status reports in format provided by UBalt
 5. Training and Support
 - a. Training for content managers to address content strategy, new modules implemented
 - b. Training documentation or videos tailored to UBalt’s new web environment
 - c. Support plan for launch and post-launch support
 - d. Contractor shall ensure the website meets and operates as required by federal and state laws, including but not limited to WCAG compliance.

6. Content Migration and Governance Strategy
 - a. Content governance structure document
 - b. Content strategy development boilerplate documents
 - c. Content migration plan document

SECTION III.
Article 1. TECHNICAL PROPOSAL REQUIREMENTS

1. General Requirements

1.1 Submission.

Proposals are to be provided to the Issuing Office in accordance with the Solicitation Schedule. Submit Proposals using the following Team Dynamix link that shall be provide at a later date, under an Addendum. Proposal documents are to be submitted as an attachment in PDF format (no zipped files). Hyperlinks to software products sent to the Issuing Office that indicate that the Proposal is posted by the Proposer on an electronic site may be rejected or considered non-responsive if contract terms and conditions (i.e., a Click-Through Agreement) are required to be accepted by UBalt in order to download the Proposal. By providing the Proposal to UBalt electronically, the Proposer grants the University the unlimited right to generate additional electronic and/or paper copies for distribution solely for the purpose of evaluation and review.

The University may deem a submission non-responsive if received after the due date and time. The date time the submission is time stamped by the Team Dynamix link portal shall be the official date and time of submission to Procurement.

Technical Proposals are to be submitted under a separate PDF from the Price Proposal. Proposers are to: **SUBMIT ONE PDF TITLED: "FIRM NAME_ TECHNICAL PROPOSAL"**

Initial Technical Proposals are to be submitted under a separate PDF from the Price Proposal.

1.2 Initial Technical Criteria:

Clear, concise, yet detailed responses to the technical criteria below are to be provided in the Technical Proposal. In addition, the Bid/Proposal Affidavit and Acknowledgement of Receipt of Addenda (if applicable) must be included. Standard sales material may be provided, but must be attached as an appendix rather than included within the body of the Proposal. *Proposers must paginate and organize the Technical Proposal per the prescribed below by numbered Tabs.*

The following information must be furnished in the Technical Proposal per this solicitation. Failure to include any of the items listed below may disqualify your firm's response. Proposers are requested to compile their Proposals in the same order. It is the Proposer's responsibility to tailor its response to demonstrate its qualifications to perform the scope of work specifically for UBalt.

1.3 Technical Response Requirements:

Proposals that concisely present the information requested in the order and manner requested will be considered more favorably than a Proposal from a Proposer of commensurate qualifications that displays a lack of organization, conciseness, or attention to detail. The Technical proposal should be divided by Tabs referencing the sections provided below:

1.3.1 Tab 1. Transmittal Letter: A transmittal letter prepared on the Proposer's business stationery must accompany the Technical Proposal. The letter should be an executive summary that clearly and concisely summarizes the content of the Technical Proposal. The letter must be signed by an individual who is authorized to bind the firm to all statements, including services and financial statements, contained in the Proposal. Include the Proposer's official business address and state

in which it is incorporated or organized (if Proposer is not an individual). **An appropriate contact name, title, phone number, and email address should also be provided for UBalt's use during the procurement process.** Do not include price information in the transmittal letter.

Signing of Forms: A Proposal, if submitted by an individual, shall be signed by the individual. If submitted by a partnership, a Proposal shall be signed by such member(s) of the partnership with authority to bind the partnership. If submitted by a corporation, a Proposal shall be signed by an officer, and attested by the corporate secretary or an assistant corporate secretary; if not signed by an officer, there must be attached a copy of a board resolution or that portion of the by-laws, duly certified by the corporate secretary, showing the authority of the person so signing on behalf of the corporation.

1.3.2 Tab 2. Table of Contents:

Include a Table of Contents displaying the organization of the proposal being submitted.

1.3.3 Tab 3. Company Profile and References:

Proposers must complete Company Profile Form (Appendix A). The Proposer shall provide at least three (3) customer references (Appendix A).

Per the minimum qualification, references must include; two higher education website design projects within the last 5 years.

Cited references must be able to reflect the Proposer has at least seven (7) years of experience and must demonstrate the Proposer's ability to perform all services as mandated in this solicitation. The references shall support and validate the Proposer's viability. **Reference information must include, at a minimum, name and address of the reference firm, name of the contact person the University may contact, telephone number for contract person, e-mail address for contact person if available.**

The University reserves the right to take any or all of the following actions: to reject a proposal based on an unsatisfactory reference, to contact any person or persons associated with the referenced site, to request additional references or contact any known organization using the services supplied by the contractor or the contractor's subcontractors, to contact independent consulting firms for additional information about the contractor or the contractor's subcontractors, and to have members of the Evaluation Committee visit any or all of the reference sites for demonstrations.

UBalt may make any investigations as it deems necessary to determine the ability of the Proposers to perform the work, and Proposer shall furnish UBalt all such information and data for this purpose as UBalt may request. The University reserves the right to take any or all of the following actions: to reject a proposal based on an unsatisfactory reference, to contact any person or persons associated with the referenced site, to request additional references or contact any known organization using the services supplied by the Proposer or the Proposer's subcontractors, to contact independent consulting firms for additional information about the Proposer or the Proposer's subcontractors, and to have members of the Evaluation Committee visit any or all of the reference sites for demonstrations.

1.3.4

Tab 4. Key Personnel:

1. Completed Key Personnel Forms for each Project Team member.
 - Proposers must complete Key Personnel Form (Appendix A) for the individual(s) identified who will be primarily responsible for the University to include: The proposed Project Team members Provide a completed form for only the individuals who will directly contribute to the Services and have a defined role.
 - Submit the name of the individual who is the supervisor of each team member. Include the contact information with telephone number, email address, etc. for the supervisor.
 - Provide a list of other staff who will be working on this project and provide number of years of experience for each.
2. Additional Personnel Info:
 - A narrative outlining the escalation process and procedure.
 - A narrative describing your firm's internal review and approval process for University project deliverables.

1.3.5

Tab 5. Project Approach, Work Plan, Reporting and Training:

Proposers shall have the proven ability to provide the services described in the SOW, while effectively managing and driving the project deliverables to completion as scheduled. Proposers shall also include any risks and assumptions identified.

- **Project Management and Approach.** Proposers shall include in your firm's response how your firm performs:
 - Stakeholder engagement throughout the project life cycle, conducting interviews, focus groups, and trainings as needed.
 - Best and emerging practices in web design, functionality, and content strategy
 - Creating a website experience consistent with an institutions brand message
 - Processes and strategies used to fulfill agreed-upon objectives
 - Deliverables that will be provided to the University in fulfillment of the contract
 - Measuring the return on investment of a redesign, including an outline of metrics and analytics.
 - Software systems used to manage/communicate/share project deliverables and schedule.
- **Workplan and Timeline.** Proposer shall include a comprehensive workplan and timeline that incorporates the Project Deliverables and Stages described in the SOW, as well as reflect the location of the work as remote or UBalt campus.
- **Project Reporting.** The University is seeking monthly reporting with specific reporting criteria, see Exhibit A. Proposers are to include additional reporting your firm shall

provide in order for the University to track project progress and your firm's level, duration for specific deliverable, milestones, etc.

- **Training.** Proposers are to provide a training plan and explain how the University's content managers shall be trained.
- **Post Launch Services.** Include your firm's post-launch services. Explain how your firm shall ensure federal and state accessibility laws and regulations are met (including but not limited to: ADA compliance). Explain the type of warranties/guarantees your firm shall provide in the event website does not meet regulatory requirements or functions as intended after launch.

1.3.6 Tab 6. Website Infrastructure and Architecture, Design, and Branding Capabilities:

Proposers shall have the proven ability to develop a sophisticated website infrastructure that meets the University's design aesthetics and branding requirements.

Proposers are to describe in detail your firm's methodology that shall be deployed to ensure the infrastructure, design, and branding are aligned. Proposers are to explain how your firm's methods shall result in the achievement of the University's goals and objectives described in the SOW. Responses shall include but are not limited to:

- web design
- web architecture
- UX/UI and usability testing to validate design and interaction
- higher education web strategy supporting brand awareness, search engine optimization and website conversions
- content/messaging
- brand alignment
- research capabilities
- identified risks and assumptions, if any.

1.3.7 Tab 7. Website Design Examples:

Proposers are to provide examples of prior work demonstrating the firm's ability to successfully achieve the objectives and scope of work, with a special focus on improvements to the user experience and brand alignment.

Examples shall demonstrate your firm's ability to explicate the user experience to capture prospective student while also engaging other external constituents.

Proposer are to include screen shots/images and links to websites depicting your firm's capability and demonstrating how your firm provided improvements to the user experience.

Proposers shall also include the name/s of the technology used in the examples provided.

1.3.8 Tab 8. MBE Forms:

- MBE 1A Part 1 and 2 forms, see Appendix A

1.3.9 Tab 9. Additional Forms/Documents:

- **Acknowledgement of Receipt of Addenda Form (see Appendix A):** If any addenda to the RFP documents are issued prior to the due date and time for Proposals, this form must be completed, signed, and included in the Proposer's Technical Proposal.
- **Bid Proposal Affidavit (see Appendix A):** Complete and sign the Proposal Affidavit and enclose with the Technical Proposal.
- **Insurance:** Provide a copy of a Certificate of Insurance verifying your firm's Coverage for Professional Liability, Commercial General Liability, Workmen's Compensation, Automobile Liability Insurance, and Professional Liability.
- **Acknowledgement of Review of Contract Statement:** The UBalt Contract for this Procurement will contain the provisions in Appendix C as well as any additional terms required by the University. By submitting a Proposal, the Proposer warrants that they have reviewed Appendix C and will execute a contract: a) in substantially the same form; and b) with these terms and conditions upon request by UBalt. For accounting purposes only, UBalt will also issue a purchase order to the awarded Contractor.

Proposers are to include a statement (Tab 9) the University's Contract terms and condition were reviewed and accepted.

Any exceptions to the Contract or terms and conditions are to be addressed and provided in this section (Tab 9) of the Proposer's proposal/submission.

SECTION III
Article 2. INITIAL TECHNICAL EVALUATION PROCESS

1. Qualifying Proposals.

1.1 Procurement Officer Review: **The Procurement Officer shall first review each Technical Proposal for compliance with the mandatory requirements of this RFP (i.e., susceptibility of award). Failure to comply with any mandatory requirements will normally disqualify a Proposal. The University reserves the right to waive a mandatory requirement when it is in its best interest to do so.**

Proposers responding to this solicitation must meet all requirements contained herein. If a Proposer does not meet all technical proposal submission requirements, the University may classify the Proposers' bid as unresponsive/unacceptable. Should a proposal be found unacceptable or if a Proposer is found not responsible, the proposal will neither be scored nor considered further.

The University reserves the right to waive a mandatory requirement when it is in its best interest to do so. The contractor must assume responsibility for addressing all necessary technical and operational issues in meeting the objectives of the RFP. Each section of the proposal and each service area being offered will be evaluated according to the response requirements criteria.

Proposals cannot be modified, supplemented, cured, or changed in any way after the due date and time for technical proposals, unless specifically requested by the University.

1.2 Evaluation and Selection Committee: All Qualifying Proposals will be reviewed by a UBalt Evaluation and Selection Committee (the "Committee") established by the Procurement Officer. As the procurement progresses, the Committee may seek input from other appropriate University staff or request additional technical assistance from any other source.

2. **Technical Evaluation of Qualifying Proposals.**

2.1 Initial Technical Evaluation: Following the Procurement Officer's qualifying review, the Committee shall conduct its evaluation of the technical merit of the Proposals in accordance with the Evaluation Criteria listed in the response requirements. Minor irregularities contained in Proposals, which are immaterial or inconsequential in nature, may be waived wherever it is determined to be in the University's best interest. The decision for progressing in the procurement process will be made based on the strengths, weaknesses, advantages, and deficiencies that the Initial Technical Proposals represent.

At the sole discretion of UBalt, Contractors who have submitted Technical Proposals evaluated by UBalt to be viable and of further interest (i.e. "shortlisted") may be requested to provide UBalt additional technical information to further clarify the Contractor's technical qualifications. If additional information is requested of one or more Contractors, the Procurement Officer will so advise.

2.2 Shortlisting: In accordance with the Evaluation Criteria, a shortlist may be developed based on the Initial Technical Evaluation results. All Proposers will be notified of the results as they pertain to their respective Technical Proposal.

3. Interviews/Oral Presentations/Discussion Sessions.

3.1 Purpose: Based on the Evaluation Committee's Initial Technical Evaluation, the University may invite, without cost to itself, the shortlisted Proposers to an oral presentation/discussion session ("Discussion Session").

The purposes of the Discussion Session are as follows:

- (i) To provide the Proposer the opportunity to demonstrate its product/services;
- (ii) To discuss/clarify any and all aspects of the Technical Proposal, in particular the proposed Services/product, options, approach/methodologies, implementation process, schedule, staffing of the contract, and ongoing support of the product and other applicable professional services;
- (iii) To allow the University to meet the Proposer's key personnel and for these personnel to convey directly their experience and expertise in the proposed services/product and its implementation; and
- (iv) To provide an opportunity to clarify the scope of services for the intended contract and discuss any items addressed in the Technical Proposal that may require additional clarification.
- (v) If applicable, review the Price Proposal structure.

3.2 Format: The Discussion Session will be informal, as the University is not interested in a sales presentation by executives and business development staff; rather, the University is requesting evidence of the Proposers ability to meet the University's requirements and an interactive discussion with each of the shortlisted Proposers. It is important that those key personnel who are proposed to be assigned to the University fully participate in the presentation and discussion. Ample time will be available for the University and the Proposer to ask questions and discuss issues and concerns related to the product, the scope of the services, and the Proposer's capabilities and qualifications. We anticipate that the Discussion Session will be approximately 60-90 minutes in length, to be determined at a later date.

3.3 Date: The times and dates for the Discussion Session(s) will be set upon completion of the Initial Technical Evaluation; however, it is anticipated that the Discussion Session(s) will be conducted on the times and dates listed per the Solicitation Schedule, as well as on the cover of this RFP. Proposers are therefore advised to set this(ese) date(s) aside in its (their) entirety on the calendars of the appropriate key personnel.

Note: UBalt reserves the right to hold additional discussion or scope review interviews, if deemed necessary to evaluate a firm's qualifications and proposal.

4. Second Phase Technical Evaluation.

4.1 Criteria: Following the Oral Discussion Session held with shortlisted Proposers, a Second Phase Technical Evaluation will be conducted. The Evaluation Committee will re-evaluate all criteria of the Technical Proposals of shortlisted Proposers, incorporating assessments of the Oral Discussion Session and outcomes of reference checks, if performed. The University reserves the right to make a determination that a Proposer is not shortlisted prior to completing reference checks.

4.2 Process: Further shortlists may result as the procurement progresses. At each phase of the process, those firms that do not remain shortlisted will not progress in the procurement. All Proposers will be notified of the results of the Technical Evaluation as they pertain to their respective Technical Proposals.

Once a final shortlist of proposals is established, the University will rank the technical proposals from highest to lowest.

The University may perform separate evaluation ratings and combine the technical evaluations as each phase is completed, or combine all ratings for each phases to to determine the final technical ranking.

UBalt may incorporate references prior or after to establishing the final shortlist of proposals. However, the University reserves the right to modify scoring if pertinent information regarding a Proposer's capability is obtain prior to an award. Once a final shortlist of proposals is established, the Committee will rank the remaining Technical Proposals from highest to lowest.

Those Contractors that are not shortlisted will not progress in the procurement. Multiple shortlists may result as the procurement progresses. As the procurement progresses and as results of the technical evaluation are determined by UBalt, all Contractors will be notified as to the results of the technical evaluation of his/her firm's technical proposal.

SECTION III
ARTICLE 3. FINANCIAL/PRICE PROPOSALS AND SUBMISSIONS

1. Submission.

1.1 Proposals are to be provided to the Issuing Office in accordance with the Solicitation Schedule. Proposals that are submitted electronically must be attached to an e-mail in portable document format (.pdf). Hyperlinks to software products sent to UBalt's Issuing Office that indicate that the Proposal is posted/available by the Proposer on an electronic site may be rejected or considered non-responsive (1) if contract terms and conditions (i.e., a Click-Through Agreement) are required to be accepted by UBalt in order to download the Proposal (2) the proposal is not easily accessible or (3) can be modified after submission. By providing the Proposal to UBalt electronically, the Proposer grants the University the unlimited right to generate additional electronic and/or paper copies for distribution solely for the purpose of evaluation and review.

Price Proposals are to be submitted under a separate PDF from the Price Proposal. Proposers are to:
SUBMIT ONE PDF TITLED: "FIRM NAME_ PRICE PROPOSAL"

To submit your Price Proposal to a Team Dynamix link provided at a later date under a subsequent Addendum.

2. Financial/Pricing Proposal Content. For more details see Appendix B

Proposers must paginate and organize the Financial/Price Proposal per the prescribed below by numbered Tabs.

Tab 1 - Price Proposal Statement Form.

The Financial proposal shall cover all proposed items, services and prices Appendix B is to be completed in full and signed for each proposal. The Financial and Pricing Statement Form must be signed by an individual authorized to bind the contractor and must include the contractor's name, typed or written legibly.

Price Proposals must be received at the Issuing Office by the specified due date and time per the Solicitation Schedule. Proposers must complete and submit the Price Proposal Statement Form included in Appendix B.

Tab 2 - Pricing/Fees Proposal Response Criteria:

The Financial Proposal should consist of a lump fixed sum for all required services as described in this RFP, a detailed itemized price list of the specific services the Contractor shall provide to meet the University required services and outcomes, and hourly rates by position titles.

Proposers are to include the number of hours your firm anticipates to complete the itemized service. Hours provided are only for the purpose to evaluated the level of effort for any given service, the hours shall not serve as your firm's min/max to perform the required services or for billing purposes.

In the event additional services are required outside the SOW/agreed to contract. The awarded contractor's hourly rates for additional services shall not exceed their proposed rates.

Tab 3 - Payment Schedule:

The awarded contractor shall be paid in accordance with the following payment schedule. Proposers may propose an alternative payment schedule within their Financial Proposal.

1. Completion of Evaluation, Research and Assessment: 20%
3. Completion of Concept and Design: 10%
3. Delivery of templates to CMS vendor (IV): 20%
4. Project completion: 50%

Tab 4 - MBE Forms 1A Part 3 and 4, see Appendix B

3. Evaluation.

The University may elect to request Best and Final Price Proposals (BAFO's).

The Committee will establish a financial ranking of the final Financial and Price Proposals from lowest to highest total offers. The pricing rating shall be incorporated/considered in the overall proposal score. The University may only rank proposals shortlisted after Oral presentations or upon the conclusion of the technical evaluation. At the sole discretion of the University, the University reserves the right to only evaluate the financial proposals for only top ranked (top ranked firms are firms deemed/ranked highest) firms after the technical evaluation rankings are established.

SECTION III
ARTICLE 4. FINAL EVALUATION, RANKING AND SELECTION

1. Recommendation of Award or Further Discussions.

The Committee may recommend a Proposer for contract award(s) based upon the Proposer's Technical Proposal and Price Proposal without further discussion. However, should the Committee find that further discussion would benefit the University, the Committee may recommend such discussions to the Procurement Officer. Should the Procurement Officer determine that further discussion would be in the best interest of the University, the Procurement Officer shall establish procedures and schedules for conducting discussions and will notify responsible Proposers.

2. Final Ranking and Selection.

2.1 Process: Following evaluation of the Technical Proposals and the Financial and Price Proposals (and Best and Final Offers, if applicable), the Evaluation and Selection Committee will make an initial overall ranking of the Proposals and recommend to the Procurement Officer the award of the contract(s) to the Proposer whose Proposal(s) is (are) determined to be the most advantageous to the University. The decision of the award(s) of the Contract will be made at the discretion of the Procurement Officer and will depend on the facts and circumstances of the procurement. All Proposers will be notified of the award(s) selection.

2.2 Basis for Award: Technical merit may have a greater weight than financial and price in the final ranking. Award may be made to the Proposer with a higher technical ranking even if its Financial and Price Proposal is not the lowest. The Procurement Officer retains the discretion to examine all factors to determine the award of the contract. The goal is to contract with the Proposer(s) that would best meet the needs of the University as set forth in the RFP.

2.3 Negotiations: The University may select for award one or more Proposer(s) to negotiate the terms and conditions of the Contract. The University reserves the right to make an award with or without negotiation. In the event negotiations between the selected contractor and the University fail to mutually agree on any terms and conditions, the University may rescind the award and conduct negotiations with the 2nd highest ranked firm/contractor. Additionally, if the Contractor fails to actively pursue the finalization and execution of the Contract, the University may rescind the Contract, at any time prior to the full execution of the Contract.

APPENDIX B

FINANCIAL PROPOSAL

Instructions:

It is understood that the proposal price will be firm for a period of one hundred twenty (120) calendar days from the proposal opening date (See Section 5.3 Duration of Offer), and that, if the undersigned is notified of acceptance of this proposal and recommended award of the contract within this time frame, the firm shall execute a contract for the below stated compensation and shall complete the work within the time specified for each project.

- FINANCIAL AND PRICE PROPOSAL STATEMENT FORM
- Pricing/Fees Proposal Response Submission Criteria
- MBE 1A - PART 3 - MBE PARTICIPATION SCHEDULE
- MBE 1A - PART 4 – SIGNATURE PAGE

NOTE: No travel is expected.

PROPOSAL NO.: RFP _____
PRICE PROPOSAL DUE DATE: _____ AT _:00 P.M.
PROPOSAL FOR: _____
PROPOSER: _____
Federal Identification Number: _____

FINANCIAL AND PRICE PROPOSAL
STATEMENT FORM

DATE _____

Beth Kirk
University of Baltimore
Office of Procurement
1420 N. Charles Street, Baltimore, MD 21201

Dear Ms. Kirk:

The undersigned hereby submits the Financial Proposal as set forth in RFP # _____ dated _____, 2022.

We confirm that this Price Proposal is based on the Requirements per the RFP and any subsequent addenda.

Having received clarification on all matters upon which any doubt arose, the undersigned proposes to provide services as described in this RFP and subsequent Addenda as noted above. By signing and submitting this response, undersigned hereby agrees to all the terms and conditions of this RFP including any issued addenda. Proposers are cautioned to verify their final proposals prior to submission, as UBalt cannot be responsible for Proposer's errors or omissions. Any price/fee proposal that has been accepted by UBalt may not be withdrawn by the contractor.

A. Attached to this Price Proposal Form is our firm's lump sum fee and itemized prices for all services, reimbursables and expenses that will be provided to complete the project as outline in this RFP. We confirm that these rates/prices are fully loaded and include all costs and expenses. Additionally, hourly rates by position title have been included.

We understand that by submitting a proposal we are agreeing to the terms and conditions included in the RFP documents, and that the Bid/Proposal Affidavit submitted as part of the technical proposal remains in effect.

The evaluation and subsequent final ranking of proposals will be in accordance with the RFP documents. We understand that technical weighs greater than financial.

We understand that the University reserves the right to award a contract (or contracts) for all items, or any parts thereof, as set forth in detail under the information furnished in the RFP document. We further confirm that the Team proposed in the Technical Proposal will be assigned to UBalt for the duration of this Contract. We understand that no changes in these assignments will be allowed without written authorization from the University via contract amendment prior to such changes being made.

Enclosure:

(Signatures should be placed on following page.)

The Proposer represents, and it is a condition precedent to acceptance of this proposal, that the Proposer has not been a party to any agreement to submit a fixed or uniform price. Sign where applicable below.

A. INDIVIDUAL PRINCIPAL

In Presence of Witness: _____

FIRM NAME _____
ADDRESS _____
TELEPHONE NO. _____
SIGNED _____
PRINTED NAME _____
TITLE: _____

B. CO-PARTNERSHIP PRINCIPAL

(Name of Co - Partnership)
ADDRESS _____

In Presence of Witness:

TELEPHONE NO. _____

_____ as to

Printed Name: _____

BY _____
(Partner)

Printed Name: _____

_____ as to

BY _____
(Partner)

C. CORPORATION

(Name of Corporation)
ADDRESS _____

Attest:

TELEPHONE NO. _____

[Printed Name of Corporate (or Assistant Corporate) Secretary]

[Corporate (or Assistant Corporate) Secretary Signature for Identification]

BY: _____

Signature of Officer and Title

Printed Name

Title

Pricing/Fees Response Submission

- 1) Provide a lump sum fee to provide all required services as described in the SOW.
 - 2) Provide itemized pricing/fee by service, include estimated hours.
 - 3) Provide a list of personnel and their hourly rates.
 - 4) Proposers shall include a statement within your Financial Proposal submission acceptance of the University's payment schedule. However, Proposers may propose an alternative payment schedule for the University's consideration.
- Fees/Rates shall be fixed for the life of the contract, unless modified by the University at a later date
 - The hourly rate shall be applied in the event additional services is required that is not included under the Contract.

Payment Schedule:

The awarded contractor shall be paid in accordance with the following payment schedule.

- 1. Completion of Evaluation, Research and Assessment: 20%
- 3. Completion of Concept and Design: 10%
- 3. Delivery of templates to CMS vendor: 20%
- 4. Project completion: 50%

Proposers may propose an alternative payment schedule within their Financial Proposal.

MBE 1A - PART 3 - MBE PARTICIPATION SCHEDULE

SET FORTH BELOW ARE THE (I) CERTIFIED MBES I INTEND TO USE, (II) THE PERCENTAGE OF THE TOTAL CONTRACT VALUE ALLOCATED TO EACH MBE FOR THIS PROJECT AND, (III) THE ITEMS OF WORK EACH MBE WILL PROVIDE UNDER THE CONTRACT. I HAVE CONFIRMED WITH THE MDOT DATABASE THAT THE MBE FIRMS IDENTIFIED BELOW (INCLUDING ANY SELF-PERFORMING MBE PRIME FIRMS) ARE PERFORMING WORK ACTIVITIES FOR WHICH THEY ARE MDOT-CERTIFIED.

Prime Contractor	Project Description	Project/Contract Number

LIST INFORMATION FOR EACH CERTIFIED MBE FIRM YOU AGREE TO USE TO ACHIEVE THE MBE PARTICIPATION GOAL AND SUBGOALS, IF ANY. MBE PRIMES: PLEASE COMPLETE BOTH SECTIONS A AND B BELOW.

1.1.1 SECTION A: For MBE Prime Contractors ONLY (including MBE Primes in a Joint Venture)

<p>MBE Prime Firm Name: _____</p> <p>MBE Certification Number: _____</p> <p>(If dually certified, check only one box.)</p> <p><input type="checkbox"/> African American-Owned <input type="checkbox"/> Hispanic American- Owned <input type="checkbox"/> Asian American-Owned <input type="checkbox"/> Women-Owned <input type="checkbox"/> Other MBE Classification</p> <p>NAICS code: _____</p>	<p>Percentage of total Contract Value to be performed with own forces and counted towards the MBE overall participation goal (up to 50% of the overall goal): _____% Please refer to Item #8 in Part 1- Instructions of this document for new MBE participation guidelines regarding materials and supplies.</p> <p>Percentage of total Contract Value to be performed with own forces and counted towards the subgoal, if any, for my MBE classification (up to 100% of not more than one subgoal): _____%</p> <p>Supplier, wholesaler and/or regular dealer (count 60%) Manufacturer (count 100%) Broker (count reasonable fee/commission only) Furnish and Install and other Services (count 100%)</p> <p>Complete the applicable prompt (select only one) from prompts A-C below that applies to the type of work your firm is self-performing to calculate amount to be counted towards achieving the MBE Participation Goal and Subgoal, if any.</p> <p>A. Percentage amount of subcontract where the MBE Prime firm is being used for manufacturer, furnish and install, and/or services (excluding products / services from suppliers, wholesalers, regular dealers and brokers) _____%</p> <p>B. Percentage amount for items of work where the MBE Prime firm is being used as supplier, wholesaler, and/or regular dealer (60% Rule). Total percentage of Supplies/Products % x 60% = %</p> <p>C. Percentage amount of fee where the MBE Prime firm is being used as broker (count reasonable fee/commission only) _____%</p> <p>Description of the work to be performed with MBE prime's own forces:</p>
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SECTION B: For all Contractors (including MBE Primes and MBE Primes in a Joint Venture)

<p>MBE Firm Name: _____</p> <p>MBE Certification Number: _____</p> <p>(If dually certified, check only one box.)</p> <p><input type="checkbox"/> African American-Owned</p> <p><input type="checkbox"/> Hispanic American- Owned</p> <p><input type="checkbox"/> Asian American-Owned</p> <p><input type="checkbox"/> Women-Owned</p> <p><input type="checkbox"/> Other MBE Classification</p> <p>NAICS code: _____</p>	<p>Please refer to Item #8 in Part 1- Instructions of this document for new MBE participation guidelines regarding materials and supplies.</p> <p><input type="checkbox"/> Supplier, wholesaler and/or regular dealer (count 60%)</p> <p><input type="checkbox"/> Manufacturer (count 100%)</p> <p><input type="checkbox"/> Broker (count reasonable fee/commission only)</p> <p><input type="checkbox"/> Furnish and Install and other Services (count 100%)</p> <p>Complete the applicable prompt (select only one) from prompts A-C below that applies to the type of work that the MBE firm named to the left will be performing to calculate the amount to be counted towards achieving the MBE Participation Goal and Subgoal, if any.</p> <p>A. Percentage of total contract amount where the MBE firm is being used for manufacturer, furnish and install, and/or services (excluding products/services from suppliers, wholesalers, regular dealers and brokers)____%</p> <p>B. Percentage of total contract amount for items of work where the MBE firm is being used as supplier, wholesaler, and/or regular dealer (60% Rule)). Total percentage of Supplies/Products____% X 60% =____%</p> <p>C. Percentage amount of fee where the MBE firm is being used as broker (count reasonable fee/commission only)____%</p> <p>Description of the work to be performed: _____ _____</p>
<p>MBE Firm Name: _____</p> <p>MBE Certification Number: _____</p> <p>(If dually certified, check only one box.)</p> <p><input type="checkbox"/> African American-Owned</p> <p><input type="checkbox"/> Hispanic American- Owned</p> <p><input type="checkbox"/> Asian American-Owned</p> <p><input type="checkbox"/> Women-Owned</p> <p><input type="checkbox"/> Other MBE Classification</p> <p>NAICS code: _____</p>	<p>Please refer to Item #8 in Part 1- Instructions of this document for new MBE participation guidelines regarding materials and supplies.</p> <p><input type="checkbox"/> Supplier, wholesaler and/or regular dealer (count 60%)</p> <p><input type="checkbox"/> Manufacturer (count 100%)</p> <p><input type="checkbox"/> Broker (count reasonable fee/commission only)</p> <p><input type="checkbox"/> Furnish and Install and other Services (count 100%)</p> <p>Complete the applicable prompt (select only one) from prompts A-C below that applies to the type of work that the MBE Firm named to the left will be performing to calculate the amount to be counted towards achieving the MBE Participation Goal and Subgoal, if any.</p> <p>A. Percentage of total contract amount where the MBE firm is being used for manufacturer, furnish and install, and/or services (excluding products/services from suppliers, wholesalers, regular dealers and brokers)____%</p> <p>B. Percentage of total contract amount for items of work where the MBE firm is being used as supplier, wholesaler, and/or regular dealer (60% Rule)). Total percentage of Supplies/Products____% X 60% =____%</p> <p>C. Percentage amount of fee where the MBE firm is being used as broker (count reasonable fee/commission only)____%</p> <p>Description of the work to be performed: _____ _____</p>

<p>MBE Firm Name: _____</p> <p>MBE Certification Number: _____</p> <p>(If dually certified, check only one box.)</p> <p><input type="checkbox"/> African American-Owned</p> <p><input type="checkbox"/> Hispanic American- Owned</p> <p><input type="checkbox"/> Asian American-Owned</p> <p><input type="checkbox"/> Women-Owned</p> <p><input type="checkbox"/> Other MBE Classification</p> <p>NAICS code: _____</p>	<p>Please refer to Item #8 in Part 1- Instructions of this document for new MBE participation guidelines regarding materials and supplies.</p> <p><input type="checkbox"/> Supplier, wholesaler and/or regular dealer (count 60%)</p> <p><input type="checkbox"/> Manufacturer (count 100%)</p> <p><input type="checkbox"/> Broker (count reasonable fee/commission only)</p> <p><input type="checkbox"/> Furnish and Install and other Services (count 100%)</p> <p>Complete the applicable prompt (select only one) from prompts A-C below that applies to the type of work that for the MBE firm named to the left will be performing to calculate the amount to be counted towards achieving the MBE Participation Goal and Subgoal, if any.</p> <p>A. Percentage of total contract amount where the MBE firm is being used for manufacturer, furnish and install, and/or services (excluding products/services from suppliers, wholesalers, regular dealers and brokers)____%</p> <p>B. Percentage of the total contract amount for items of work where the MBE firm is being used as supplier, wholesaler, and/or regular dealer (60% Rule). Total percentage of Supplies/Products____% X 60% =____%</p> <p>C. Percentage amount of fee where the MBE firm is being used as broker (count reasonable fee/commission only)____%</p> <p>Description of the work to be performed: _____ _____</p>
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<p>MBE Firm Name: _____</p> <p>MBE Certification Number: _____</p> <p>(If dually certified, check only one box.)</p> <p><input type="checkbox"/> African American-Owned</p> <p><input type="checkbox"/> Hispanic American- Owned</p> <p><input type="checkbox"/> Asian American-Owned</p> <p><input type="checkbox"/> Women-Owned</p> <p><input type="checkbox"/> Other MBE Classification</p> <p>NAICS code: _____</p>	<p>Please refer to Item #8 in Part 1- Instructions of this document for new MBE participation guidelines regarding materials and supplies.</p> <p><input type="checkbox"/> Supplier, wholesaler and/or regular dealer (count 60%)</p> <p><input type="checkbox"/> Manufacturer (count 100%)</p> <p><input type="checkbox"/> Broker (count reasonable fee/commission only)</p> <p><input type="checkbox"/> Furnish and Install and other Services (count 100%)</p> <p>Complete the applicable prompt (select only one) from prompts A-C below that applies to the type of work that the MBE firm named to the left will be performing to calculate the amount to be counted towards achieving the MBE Participation Goal and Subgoal, if any.</p> <p>A. Percentage of total contract amount where the MBE firm is being used for manufacturer, furnish and install, and/or services (excluding products/services from suppliers, wholesalers, regular dealers and brokers)____%</p> <p>B. Percentage of total contract amount for items of work where the MBE firm is being used as supplier, wholesaler, and/or regular dealer (60% Rule)). Total percentage of Supplies/Products____% X 60% =____%</p> <p>C. Percentage amount of fee where the MBE firm is being used as broker____%</p> <p>Description of the work to be performed: _____ _____</p>
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CONTINUE ON SEPARATE PAGE IF NEEDED

MBE 1A - PART 4 – SIGNATURE PAGE

To complete Affidavit committing to MBE(s) or requesting Waiver, Bidder/Offeror must sign below:

I solemnly affirm under the penalties of perjury that: (i) I have reviewed the instructions for the MBE Utilization & Fair Solicitation Affidavit and MBE Schedule, and (ii) the information contained in the MBE Utilization & Fair Solicitation Affidavit and MBE Schedule is true to the best of my knowledge, information and belief.

Bidder/Offeror Name
(PLEASE PRINT OR TYPE)

Signature of Authorized Representative

Address

Printed Name and Title

City, State and Zip Code

Date

SUBMIT THIS AFFIDAVIT WITH PRICE PROPOSAL