

**North Central Texas Council of Governments (NCTCOG)**  
**Digital Asset Management**  
**Request for Proposals**

**Questions and Responses**

**Question #1:** I'm reaching out to clarify whether the Digital Asset Management system outlined in the RFP is intended primarily for standalone media storage of assets, or if a solution focused on tracking and organizing media (photos, videos, documents) tied directly to physical assets and infrastructure would also be considered responsive.

**Response:** The primary purpose is to have our digital media (photos, video, animations) produced in house, shared with permission from partners, and stock imagery in one place for staff to use for their own purposes, i.e. PowerPoints, websites, etc.

**Question #2:** For the Scope of Work, when you describe "organizing and centralizing" up to 5TBs of digital assets, will your IT Dept. assist us transferring your assets from your network to us whether that be via SFTP transfer or sending us a hard drive?

**Response:** Yes, NCTCOG staff would load the assets into the DAM.

**Question #3:** Are your assets currently organized in your network or are you looking for us to provide guidance on how to organize your assets in our DAM solution.

**Response:** NCTCOG assets are currently organized according to a standard folder structure on a shared drive.

**Question #4:** While unlimited users is an option, it may not be the most cost effective package for NCTCOG, as such: What amount of users will be uploading/or editing metadata directly into the DAM platform? What amount of users will just need view and download access to the DAM platform?

**Response:** We would prefer to have up to 15 admin accounts and unlimited user accounts for viewing and downloading content.

**Question #5:** Do you require licenses to Adobe Premiere Pro and After Effects? If so, how many?

**Response:** NCTCOG Staff already have Adobe Creative Cloud (all apps).

**Question #6:** Can our solution's hosting be done on Amazon AWS vs. Microsoft Azure?

**Response:** Yes. However, it should be understood that AWS and Azure operate under shared security models, and NCTCOG will expect the respondent to demonstrate that they are shouldering their portion of that shared responsibility through their compliance with a well-recognized standard, such as SOC 2, ISO 27001, HITRUST, FedRAMP, StateRAMP, or TX-RAMP.

**Question #7:** Prior to release of this RFP, did NCTCOG receive any DAM vendor demonstrations to define the requirements of the RFP?

**Response:** No, NCTCOG did not receive any DAM vendor demonstrations prior to this release but we are currently using a DAM System and the contract is expiring in the near term.

**Question #8:** Can you please confirm your CMS system (ie: NCTCOG website solution)

**Response:** NCTCOG currently deploys Kentico Xperience (KX13- 13.0151)

**Question #9:** For DBE participation, do we need to use a vendor on your list provided or can we use a DBE partner not on this list but has a Texas Historically Underutilized Business (HUB) number?

**Response:** No, it is not required that the DBE firm is selected from the provided list. DBE firms must be registered through the Statewide Certification Programs Texas Unified Certification Program (TUCP). The TUCP is a Federal DBE program that allows certified businesses to seek partnerships with any Texas entity that receives funding from the U.S. Department of Transportation (USDOT). TUCP DBE certifications are available through six certifying agencies throughout the state and are valid and accepted by any USDOT-funded entities. Additional information is available at <https://www.txdot.gov/business/disadvantaged-small-business-enterprise/dbe-airport-concessions/dbe-certification-tucp.html>.

**Question #10:** Should the RFP read: There is **no** contract goal identified for this procurement, however proposers are encouraged to make meaningful good faith efforts towards maximizing DBE participation?

**Response:** Yes, that is correct. The Transportation Department has an overall Disadvantaged Business Enterprise (DBE) participation goal of **seventeen percent (17%)** however, there is **no** contract goal identified for this procurement.

**Question #11:** Is NCTCOG willing to share an annual budget range for this DAM procurement?

**Response:** This information is not being provided at this time.

**Question #12:** We can only find the Conflict of Interest Questionnaire. Where can we find Appendices C through H to complete with our proposal submission?

**Response:** Appendices C through H are located within the Sample Contract, which can be found at the following link where it is posted online: [Sample-Contract\\_Digital-Asset-Management-RFP.pdf](#).

**Question #13:** Will NCTCOG be responsible for supporting the application upon implementation? If not, what is the plan for ongoing tier 1 and 2 support?

**Response:** NCTCOG would expect the chosen vendor to provide Tier 1 and 2 support if there are technical issues with the platform.

**Question #14:** What is the make up on the 5TB on digital assets (i.e what percentage are video, images, 3D images (if any), CAD, etc)?

- a. Are there traditional content types (i.e. .xlsx, .doc, pdfs, campaign briefs, contracts, etc) which are associated with the digital assets and would also need to be managed in this system? If so, how many GB's, TB's, PB's of data?
- b. What is the growth projection of content under management per year?
- c. Out of the 5TB what percent is archive vs active?
  - i. Will the archive content also live in the DAM system or elsewhere? If elsewhere, will it need to be retrieved with frequency?

**Response:** NCTCOG staff will only upload images, videos, and animations to the DAM system at this time. We anticipate approximately 2TB of content to be moved over into a DAM system. Staff estimate about 30-40% of the content will be video/animation with the other content being photos.

**Question #15:** What solutions and/or repositories (other than Microsoft Office and Adobe Creative Suite) either upstream or downstream of the DAM would we be integrating with?

**Response:** None at this time.

**Question #16:** Do each of the teams, agencies, stakeholders, and partners have individual needs that they would like addressed (i.e. different workflows, metadata models and schemas, content types,)

- a. Are you able to provide some use cases for the different personas?

**Response:** This will only be used internally with the use of the DAM being administrators and users.

**Question #17:** Please elaborate on "administration accounts" (i.e. what tasks would these admins have in the solution—developing, configuration, maintaining, and upgrading or more on the side of ingesting and tagging?)

**Response:** The administrative accounts would be responsible for uploading, tagging, and setting up images in their respective folders.

**Question #18:** You ask for unlimited users, do you have peaks and valleys in the number of users pinging the system at once? We need to understand concurrency.

**Response:** Typical users will access the system during normal business hours of 8am-5pm, with primary usage likely being between 10am-3pm.

**Question #19:** Please elaborate on "unlimited training" (i.e. end user or system and configuration)?

**Response:** NCTCOG would request that staff could be trained on new tools the DAM could offer once rolled out to users. Also, if staff have questions on how to use a specific tool in the DAM, arranging meetings to discuss in more detail on that tool.

**Question #20:** Please elaborate on "unlimited support" (i.e. 24/7/365, ticket support, hands on keyboard, etc)?

**Response:** NCTCOG would request that if an issue presents itself, the vendor would provide support to fix the problem, provide solutions to problems, and/or assist staff understanding specific tools in the interface.

**Question #21:** Do you currently have a portal that we would integrate with, or would the portal be new?

**Response:** No, not at this time.

**Question #22:** Which solutions in the Adobe Creative Suite would you need a connector to?

**Response:** Photoshop

**Question #23:** Which solutions in the Microsoft Office Suite would you need a connector to?

**Response:** The expected functionality is that we have the ability to directly import images from the DAM into MS Office software rather than saving images onto our drive before importing images.

**Question #24:** Which Single Sign on mechanism do you use?

**Response:** Microsoft Entra ID (formerly Azure Active Directory)

**Question #25:** What is the preference for deployment—vendor managed cloud or self-managed (cloud or on-prem doesn't matter).

b. If Vendor Managed Cloud, is AWS rather than Azure ok?

**Response:** Both options will be considered.

**Question #26:** If there is not Disadvantaged Business Enterprise included in a vendor's bid, would that vendor be penalized (lose points) or vice versa (win point)?

**Response:** The Consultant Selection Criteria for scoring proposals does not include Disadvantaged Business Enterprise participation, therefore a vendor would not win or lose points.

**Question #27:** Is there consideration for a multi-year contract (rather than single year with options) with the intention of maximizing cost effectiveness for NCTCOG?

c. If so, what is the acceptable max length of contract (i.e. 3 years, 5 years)?

**Response:** NCTCOG will consider alternate contract terms. Proposers should include details on alternate contract terms and price discounts available.

**Question #28:** Our company is vendor-agnostic and does not offer a software product. However, we have an electronic data management system. Are you looking for an off-the-shelf solution, and will we be disqualified if we do not offer a software system?

**Response:** At this this, NCTCOG staff would prefer to have a software product for managing our assets.

**Question #29:** Does this site have scanning equipment available? If so, could you specify the type and quantity?

**Response:** No.

**Question #30:** Are there specific integration protocols or technical requirements we need to consider?

**Response:** The expected functionality is that we have the ability to directly import images from the DAM into Adobe CreativeSuite software as well as MS Office rather than saving images onto our drive before importing images.

**Question #31:** Are there existing workflows, metadata structures, or indexing standards that we need to adhere to?

**Response:** There are not any standards that must be followed. However, NCTCOG would like clear folder structures backed by metadata for each image loaded into the DAM.

**Question #32:** What specific data security, compliance, and retention policies must we follow?

**Response:** Respondents should demonstrate their compliance with a well-recognized standard, such as SOC 2, ISO 27001, HITRUST, FedRAMP, StateRAMP, or TX-RAMP.

**Question #33:** What type of network are you currently using to store photos and video assets? What issues are you experiencing with the existing system that have led to the need for a Digital Asset Management Service?

**Response:** NCTCOG currently utilizes Cloud based software. A new procurement was necessary due to funding requirements.

**Question #34:** Can you provide a breakdown of the types of digital assets to be migrated (e.g., photos, videos, GIS files, reports, large-format files)?

**Response:** Primarily photos, videos, and animations.

**Question #35:** Is the 5TB of digital assets currently stored in multiple locations or a centralized server?

**Response:** Digital assets are stored on a shared network drive as well as several staff SSDs.

**Question #36:** Are there any unique formats or file types used that may require specific viewer or conversion plugins?

**Response:** Not at this time.

**Question #37:** Do you have an existing taxonomy or metadata schema that should be preserved or migrated?

**Response:** Not at this time.

**Question #38:** Besides Adobe Creative Suite and Microsoft Office, are there other systems (e.g., SharePoint, Microsoft Teams, GIS platforms) that must integrate with the DAM?

**Response:** Not at this time.

**Question #39:** Who is the incumbent for this opportunity? Will they be participating in this solicitation?

**Response:** MediaValet is the current platform NCTCOG uses.

**Question #40:** Who is the incumbent for this opportunity? Will they be participating in this solicitation?

**Response:** See response to Question 39. The solicitation is open to all who wish to participate.

**Question #41:** Is there an estimated timeline for implementing the required solution since contract execution date? If yes, then can you please specify.

**Response:** NCTCOG expects to execute a contract by late August and implement a platform in the weeks following.