



North Central Texas Council of Governments

**NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS
METROPOLITAN PLANNING ORGANIZATION**

**REQUEST FOR PROPOSALS
FOR
DIGITAL ASSET MANAGEMENT SERVICE**

MAY 28, 2021

INTRODUCTION

The North Central Texas Council of Governments (NCTCOG) is seeking written proposals from qualified firms for a digital asset management service. It is the intent of this Request for Proposals (RFP) to have the successful firm enter into a Contract with NCTCOG to provide the services as outlined herein.

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

NCTCOG is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. The purpose of NCTCOG is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth Metropolitan Area. The NCTCOG Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local governments of North Central Texas in planning, programming, coordinating, and implementing transportation decisions.

PURPOSE AND NEED

The North Central Texas Council of Governments is seeking to utilize a Digital Asset Management (DAM) service to streamline storage, retrieval and use of digital assets among members of the Transportation Department.

The DAM will replace/supplement our use of the network for storing photo and video assets. It will allow for direct importing of assets into Adobe and Microsoft applications. Assets will be more easily managed, including auto tagging, allowing for greater efficiencies for the department. Currently, assets are stored on the network or external drives (video). All tags/metadata must be manually entered, which is extremely time consuming. Without the tagging, the search feature does not return desired results. Organization is also lacking. Current applications in house have been explored but do not improve the experience – tags still have to be added manually and there are no connectors between applications.

PROJECT SUPPORT

The project will be conducted under the guidance and supervision of a Project Review Committee, which will include NCTCOG staff. The responsibilities of the Project Review Committee will be to serve as the principal technical review committee for this project. NCTCOG will serve as the project manager to implement a mutually agreed upon scope of work and monitor progress of firm activities. The selected firm will enter into a contract with NCTCOG for the agreed upon scope and budget. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

WORK PROGRAM

The work program for Digital Asset Management Service is summarized in the Scope of Work below. Contractors may also propose tools to achieve outcomes (beyond those minimally required).

SCOPE OF WORK

The Contractor, at a minimum, must deliver and maintain the performance outcomes listed in the following sections, consistent with NCTCOG standards or performance standards agreed to by NCTCOG through a contract resulting from this RFP. Offerors may also propose additional performance outcomes or services (beyond those minimally required).

The scope of work includes organizing and centralizing up to 5TB of NCTCOG's digital assets and creating a flexible permission structure for teams, agencies, stakeholders and partners. A yearly cost estimate for these services should be provided.

The successful firm shall agree to contract with NCTCOG to provide digital asset management services and associated software and equipment to include, but not limited to:

- At least 15 administration accounts; unlimited accounts preferred
- Unlimited user accounts
- Unlimited training
- Unlimited support
- Up to 5TB of storage
- AI tagging/Autotagging
- Search feature
- Sharing enabled distribution model

- Branded portals
- Intuitive and efficient interface
- Adobe CreativeSuite Plug In
- Microsoft Office Plug In
- Microsoft Azure platform
- Application Programming Interface
- Range of permission models
- Single Sign On

Proposers should address the desire by NCTCOG to maintain an archive of current videos and explain how these can be maintained and accessed through the NCTCOG website.

PROJECT SCHEDULE

The term of service is for one base year, with three one-year optional renewal.

CONSULTANT SELECTION CRITERIA AND AWARD

An award, if made, will be made to the responsible offeror whose proposal most meets the needs of NCTCOG, taking into consideration price and other factors set forth in this RFP. NCTCOG may, as it deems necessary, conduct discussions with responsible offerors determined to be responsive to solicitation requirements. The Consultant Selection Committee (CSC) will review all proposals and select a consultant it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:

- | | |
|--|-----|
| • Schedule | 10% |
| • Firm Qualifications and Related Projects | 5% |
| • Service and Technical Assistance/Training Provided | 10% |
| • Software and Equipment Provided Specifications | 40% |
| • Project Cost | 35% |

If the CSC determines that interviews will be required before a final decision can be made, the interviews will take place the week of **July 19, 2021**. Proposers should be willing and able to attend these interviews, if necessary. Interviews are expected to occur online via Microsoft

Teams. Consultants who are invited to an interview will be notified by the close of business on **Friday, July 16, 2021.**

Costs for developing the proposal and costs attributed to interviews (and subsequent negotiations) are at the proposer's own expense and will not be reimbursed by NCTCOG.

PRICING PROPOSAL

As part of the response to this RFP, proposers must provide the total fee associated with the requested services and equipment. Fees should include an itemized listing of services, software and needed equipment, if any. Fees for optional services should also be provided.

CONTRACT AWARD

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the consultant will be asked to execute a contract with NCTCOG. If applicable, a Notice to Proceed will be issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected consultant, or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work in this study. NCTCOG will maintain the right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

The Sample Contract, provided in this transmittal, contains federal requirements which must be included with all proposals submitted. Appendices C through J of the Sample Contract contain compliance requirements and certification forms which must accompany the proposal. **Failure to comply with these requirements may result in finding the Proposal non-responsive.**

The Texas Legislature has adopted House Bill 1295. In short, the law states that a governmental entity or state agency may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties (Form 1295) to our agency at the time of a signed contract. As part of contract development, the Consultant will be asked to complete the disclosure of interested parties electronically and submit through the Texas Ethics Commission website. NCTCOG will provide a specific contract number associated with the award

for inclusion in the submittal. Once submitted, the Consultant will be requested to return an e mail confirmation of submittal to NCTCOG. For more information about the process, please visit the following website for Frequently Asked Questions:

https://www.ethics.state.tx.us/resources/FAQs/FAQ_Form1295.php

DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION

The Disadvantaged Business Enterprise participation must meet the **8.3 percentage** goal identified for this type of procurement. Failure on the part of the majority contractor to meet this goal or show meaningful good faith efforts may be grounds for finding the proposal nonresponsive. Respondents should also include an Affirmative Action Plan in the proposal.

QUESTIONS AND ANSWERS

All questions regarding the services required shall be directed in writing by email to TransRFPs@nctcog.org by the close of business on **Friday, June 4, 2021**. All questions and responses will be posted on the NCTCOG website at <http://www.nctcog.org/rfp> by the close of business on **Wednesday, June 9, 2021**. NCTCOG reserves the right to respond to inquiries as it deems necessary.

OVERALL PROCUREMENT SCHEDULE

This RFP shall be used to accept, review, and score proposals based on the following schedule with the intent of awarding a Fixed Price/Milestone Based Payment contract. The following represents the schedule of procurement activities leading to contract award:

Issue Request for Proposals	May 28, 2021
Last Day to Submit Questions	June 4, 2021
NCTCOG Q&A Posted to Website	June 9, 2021
Proposals Due & Proposal Public Opening	June 25, 2021
Consultant Selection Committee	week of July 12, 2021
Interviews (if needed)	week of July 19, 2021
NCTCOG Committee Approval	September 23, 2021
Execute Contract(s)	September 2021

NCTCOG reserves the right to make changes to the above-mentioned schedule. All such changes shall be made by an amendment to the RFP and shall be posted on NCTCOG's website

at www.nctcog.org/rfp. It is the responsibility of the consultant to frequently check this website for information concerning amendments to the RFP.

*Public opening of the proposals will be done via Microsoft Teams on **June 25, 2021 at 5:05 p.m.** A link to the Microsoft Teams meeting is below. Microsoft Teams is integrated with audio so you will only need to use the conference call number (below) if you are unable to access the Microsoft Teams App. The Teams App is available for download [HERE](#).

Join the Public Opening Via Microsoft Teams:

Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)

[+1 903-508-4574](tel:+19035084574)

Phone Conference ID: 879 177 677#