

REQUEST FOR PROPOSAL

Solicitation No. 8005400

On-Demand Consumer Research For Concept Testing

Deadline for Proposal Submittal:

January 21, 2021 at 2:00 p.m.(Central Time)

*Location: DFW Airport Headquarters
Procurement and Materials Management Department
2400 Aviation Drive
DFW Airport, TX 75261*

Airport Board Contact:

Christian Brewer
cbrewer@dfwairport.com

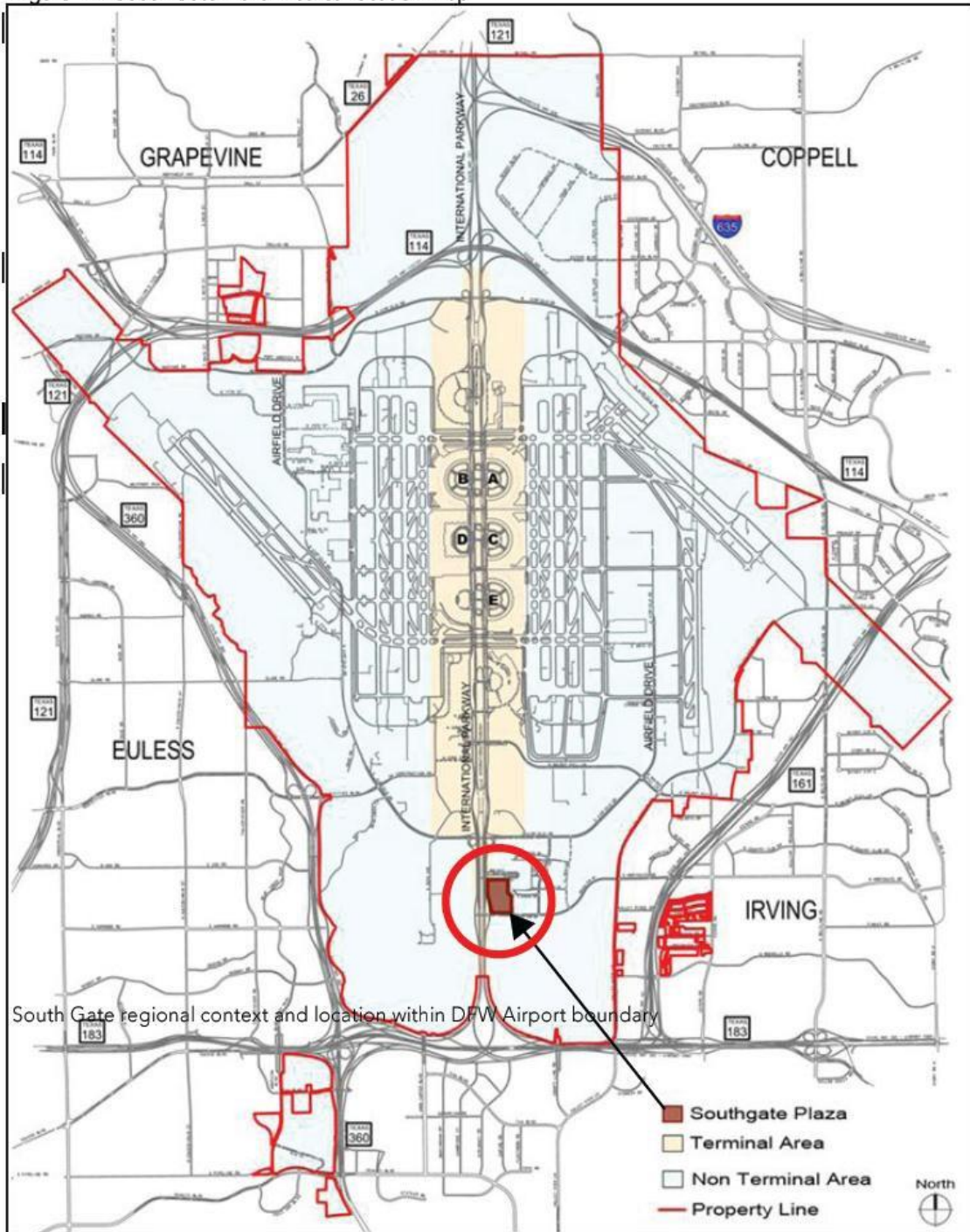
Mail or Deliver Complete Bid Package To:

**Procurement and Materials Management
DFW International Airport
Delivery Address: 2400 Aviation Drive
Mail Address: P.O. Box 619428
DFW Airport, TX 75261-9428**

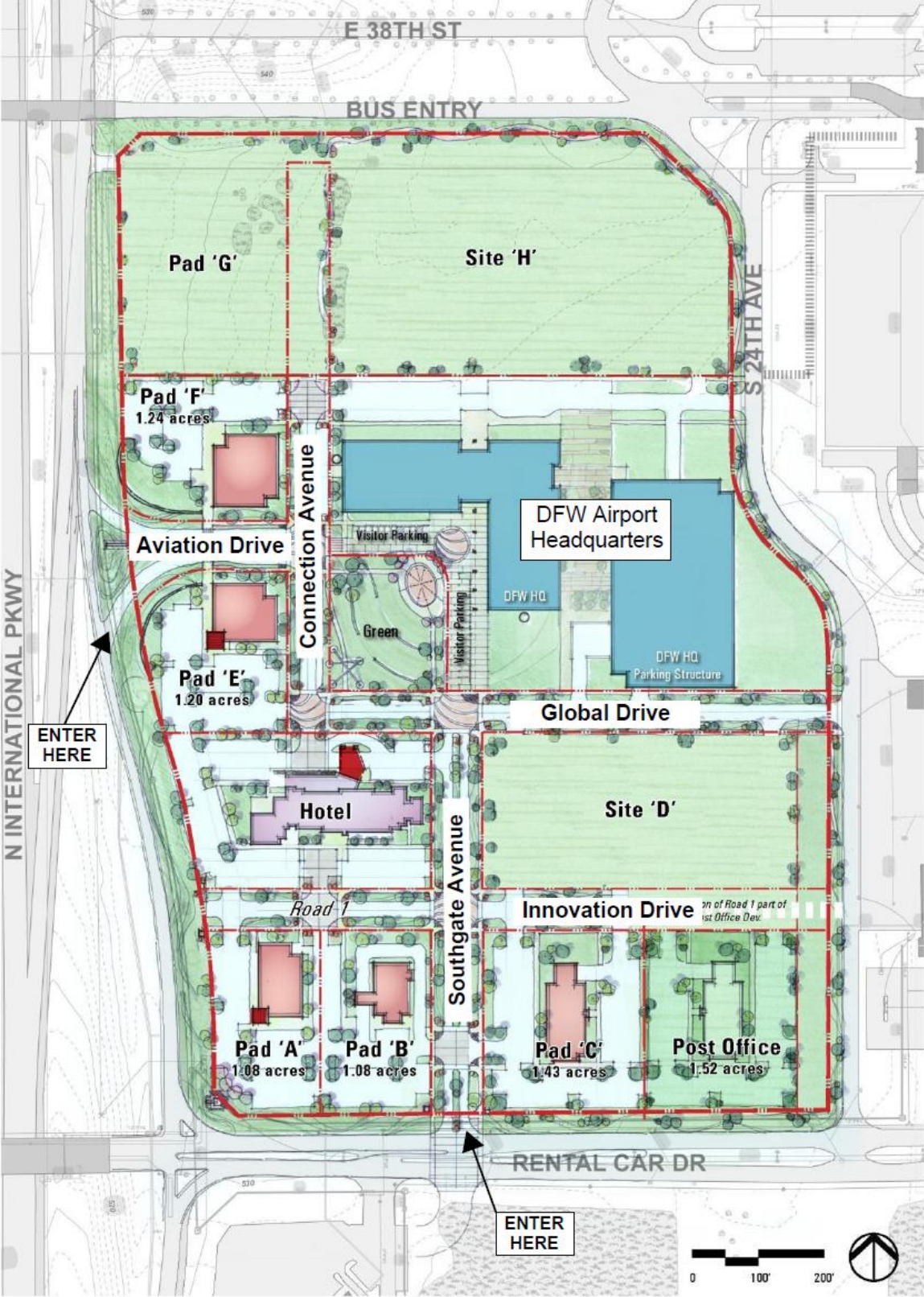
A Pre-Proposal Conference Will Not Be Held.

DFW AIRPORT HEADQUARTERS LOCATION MAP SOUTHGATE PLAZA

Figure 1-1: South Gate Plaza District Location Map



DFW AIRPORT HEADQUARTERS



SOLICITATION SUMMARY

1 GENERAL DESCRIPTION

The Dallas/Fort Worth International Airport Board (Board), is seeking bids for a Contractor to provide the Customer Experience Department with professional on-demand consumer research for concept testing.

2 SCHEDULE OF EVENTS

Please find below a Tentative Schedule of Events for this Solicitation. The Board reserves the right to revise the Tentative Schedule of Events if such revision is deemed to be in the best interest of the Board.

RFP Advertise Dates:.....December 20, 2020 & December 27, 2020

RFP Release Date:December 21, 2020

Pre-Proposal Conference:N/A

Deadline for Questions:.....January 7, 2021

Proposal Due Date and Time:..January 21, 2021 at 2:00 p.m. (Central Time)

Evaluation Period:January 22, 2021 to February 3, 2021

Interviews:February 8, 2021 & February 9, 2021

Board Approval Date:.....March 8, 2021

Notice to Proceed.....April 2021

3 CONTRACT TERM

One (1)-year period with options to renew for four (4) additional one(1)-year periods

4 MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE) GOAL

M/WBE goal for this contract is: 18%

5 APPLICABLE LAWS

This solicitation is being conducted in accordance with Texas Local Government Code Title 8, Subtitle A, Chapter 252 and/or Government Code 2254, as applicable.

6 RECEIPT OF REQUEST FOR PROPOSAL DOCUMENT

If you obtained this RFP document by notification through a newspaper advertisement or from our website, or you want to modify your contact information, please contact the Airport Board Contact person identified on the front cover. Please include your contact information and if you are interested as a prime or subconsultant for this business opportunity.

7 INSURANCE REQUIREMENTS

Before a contract can be executed, the successful bidder shall provide evidence of insurance coverage in accordance with the "Insurance Provisions" in Exhibit A contained within this solicitation document. Bidders and their insurance agent, broker or representative must review the insurance provisions to understand its requirements and cost to contract with the Airport Board. An insurance affidavit is included in this solicitation verify the bidder and their insurance agent, broker or representative will comply with the insurance provisions if a contract is awarded.

8 SUBMITTAL LABEL

IMPORTANT REQUIREMENT FOR BID / PROPOSAL SUBMITTAL

Bid/Proposal submittals must be properly labeled to ensure they are not inadvertently opened before the designated time. Therefore, please affix the label below to the outside of the sealed bid/proposal submittal package(s).

If the delivery service used (i.e. FedEx, UPS, courier, etc.) does not permit this label to be affixed on the outside of their delivery box or envelope, then the bidder/proposer must seal the contents of their bid/proposal and affix this label on the sealed package before they place that package in the box or envelope provided by the delivery service.

If this label is not used, it is the bidder's responsibility to ensure this information is written on the outside of the delivery package. Bids or proposals received by the DFW Airport that do not have the information requested below displayed on the outside of their bid or proposal may be rejected.



DFW AIRPORT BID / PROPOSAL SUBMITTAL LABEL

Bid / Proposal Number: 8005400

Bid / Proposal Name: On-Demand Consumer Research for Concept Testing

Due Date and Time: _____

Company Name: _____

Contact Name: _____

Company Address: _____

Telephone Number: _____

Email Address: _____

9 NO PROPOSAL FORM

NO PROPOSAL INFORMATION FORM

SOLICITATION NO. 8005400

SOLICITATION TITLE: On-Demand Consumer Research for Concept Testing

If your firm elects not to submit a proposal, please complete and fax or email this form to:

Christian Brewer
Dallas/Fort Worth International Airport Board
Email: cbrewer@dfwairport.com

Please check all that apply:

- Do not sell the item(s) or services required
- Cannot be competitive
- Cannot meet the specifications or qualifications described in the attached bid
- Cannot provide insurance required
- Cannot provide bonding required
- Cannot comply with indemnification requirements
- Job too large
- Job too small
- Do not wish to do business with the DFW Airport
- Company's current workload does not allow for additional work
- Other reason: _____

Company Name:

Authorized Officer or Agent:

Telephone: _____ Facsimile Number: _____

or

Email: _____

TABLE OF CONTENTS

PROPOSAL INSTRUCTION AND REQUIREMENTS

- 1 *Definitions*
- 2 *Contact Information*
- 3 *Pre-Proposal Conference*
- 4 *Addenda and Clarifications*
- 5 *Minority/Women/ Business Enterprises*
- 6 *Proposal Preparation*
- 7 *Proposal Format Requirements*
- 8 *Submittal of Proposals*
- 9 *Proposal Receipt / Evaluation of Proposals*
- 10 *Proposal Award*
- 11 *Contract With The Board*
- 12 *Determination of Non-Responsible Proposer*
- 13 *Determination of Non-Responsive Proposal*
- 14 *Rejection of Proposals*
- 15 *Withdrawing Proposals*
- 16 *Proposal Preparation Forms*
 - a. *Bid/Proposal Checklist*

EVALUATION CRITERIA

SPECIFICATIONS / SCOPE OF WORK

- 1 *Background*
- 2 *Scope of Project*
- 3 *Qualifications*
- 4 *Sample Case Studies*
- 5 *Requested Services*

SPECIAL PROVISIONS

- 1 *Board's Right to Inspect and Audit*
- 2 *Contract Term*
- 3 *Character of Workers, Method and Equipment*
- 4 *Contractor Responsibilities / Performance of Work*
- 5 *Data Security Compliance Provisions*
- 6 *Delivery Order Process*
- 7 *Insurance Provisions (Exhibit A)*
- 8 *Public Convenience and Safety*
- 9 *Minority/Women Business Enterprise (M/WBE) Provisions (Exhibit B)*

GENERAL TERMS AND CONDITIONS

- 1 *Airport Improvement Program*
- 2 *Assignment*
- 3 *Changes In Contract*
- 4 *Code of Business Ethics*
- 5 *Compliance With Laws*
- 6 *Confidential or Proprietary Information*
- 7 *Contracting Prohibitions: As Required by State Law*
- 8 *Delivery / Performance of Services*
- 9 *Dispute Resolution*
- 10 *Federal Fair Labor Standards Act (Federal Minimum Wage)*
- 11 *Financial Interest*
- 12 *Fiscal Year Funding*
- 13 *Force Majeure*
- 14 *Indemnification and Hold Harmless*
- 15 *Independent Contractor*
- 16 *Jurisdiction*
- 17 *Non-Compete Agreement or Clauses*

- 18 *Notice of Delays*
- 19 *Occupational Safety and Health Act of 1970*
- 20 *Personal Liability of Public Officials*
- 21 *Severability*
- 22 *Minority/Women Business Enterprise Participation*
- 23 *Subletting of Contract*
- 24 *Tax Exemption Status*
- 25 *Temporary Suspension of Work*
- 26 *Termination of Contract: Default And Remedies*
- 27 *Termination of Contract For Board Convenience*
- 28 *Terms of Payments*
- 29 *Third-Party Beneficiary Clause*

PROPOSAL RESPONSE FORMS

- 1 *Proposal Pricing Format*
- 2 *Cooperative Purchasing Provisions*
- 3 *Insurance Review Verification*
- 4 *Subcontractor Agreement Verification*
- 5 *Organizational Summary Information*
- 6 *Workforce Composition Form*
- 7 *Commitment to M/WBE Participation*
- 8 *Insurance Affidavit*
- 9 *Workers Compensation Hold Harmless and Indemnification Agreement*
- 10 *Business Disclosure Form*
- 11 *Proposal Endorsement Form*

EXHIBITS

- A *Insurance Provisions*
- B *Minority/ Women Business Enterprise (M/WBE) Special Contract Provisions*

PROPOSAL INSTRUCTIONS AND REQUIREMENTS

A Proposal is requested by the Dallas/Fort Worth International Airport Board (herein called Board). The Board will receive separate sealed Proposals until the deadline for Proposal submittal. This Section provides information on how and where to submit a Proposal and other pertinent information regarding this Solicitation. Those who submit proposals are required to read and comply with these instructions.

1 DEFINITIONS

Contractor or Successful Proposer may be used throughout this Solicitation to mean that Proposer that is awarded a Contract as a result of this Solicitation.

2 CONTACT INFORMATION

It is the Proposer's responsibility to obtain clarification of any information contained herein. Proposers must submit all questions or requests for clarification ONLY in writing and ONLY to the contact person identified on the Cover of this Request for Proposal. The Solicitation Number must be referenced in all correspondence pertaining to this solicitation. Proposer contact with Board personnel other than designated Airport Board Solicitation Contact may be cause for Proposal rejection.

3 PRE-PROPOSAL CONFERENCE

- 3.1 If a Pre-Proposal Conference is held, it shall be open to all interested parties prior to Deadline for Proposal Submittal for the purpose of discussing the requirements of the solicitation and/or to inspect the location where Work is to be performed. All Proposers are strongly encouraged to attend. Proposers may make written inquiries concerning the RFP to obtain clarification of the requirements. Inquiries must be submitted in writing no later than the due date and time identified in the Solicitation summary. Inquiries received by this deadline, and corresponding answers, will be available to Proposers of record as soon as possible. A response to inquiries is at the sole discretion of the Board.
- 3.2 Proposers that do not attend may be required to provide additional information or documentation to validate that they fully understand the Board's requirements.
- 3.3 It is the responsibility of the Proposer to fully understand the scope of work and the conditions under which Work is to be performed. Failure to attend a Pre-Proposal Conference shall not relieve a Proposer from full performance of any Contract awarded to the satisfaction of the Board. No minutes will be provided for this meeting.

4 ADDENDA AND CLARIFICATIONS

- 4.1 The Board may, at its sole discretion, elect to issue changes or clarifications to the Proposal Solicitation. The Board will issue changes or clarifications in the form of a written addendum. Written addenda shall be the ONLY FORM of amendment to the Solicitation. Other written information or verbal communications, including but not limited to discussion in a Pre-Proposal conference, shall not constitute a change to the requirements of the Solicitation. Addenda, if issued, will be mailed, faxed, and/or emailed to all known prospective Proposers and posted on the Board's website (www.dfairport.com) prior to the date and time of the Deadline for Proposal Submittal.
- 4.2 It is the Proposer's responsibility to ensure receipt of any addenda issued. Failure of any Proposer to receive any such addendum or interpretation shall not relieve the Proposer from any obligations under its Proposal as submitted. The Proposer must sign all addenda and return them with their Proposal. All addenda shall become part of the Contract documents.
- 4.3 Clarification to the solicitation will be issue separately and will not become part of the final contract.

5 MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE)

- 5.1 The Board strongly encourages M/WBE (Minority/Women Business Enterprise) firms to participate in this solicitation and encourages joint venture Proposals that include M/WBE-certified firms.
- 5.2 M/WBE prime Contractors can count their self-performance toward meeting the M/WBE goal, but only for the scope of work and at the percentage level they will self- perform.
- 5.3 Proposers are directed to review the Special Provisions (Exhibit B) for specific goals and compliance requirements.
- 5.4 M/WBE Certificates for prime and/or subconsultants. Be sure that the certificates confirm certification as a Minority/Women Business Enterprise (M/WBE) certified by the North Central Texas Regional Certification Agency (NCTRCA), DFW Minority Supplier Development Council or the Women's Business Council Southwest, other certifications are not acceptable. Companies may hold multiple certifications, but one of those certifications must be as a M/WBE from an authorized certification agency.

6 PROPOSAL PREPARATION

- 6.1 Submittals: Proposer must submit all Proposal Response Forms, plus all addenda, completed forms, and any requested information and documentation as part of its Proposal. Proposer's failure to include all submittals may be cause to consider a Proposal non-responsive.
- 6.2 Endorsing the Proposal: An authorized officer of the Proposing Firm must sign the Proposal. Signature of the Proposal will signify agreement and compliance with all requirements set forth in this Solicitation except where properly noted in the Proposal Response Forms. Proposers that take exception to the Board's General Terms and Conditions, Special Provisions, and/or Specifications shall do so at the risk of Proposal rejection.
- 6.3 Proposal Language / Currency: Proposers must submit their Proposal in the English language and Proposal pricing must be in Dollars of the United States of America.
- 6.4 Freight and Shipping: Proposal prices shall include the cost to ship all products and materials to the Dallas/Fort Worth International Airport, F.O.B. Destination, Freight Prepaid and Allowed.
- 6.5 Tax Exempt Status: Purchases by the Airport Board are exempt from sales and use tax under Section 151.309 of the Texas Tax Code (the "Code"). In addition, Contractor purchases of tangible personal property and taxable services for the purpose of reselling them to the Board under this Contract may also be exempt from sales and use tax under Code Section 151.302. Where legally permitted, Contractor shall provide the vendor or supplier with a properly executed resale certificate at the time of purchasing tangible personal property and/or taxable services that are to be resold to the Board under this Contract.
- 6.6 Acceptance of Specification Requirements: The Board will presume that the product or service offered complies with each requirement of the specifications unless indicated otherwise. If the product or service offered is different than specified, Proposer must note the difference on an attached document that details the exception(s) to specifications. Failure of the Proposer to make the required acknowledgements may cause the Proposal to be considered non-responsive, in the sole determination of the Board. Should any product be delivered or service performed which is not as the Successful Proposer has purported it to be in its Proposal, said Successful Proposer will be required to correct any deficiencies without additional cost to the Board.
- 6.7 Proposer Requirements: The Proposer must have demonstrated experience in the successful completion of Scope of Work / Specifications of a similar nature and scope. The Successful Proposer must take prime contractor responsibility, including the management and performance of all subcontractors and products (goods) provided.
- 6.8 Solicitations Including Requirements for Goods

- 6.8.1 Brand Name or Equal: To establish an understanding of the type products that will be considered responsive to the Specifications, specific manufacturers and series or model numbers may have been referenced. Such brand identification is intended to be descriptive, not restrictive, and is referenced to indicate the quality and characteristics of products that will be satisfactory. Other makes and models may be submitted for consideration provided they are equal in quality, design use, operational size and characteristics.
- 6.8.2 Proposals offering "equal" products will be considered for award if such products are clearly identified in the Proposals and are determined solely by the Board to be equal in all material respects to the brand name products referenced.
- 6.8.3 Proposers must submit upon request by the Board, complete manufacturer's descriptive literature and/or samples of the product being offered. This request may be made after receipt of bids.
- 6.8.4 Proposers proposing products other than that specifically referenced must be prepared, if requested by the Board, to fully demonstrate that the proposed products are equivalent to the referenced products and capable of achieving the desired results. Such demonstration(s) shall be made solely at the Proposer's expense in a manner best representative of the requirements to be met, and at a schedule convenient to the Board.
- 6.8.5 Unless the Proposer clearly indicates in its Proposal that it is offering an "equal" product, its Proposal shall be considered as offering the brand name and product model referenced.
- 6.9 Alternate Proposals: Alternate proposals will not be accepted; only one proposal per proposing firm will be accepted.
- 6.10 Proposer Costs: Any costs that may be incurred to prepare responses, attend meetings, attend site inspections, provide requested follow-up information, make formal and informal presentations, and / or contract negotiations, if applicable, shall be the sole responsibility of the Proposer.
- 6.11 Confidential or Proprietary Markings: Any portion of the Proposal that Proposer considers confidential or proprietary information, or to contain trade secrets of Proposing Firm, must be marked accordingly. This marking must be explicit as to the designated information. This designation may not necessarily guarantee the non-release of the information under the Public Information Act or as otherwise required by law, but does provide the Board with a means to review the issues thoroughly and, if justified, request an opinion by the Attorney General's office prior to releasing any information requested under the Public Information Act.
- 6.12 Ancillary/Integral Professional Services: In selecting an architect, engineer or land surveyor, etc., to provide professional services, if any, that are required by the specifications, Proposer shall not do so on the basis of competitive bids but shall make such selection on the basis of demonstrated competence and qualifications to perform the services in the manner provided by Section 2254.004 of the Texas Government Code and so shall certify to the Board with its Proposal.

7 PROPOSAL FORMAT REQUIREMENTS

7.1 Overview

To facilitate and expedite the evaluation process, all information in the Proposal should be organized and presented as directed below. A Proposal may be deemed to be non-responsive and may be disqualified, at the Board's discretion, if the Proposal fails to comply with the following instructions.

7.2 Proposal Organization

- 7.2.1 Each copy of the Proposal shall be submitted in a 3-ring binder.

7.2.2 Proposal text shall be typed in font no smaller than 10 point, on 8.5-inch by 11-inch paper, with one inch margins. Proposals may be either single-sided or double-sided pages and single-spaced for the entire submitted proposal document.

7.2.3 All Proposal sections shall be divided by the use of numeric index tabs. All pages within these sections shall be uniquely numbered for purposes of easy reference.

7.2.4 Proposals shall be assembled in accordance with the following format.

7.2.4.1 Cover Letter (1 Page Limit)

Include an explicit statement indicating that the Proposer, if successful, will be the Prime Contractor for the Work.

7.2.4.2 Table of Contents

Include references to sections and page numbers

7.2.4.3 Disclosure Statements

7.2.4.3.1 Proposer's disclosure and description of any outstanding legal issues and claims against it in connection with current Scope of Work / Specifications or other Scope of Work / Specifications undertaken in the last five (5) years.

7.2.4.3.2 The past fiscal year's audited financial statement of Proposer and most recent affirmative statement of financial capability.

7.2.4.3.3 Proposers shall include in their response a statement affirming that no member of the Board, no official or employee of the Board, and no member of any commission, committee, board or corporation controlled or appointed by the Board has already received, in connection with or related in any way to this contract, or has been promised, in the event this contract is awarded to the firm, any commission, finder's fee or other thing of value. In addition, the firm shall furnish a statement that identifies any member of the Board and any official or employee of the Board who, the firm has reason to believe, would or may be financially affected, whether affirmatively or negatively, and whether personally or through a spouse or other family member, if this contract were awarded to the firm. Upon request by the Board's Vice President of Procurement and Materials Management or an authorized agent thereof, the firm shall respond to any questions relating to the subject of this section.

7.2.4.4 Addenda

The acknowledgement page(s) of all addenda issued by the Board shall be signed by the Proposer's authorized representative and submitted in this section.

7.2.4.5 Tab 1 – Brief Executive Overview (2 Page Limit)

7.2.4.5.1 Introduction of the Proposer's company including history, location, qualifications, experience, main line of business, how business is organized (corporation, partnership, public, private, etc.), notable achievements, etc.

7.2.4.5.2 Overall summary regarding plans to meet Board requirements.

7.2.4.5.3 Identify proposed subcontractors, if any, by listing name, address, telephone and contact person. For each listed proposed subcontractor, include a brief history, qualifications, experience, main line of business, how business is organized (corporation, partnership, public, private, etc.), notable achievements, etc. Proposer shall state whether it has worked with the listed proposed subcontractors in the past, addressing contractual relationship, frequency and scope of work completed.

7.2.4.5.4 Proposers shall complete the forms titled “Organizational Summary Information”, “Business Disclosure”, and “Proposal Endorsement” included in this Solicitation. (Forms are available in “Proposal Response Forms” section)

7.2.4.6 Tab 2 - Relevant Information (3 Page Limit)

7.2.4.6.1 Include in this section all other contractor and subcontractor information that is relevant to this Scope of Work / Specifications, if any, and is not included elsewhere. Proposers may include relevant company brochures, published articles, abstracts, etc.

7.2.4.6.2 Brochures, catalogs, pre-printed matter or other relevant information not suitable for inclusion within the proposal binder may be provided in loose form. This material shall be provided for the original and all copies. Each set shall be sealed in an individual envelope marked on the outside as follows:

Additional Information for Solicitation No.: _____
Proposal Title: _____
Deadline for Proposal Submittal: _____
Name of Proposer: _____
1 of N (N is the number of envelopes per set): _____

7.2.4.7 Tab 3 - Statement of Work (7 Page Limit)

7.2.4.7.1 Identify all major project tasks and milestones for the Work to be performed.

7.2.4.7.2 If appropriate, identify all major project tasks and milestones to be performed by subcontractors; group all project tasks by the associated subcontractor.

7.2.4.7.3 Describe how the Proposer plans to successfully accomplish the Scope of Work / Specifications objectives.

7.2.4.7.4 List all human resources contributing to the Scope of Work / Specifications and their respective major area of responsibility in this project as well as the percentage of time to be spent on this project. Include the resumes (biographical information) at the end of this section for all proposed program personnel. Resumes are limited to one page per person and they not count against this tabbed section’s page limit.

7.2.4.7.5 Describe all airport staff requirements, resources, and information required by the proposer.

7.2.4.7.6 Provide a proposed project organizational chart, identifying reporting structure and areas of responsibility.

7.2.4.8 Tab 4 - Management (5 Page Limit)

7.2.4.8.1 Identify inherent Scope of Work / Specifications challenges and the overall plan for meeting project management challenges and requirements.

7.2.4.8.2 Describe how the Proposer plans to manage this Scope of Work / Specifications and identify the individual who will function as the project manager, including name, home base and brief overview of their qualifications. Include, at the end of this section, the proposed project manager’s resume.

7.2.4.8.3 Provide a plan ensuring quality of the Work (quality control plan). Provide performance guarantees, if any, and how they would apply and be measurable.

7.2.4.9 Tab 5 - Implementation (4 Page Limit)

7.2.4.9.1 The Proposer must provide a preliminary implementation plan, based on their understanding of the Work to be performed. This plan must provide time spans from the date of Notice to Proceed to completion of the Work (number of days, not specific dates). The Proposer must show the various phases of the project in Gantt Chart Format. The plan should cover all key

phases and steps in the Scope of Work / Specifications, from Contract award through final acceptance of the Work.

- 7.2.4.9.2 Provide a brief narrative description of the schedule for the Work addressing key milestones.
- 7.2.4.9.3 Describe the proposed approach/procedures for meeting acceptance requirements. Provide a sample acceptance test plan methodology.
- 7.2.4.9.4 Provide a narrative description of the plan for performing any optional task(s), including overall approach, schedule, and anticipated outcome.

7.2.4.10 Tab 6 - List of Exceptions / Substitutions / Clarifications / Additions

- 7.2.4.10.1 Although the Scope of Work included Project Requirements of the solicitation represents the Board's anticipated needs, there may be instances in which it is in the Board's best interest to permit exceptions to requirements and accept proposed alternatives.
- 7.2.4.10.2 It is extremely important for the Proposer to make clear where exceptions, clarifications substitutions and/or additions to the Scope of Work, Special Provisions and General Terms and Conditions are taken and how substitutions shall be provided. The Board does not recognize strikeouts, deletions, or changes to Solicitation documents. Therefore, exceptions, conditions, clarifications and/or substitutions to the provisions of the Board's requirements must be clearly identified along with the proposed addition or modification. If the Proposer does not make it clear that an addition, exception or clarification is taken, the Board shall assume the Proposer is responding to and shall meet the Board's stated requirements.
- 7.2.4.10.3 Identify each exception, clarification, substitution and/or addition by specifically referencing the page number, section number, subsection number, item number or letter, and, if necessary, paragraph, or line number.
- 7.2.4.10.4 Identify each item clearly as an addition, exception, clarification or substitution. It is not necessary to include the entire text of a particular section or subsection. However, for ease of reference, Proposers may use portions of the solicitation's text, if helpful in explanation.
- 7.2.4.10.5 For substitutions/clarifications, provide an explanation of the difference between what the solicitation requests and what is proposed. The Board is open to other means of accomplishing the requested Work. Proposers must explain why they believe their method of accomplishing the Work is equal to or better than that specified by the Board.
- 7.2.4.10.6 For any addition(s) proposed or exception(s) taken, provide a rationale in as much detail as possible.
- 7.2.4.10.7 Begin responses to the major sections of the solicitation on a new page.
- 7.2.4.10.8 The Board shall consider the number and substance of alterations to the Board's stated requirements as a factor in determining the most advantageous response.

7.2.4.11 Tab 7 - Reference List / Experience (Limit one page per reference)

- 7.2.4.11.1 FOR THE PRIME CONTRACTOR - Provide a list of five (5) different and most recent entities for which Work has been completed. The reference list should include public entities for which Work of similar scope and complexity has been completed by the Proposer. Include the following information:
 - Company/Entity name
 - Address
 - Contact names (IT, project leader, and functional contacts)
 - Phone number
 - Facsimile number
 - Email addresses (if known)

- Brief description of work performed and how it is relevant to the Scope of Work in this solicitation. Also list any prime or sub consultant team members who worked on the referenced project that are also proposed for this solicitation's Scope of Work.

7.2.4.11.2 Provide the following information for at least two (2) completed projects:

- Original Contract Price Versus Final Contract Price
- Original Contract Implementation Date Versus Actual Implementation Date
- Critical Steps Summary
- Project Plans Summary
- Total Resources Allocated
- Brief description of work performed and how it is relevant to the Scope of Work in this solicitation. Also list any prime or sub consultant team members who worked on the referenced project that also worked on the completed project.

7.2.4.11.3 Provide the following additional information for all on-going and incomplete projects:

- Percent of Project Completion
- Key Personnel by Name and Role
- Percentage of Each Key Person's Time Allocated to Listed Project
- Scheduled Completion Date
- Identify Potential Time/Personnel Conflicts with Work on This Contract and the Proposed Work

7.2.4.11.4 List all clients that have in the past two (2) years, terminated their contract prior to the contract's original completion date, including decisions by the client not to exercise remaining contract option years. For any contracts listed, give the reason for termination (if known) and the names and telephone numbers of the client official responsible for administering the contract.

7.2.4.11.5 FOR EACH SUBCONTRACTOR (if any) - Provide a list of at least two (2) different and most recent companies for which Work has been completed by the Proposed Subcontractor. The reference list should include first public entities for which Work of similar size and complexity has been completed by Proposed Subcontractor. Include the following information:

- Company Name
- Address
- Contact names (IT, project leader, and functional contacts)
- Phone number
- Facsimile number
- Email addresses, if known.
- Brief description of work performed and how it is relevant to the Scope of Work in this solicitation. Also list any sub consultant team members who worked on the referenced project that are also proposed for this solicitation's Scope of Work.

7.2.4.12 Envelope 1 – Minority/Women Business Enterprise (M/WBE) Participation (Do not include this section in the USB drive copies) Must respond even if M/WBE goal is zero percent. Section worth up to 20 points.

7.2.4.12.1 **Affirmative Action and M/WBE Participation:** Each Respondent shall provide a narrative in its Qualifications Statement describing the following. (Note: Italicized bullet points are minimal suggestions; responses should not be limited only to these ideas and should include other examples applicable to the evaluation criteria.)

7.2.4.12.1.1 **Affirmative Action Plan** – Provide firm's Affirmative Action Plan and/or policy statement. Such plan must include, but not be limited to: goals for women and minorities for management and non-management positions and Work Force Composition data.

7.2.4.12.1.2 **Description of Commitment** – Describe how you will achieve your M/WBE commitment

through significant (percentage of work) and meaningful (type of work) diverse participation.

- *Describe the roles and responsibilities of your subconsultants including gender, ethnicity and utilization and their contribution to a significant and meaningful outcome.*
- *Describe any new subconsulting partners and why they were selected*
- *Explain your workforce team composition including diversity (gender, ethnicity and utilization) for this project if you are self-performing as a certified M/WBE Prime*
- *Describe the rationale if self-performing less than 30% of the scope as a certified M/WBE Prime*

7.2.4.12.1.3 **M/WBE Program Initiatives** – Explain how Supplier/Business Diversity is implemented and sustained within your business culture practices regardless if required or not required by a contract.

- *Provide examples of M/WBE participation on past/current/private and/or corporate projects to include a matrix, graphs, or charts.*
- *Describe how the effectiveness of your supplier/business diversity program is measured. Goals or metrics, what are they and what's your attainment to them?*

7.2.4.12.1.4 **Business Development Initiatives** – Describe how you have enhanced the capacity or facilitated the growth and participation of M/WBE Partners. Provide firm's Supplier/Business Diversity Policy Statement.

- *How you have removed barriers to encourage diverse participation?*
- *Describe what types of training and development programs your firm provides such as Mentor Protégé, etc.*
- *Explain the resources your company has shared with diverse partners.*
- *Share success stories and/or outcomes of your programs efforts.*

7.2.4.12.1.5 **Compliance** – Describe the steps you will take to ensure that your M/WBE commitments are met and who will be assigned and dedicated to M/WBE performance?

- *Describe the systems you have in place to monitor your M/WBE participation.*
- *Describe your familiarity with or utilization of the Board's B2GNOW system.*
- *Describe your familiarity with the Airport's Business Diversity Programs and Policy Books.*
- *Describe your conflict resolution/mediation/adaptation plan in the event a modification, elimination or termination of a M/WBE Partner is required.*

7.2.4.12.2 Include the following completed forms as a part of this section. (Forms are available in Exhibit B):

- Work Force Composition Form
- Commitment to M/WBE Participation Form*
- Schedule of Subcontractors*
- Intent to Perform Contract as a Subcontractor*
- Good Faith Effort (GFE) Criteria & Support Documentation*
- M/WBE Certificates for prime and/or subconsultants. Be sure that the certificates confirm certification as a Minority/Women Business Enterprise (M/WBE) certified by the North Central Texas Regional Certification Agency (NCTRCA), DFW Minority Supplier Development Council or the Women's Business Council Southwest, other certifications are not acceptable. Companies may hold multiple certifications, but one of those certifications must be as a M/WBE from an authorized certification agency.

Note: * If the M/WBE Goal is 0% and no M/WBE participation is proposed, note the forms as “Not Applicable”.

7.2.4.13 **Envelope 2 – Pricing (Do not include this information in any proposal copies or USB drives)**

Provide one copy of the proposed pricing in a sealed envelope entitled “Pricing”. Proposal pricing shall be assembled and presented in accordance with the format and instructions of this solicitation. Also include the following forms if included in the solicitation:

- Cooperative Purchasing Provisions
- Insurance Review Verification
- Insurance Affidavit
- Contracting Prohibitions Verification
- Bond Forms
- Workers Compensation Hold Harmless and Indemnification Agreement
- Certificate of Anti-Corruption Compliance
- Foreign Corrupt Practices Act (FCPA) Disclosure Statement

8 SUBMITTAL OF PROPOSALS

- 8.1 **The Board will accept Proposals no later than the Deadline for Proposal Submittal in hard copy form. The Board will not consider late proposals. All Proposals submitted in response to this RFP shall become the property of the Board and will not be returned to the Proposer.**
- 8.2 Hard Copy Proposals must be signed, sealed in an opaque envelope or container, and delivered to the Board’s Procurement and Material Management (PMM) Offices. Unsigned, unsealed or late Proposals will not be considered. The Proposer must submit one original hardcopy and six (6) exact copies on USB drives of each proposal. The Proposal submittal must be clearly marked with the Solicitation Number, Proposal Due Date and Time and addressed to the attention of the PMM Department.
- 8.3 Proposer must provide all information requested in this Solicitation for a Proposal to be considered responsive.
- 8.4 All Proposers must organize their response in accordance with the instructions in the Proposal Format Requirements Section of this Solicitation.
- 8.5 The Solicitation is structured to elicit substantive responses to each question or statement of requirement. Responses such as “Comply” or “Acknowledge” with no explanation are strongly discouraged. Use of such terms will be taken to mean the Proposer agrees to fully comply with the section in the way intended by the Board.
- 8.6 Proposal Bond: If a Proposal Bond is required, details will be included in the Special Provisions of this Solicitation. Proposer will be required to submit the original copy of any Proposal Bond required with the Hard Copy Proposal or otherwise deliver it to the PMM Office prior to the Deadline for Proposal Submittal. This requirement applies if the Proposal is submitted electronically. Proposal Bonds must be delivered in a sealed envelope bearing the Solicitation Number and Deadline for Proposal Submittal Date and Time.
- 8.7 **Non-Compete Agreements or Clauses: By submission of a bid or proposal or the execution of a contract, Bidder/Contractor agrees that the Board will not be bound by any non-compete agreements or similar agreements that inhibit the Board’s right to award and execute a contract to any company that submits a bid or proposal to the Board.**

9 PROPOSAL RECEIPT / EVALUATION OF PROPOSALS

- 9.1 Responses to this Solicitation (Proposals) become the exclusive property of the Board. Proposals will be opened by the Board so as to avoid disclosure of contents to competing Proposers and

kept secret during the process of negotiation. **Proposals will not be publicly read.** After Contract award, all proposals submitted become a matter of public record and, upon request, shall be open for public inspection, with the exception of those portions of each proposal that are defined by the Proposer as business or trade secrets and are clearly marked as "Trade Secret," "Confidential" or "Proprietary."

- 9.2 After Proposals are opened, they will be evaluated on the basis given in the specifications/Scope of Work and as described in the "Evaluation Criteria" Section of this RFP. Until final award of a contract, the Board reserves the right to reject any or all Proposals, to waive technicalities, or to proceed with a Contract for the services otherwise as deemed in the Board's best interest.
- 9.3 The Board reserves the right to require additional information from any or all Proposers and to conduct necessary investigations to determine (a) if the product and/or service offered meets the Board's requirements, (b) the quality and reliability of the Proposer's performance, and/or (c) to determine the accuracy of the Proposal information. As part of said investigations, the Board may interview and/or visit companies or public entities listed as references.
- 9.4 The Board reserves the right to select any/all options that is/are determined to be in its best interests and at the sole discretion of the Board.

10 PROPOSAL AWARD

- 10.1 If a Contract is awarded as a result of this Solicitation, it will be made by the Board to the Proposer whose Proposal is determined to be the most advantageous to the Board, taking into consideration the relative importance of price and other evaluation factors, as identified in the Evaluation Criteria Section of this Solicitation.
- 10.2 Proposals shall remain valid during the evaluation process time period including award of the Contract. Typically this time period is a minimum of 120 days however it can run longer than that period.
- 10.3 The Board reserves the right to make multiple awards if deemed in its best interest to do so.

11 CONTRACT WITH THE BOARD

- 11.1 The Board and the Contractor agree to perform this Contract in strict accordance with the documents listed below, all of which are made a part of this contract, in the order of precedence listed. Subject to the order of precedence set forth below, the documents listed constitute the entire Contract between the parties.
 - Negotiated Modifications, if applicable
 - Addenda, if applicable
 - Solicitation Specifications / Scope of Work
 - Special Provisions
 - General Terms and Conditions
 - Contractor's Bid / Proposal
- 11.2 Proposer is required to review all the terms, conditions and contract provisions contained in this Solicitation to ensure it can comply with and concurs with all requirements.
- 11.3 Proposer is required to review any insurance requirements that may be required in the Special Provisions to ensure it has adequate insurance or it will obtain the required insurance if awarded a Contract. Proof of insurance must be submitted before a Contract can be executed and insurance coverage must remain in effect during the term of the Contract.
- 11.4 Proposer is required to review the payment terms and is advised that, unless other terms are requested and accepted, payment shall be made in accordance with the Texas Prompt Payment Act, including the provision that payment be made within 30 days after receipt of a valid invoice or receipt of products / services in accordance with the specifications, whichever is later.

- 11.5 Limited Notice to Proceed Procedure. The Board reserves the right to issue a Limited Notice to Proceed (LNTP) prior to contract execution for the purpose of the contract awardee to begin the specified work. The purpose of the LNTP is to engage the work to meet Board deadlines and to execute contracts with any subcontractors engaged with the contract. The contract awardee shall proceed with work as directed under the LNTP. While work may proceed under the LNTP, payments shall not be made until the contract is executed. Bidder acknowledges that the contract will not be executed until all submittals, including the subcontract agreements, have been provided to the assigned contract administrator. Fully-executed subcontract agreements are due within thirty (30) business days after receipt of LNTP (receipt is defined as the date of the email or facsimile used to deliver the LNTP letter).
- 11.6 CERTIFICATE OF INTERESTED PARTIES: Effective January 1, 2016, all contracts approved by the Dallas/Fort Worth International Airport Board will require completion of Form 1295 "Certificate of Interested Parties" pursuant to Texas Government Code Section 2252.908. Contractors/Vendors awarded an Airport Board approved contract, change order, amendment or renewal will be required to submit a signed and notarized copy of the completed Form 1295 to the Board at the time the Contractor/Vendor submits the signed contract to the Board. Information regarding how to use the filing application is available on the Texas Ethics Commission website. Please visit https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm, for more information.

12 DETERMINATION OF NON-RESPONSIBLE PROPOSER

The Board may disqualify a Proposer as non-responsible and its Proposal shall not be considered for reasons including but not limited to the following.

- 12.1 Reason for believing collusion exists among the Proposers.
- 12.2 Where the Proposer, any subcontractor, supplier, or the Surety on any bond given, or to be given, is in litigation with the Board, or with either the cities of Dallas or Fort Worth, or where such litigation is contemplated or imminent, in the sole opinion of the Board.
- 12.3 The Proposer being in arrears on any existing Contract or having defaulted on a previous Contract.
- 12.4 Where the Proposer, or subcontractor thereof, in the judgment of the Board, has failed to perform in a satisfactory manner on a previous contract.
- 12.5 Where a Proposer or subcontractor thereof has failed to disclose a potential conflict of interest or discovered to have a conflict of interest in accordance the Board's Code of Business Ethics.
- 12.6 Where a Proposer, its subcontractor, or individual officer/principal of the Proposer or subcontractor is under criminal indictment or been convicted of a criminal offense.

13 DETERMINATION OF NON-RESPONSIVE PROPOSAL

The Board may disqualify a Proposal as non-responsive and it shall not be considered for reasons including but not limited to the following:

- 13.1 Proposal received after the time limit for receiving Proposals.
- 13.2 Proposal was not signed.
- 13.3 Improper or insufficient Proposal guaranty, if required.

14 REJECTION OF PROPOSALS

- 14.1 The Board will automatically reject any Proposal that is submitted after the Deadline for Proposal Submittal, and return it unopened.
- 14.2 Until a Contract is executed, the Board reserves the right to reject any or all Proposals, to waive technicalities, to re-advertise, to decline to proceed or to otherwise proceed with procurement of

goods and services herein defined by other method(s) allowed by law and in the best interests of the Board.

15 WITHDRAWING PROPOSALS

- 15.1 Proposer, by submitting a proposal, warrants and guarantees that the proposal has been carefully reviewed and checked and that it is in all things true, accurate and free of mistakes. If a mistake is made, Texas Local Government Code 252.045(g) states "*A proposal that has been opened may not be changed for the purpose of correcting an error in the proposal price.*" However, this Code Section does not change the common law right of a proposer to withdraw a proposal due to material mistake in the proposal.
- 15.2 Proposer must submit a request to withdraw a proposal in writing to the Vice President of Procurement and Materials Management. The written request to withdraw a proposal must state the reason for withdrawal request and, if the request is made after deadline for proposal submittal, the details of the material mistake must be included in the request. A proposal for which withdrawal is properly requested prior to deadline for submittal will be returned to the Proposer unopened.
- 15.3 If the Proposer elects to withdraw its proposal and withdrawal is accepted by the PMM Vice President or Designee, then the proposal/bid will become null and void. The proposal/bid will not be eligible to be reinstated.

BID/PROPOSAL CHECKLIST

SOLICITATION NO. 8005400 BIDDER/PROPOSER: _____

A check mark in the space provided indicates these forms, documents or actions have been completed and are included in the bid or proposal package. All deviations from the specifications, form submittals or action items must be documented separately and included in the bid or proposal submission.

This checklist is intended to be an aid to reduce the possibility of errors in bid or proposal submission; it is not intended to relieve the Bidder/Proposing Firm (Proposer) from its obligations to review and comply with the solicitation requirements.

Please include a copy of a completed checklist with the bid or proposal response.

Bid/Proposal Submittals

- Signatures.** All forms requiring a signature have been signed.
- Bid/Proposal Forms.** All forms completed, including:
- Bid/Proposal Pricing Form(s)
 - Business Disclosure Form
 - Organizational Summary Form
 - Bid/Proposal Endorsement Form
 - All other forms requested as part of the solicitation.
- Bid/Proposal Bond Form (if applicable).** Checked for accuracy, including verification that the contract number and name are included, a sufficient amount/percentage is provided and the form is submitted in the appropriate bid/proposal package. Bonds should be made on the form furnished in the solicitation and be executed by not less than one corporate surety admitted to do business in the State of Texas. Individual sureties will not be accepted.
- Addenda.** When applicable, Bidder/Proposer submits signed addenda issued as part of the solicitation. If any addenda included amended bid or proposal pages or attachments, those documents must be used and included with the bid or proposal. Bidder/Proposer has checked the Board's website or the assigned Board contact to ensure all addenda, if any, have been received.
- M/WBE Compliance.** If a M/WBE goal is provided, Bidder/Proposer has included prime and/or subcontractor participation sufficient to meet or exceed the stated goal. **Self-performance by an M/WBE Prime Bidder/Proposer can be credited towards the M/WBE goal.** If the stated goal is not achieved, the Bidder/Proposer has provided documentation evidencing good-faith effort towards meeting the goal with their bid or proposal. Refer to Exhibit B for required M/WBE forms. Include the following completed M/WBE forms with proposal submission:
- Evaluation Criteria
 - Work Force Composition Form
 - Commitment to M/WBE Participation Form*
 - Schedule of Subcontractors*
 - Intent to Perform Contract as a M/WBE Subcontractor Form*
 - Good Faith Effort (GFE) Criteria & Support Documentation* (Applicable if M/WBE goal is not achieved. Reference M/WBE Provisions Section for details).

- M/WBE Certificates for prime and/or subcontractors. M/WBE certificates must be from an approved certification agency. M/WBE firms must also have a place of business in the Airport's market area at the time of bid/proposal submission to be credited towards the M/WBE goal.

Note: *If the M/WBE goal is 0% and no M/WBE participation is proposed, note the forms as "Not Applicable".

- Vendor References.** When requested, Bidder/Proposer provided the requested number of references for the Bidder/Proposer and, when stipulated, subcontractor references.
- Bidder/Proposer Qualifications.** When applicable to the specifications, Bidder/Proposer provided all certifications, licensing or other requested qualifications verification forms or information necessary to validate the prime or subcontractors qualifications to provide products or services.

Bid/Proposal Completion Actions

- Read/Confirm Intent to Comply.** Bidder/Proposer has read the Work/Product Specifications, Special Provisions, General Terms and Conditions and confirms that he/she will comply with all requirements as provided.
- Proofreading.** Bidder/Proposer has proofread all documents to ensure all information provided by the Bidder/Proposer is accurate and responsive to the solicitation specifications. The Board is not responsible for errors made by the Bidder/Proposer.
- Bidder/Proposer has proofread all mathematical and number entries to ensure accuracy and commitment to honor pricing as submitted.
- Insurance Compliance.** Bidder/Proposer has contacted insurance agent or representative to verify insurance requirements are met, if awarded a contract, and that it will meet the on-line insurance registration requirements by sending your insurance certificate to dfwcoi@dfwairport.com. (See Exhibit A).
- Late Bids/Proposals.** Please note the time, date and delivery location (or mailing address if submitted by U.S. Postal Service). Late bids or proposals will not be accepted.

Supplier Registration for Solicitation Notification and Payments

- Supplier Registration.** While not a requirement of the bid or proposal submittal, Bidder/Proposer has registered in the Board's Supplier Registration System, which is required for contracting with the Board. Web Address:
<http://www.dfwairport.com/procurement/index.php>

END OF PROPOSAL INSTRUCTIONS AND REQUIREMENTS

EVALUATION CRITERIA

- 1 The evaluation criteria or elements listed below will be used to determine which proposal response is most advantageous to the Board. Said determination will be made in the Board's best interest, and shall therefore be considered final. Responses received to this solicitation will be evaluated based on the criteria and corresponding weight given in each evaluation category listed herein. The response to the requirements of the solicitation and Scope of Work as well as the proposed prices will be used in the Board's evaluation. The Board's evaluation team may consider feedback from references and/or the Board's direct experience with a proposing firm or a proposed subconsultant as part of their evaluation process and consideration for scoring proposals. The Board's evaluation team reserves the right to shortlist firms based upon scores/ratings received during the evaluation process. Scoring of Diversity & Inclusion Initiatives criteria below may be the exclusive responsibility of the Board's Business Diversity and Development Department's committee representative or, if the committee desires, be scored by the full voting committee members. Scoring of Pricing criteria below is the exclusive responsibility of the Board's Procurement and Materials Management Department's committee representative. Generally, all of the available points are awarded to the "acceptable" proposal offering the lowest price. A percentage of the available points are then assigned to other acceptable proposing firms, based on the percentage of difference between their pricing and that offered by the lowest priced proposing firm. Note that a proposing firm who is otherwise acceptable and proposes a price greater than double that of the lowest priced proposing firm with an acceptable proposal would receive zero points in this "Price" category.
- 2 Discussions may be conducted with finalist firms as determined by the evaluation team. Proposers shall be treated fairly and equally with respect to any opportunity for discussions and revisions of Proposals. Inasmuch as the Board may not request best and final offers, Proposers are strongly urged to provide competitive pricing since revisions may not be permitted after submissions and before the award of the Contract.
- 3 The evaluation criteria are listed below in the order of their relative importance:
 - 3.1 Technical/Compliance with the Scope of Work (50 Points). This category will be evaluated based on:
 - a. Overall understanding of the Boards requirements provided in the Scope of Work, specific to **On-demand Quantitative Concept Testing**. Proposal demonstrates firm's qualifications and ability to meet the criteria below:
 - On-demand Quantitative Concept Testing: Proven methodology to evaluate new products or services, with the objective of identifying ideas that have highest customer acceptance early in the ideation process. Including online surveys through panels or communities, rapid intercept surveys at DFW and other quick-turn methodologies. Contractor will create standard templates for surveys and top-line reports.
 - The firm must have the resources and capabilities to complete the work within 5 business days, from survey design to delivery of analysis and report.
 - A responsive firm bidding on this portion of the Contract will provide the following examples of past research projects conducted by the firm. Case studies to include all elements from development to reporting of key findings/recommendation.
 - Three or more case studies of product concept tests
 - Two samples should include a quick-turn methodology with results delivered in 5 days or less, excluding days needed for client approvals and meetings.
 - In addition to or within the case studies provided, DFW is interested in the contractor's capabilities and experiences with emerging technologies, including, but not limited to: data visualization tools, normative databases, chatbot, artificial intelligence.
 - b. Overall understanding of the Boards requirements provided in the Scope of Work, specific to **Qualitative Research**. Proposal demonstrates firm's qualifications and ability to meet the criteria below:
 - Qualitative Research: Including in-depth-interviews, focus groups, online qualitative boards, and ethnographies, with the purpose of aiding new product or service development and refinement.

- A responsive firm bidding on this portion of the Contract will provide the following examples of past research projects conducted by the firm. Case studies to include all elements from development to reporting of key findings/recommendation.
 - Two or more case studies of qualitative research projects.
 - One sample should include quick-qual online research with timelines for each step of the study.
 - In addition to or within the case studies provided, DFW is interested in the contractor's capabilities and experiences with emerging technologies, including, but not limited to: data visualization tools, normative databases, chatbot, artificial intelligence.

c. Overall understanding of the Boards requirements provided in the Scope of Work, specific to **Advanced Analytics**. Proposal demonstrates firm's qualifications and ability to meet the criteria below:

- Advanced Analytics: If further testing is required, the firm must be proficient with advanced analytics, including, but not limited to: Choice modeling, TURF, price sensitivity, key driver analysis.
- A responsive firm bidding on this portion of the Contract will provide the following examples of past research projects conducted by the firm. Case studies to include all elements from development to reporting of key findings/recommendation.
 - Two or more case studies of advanced analytics that were used to confirm or get deeper insights of either qualitative research or concept test results.
 - In addition to or within the case studies provided, DFW is interested in the contractor's capabilities and experiences with emerging technologies, including, but not limited to: data visualization tools, normative databases, chatbot, artificial intelligence.

3.2 Management (15 Points). This category will be evaluated based on:

- a. Experience of the Firm selected for contracted work
 - For the firm, a minimum of five (5) years in the planning, development, implementation, analysis and reporting of consumer market research projects, specializing in concept testing.
 - Expertise in the aviation and/or transportation industry is preferred, but not required. Please provide information on this experience if relevant.
 - Experience working in international markets is preferred, but not required.
- b. Experience of the Project Director and/or Principal selected for contracted work
 - A minimum of five (5) years in planning, development, implementation, analysis and reporting of consumer market research projects and concept tests.
- c. Experience of the Account Manager selected for contracted work (**2 points**)
 - A minimum, two (2) years in the planning, development, implementation, analysis and reporting of consumer market research projects and concept tests.

3.3 Diversity & Inclusion Initiatives (20 Points). This category will be evaluated based on an interview process:

Initial proposal will be evaluated based on:

Affirmative Action and M/WBE Participation: Each Respondent shall provide a narrative in its Qualifications Statement describing the following. (Note: Italicized bullet points are minimal suggestions; responses should not be limited only to these ideas and should include other examples applicable to the evaluation criteria.)

1. **Affirmative Action Plan** – Provide firm's Affirmative Action Plan and/or policy statement. Such plan must include, but not be limited to: goals for women and minorities for management and non-management positions and Work Force Composition data.
2. **Description of Commitment** – Describe how you will achieve your M/WBE commitment through significant (percentage of work) and meaningful (type of work) diverse participation.

- Describe the roles and responsibilities of your subconsultants including gender, ethnicity and utilization and their contribution to a significant and meaningful outcome.
 - Describe any new subconsulting partners and why they were selected
 - Explain your workforce team composition including diversity (gender, ethnicity and utilization) for this project if you are self-performing as a certified M/WBE Prime
 - Describe the rationale if self-performing less than 30% of the scope as a certified M/WBE Prime
3. **M/WBE Program Initiatives** – Explain how Supplier/Business Diversity is implemented and sustained within your business culture practices regardless if required or not required by a contract.
- Provide examples of M/WBE participation on past/current/private and/or corporate projects to include a matrix, graphs, or charts.
 - Describe how the effectiveness of your supplier/business diversity program is measured. Goals or metrics, what are they and what's your attainment to them?
4. **Business Development Initiatives** – Describe how you enhanced the capacity or facilitated the growth and participation of M/WBE Partners. Provide firm's Supplier Diversity Policy Statement.
- How have you removed barriers to encourage diverse participation?
 - Describe what types of training and development programs your firm provides such as Mentor Protégé, etc.
 - Explain the resources your company has shared with diverse partners.
 - Share success stories and/or outcomes of your programs efforts.
5. **Compliance** – Describe the steps you will take to ensure that your M/WBE commitments are met and who will be assigned and dedicated to M/WBE performance?
- Describe the systems you have in place to monitor your M/WBE participation.
 - Describe your familiarity with or utilization of the Board's B2GNOW system.
 - Describe your familiarity with the Airport's Business Diversity Programs and Policy Books.
 - Describe your conflict resolution/mediation/adaptation plan in the event a modification, elimination or termination of a M/WBE Partner is required.

Note: * If the M/WBE Goal is 0% and no M/WBE participation is proposed, note the forms as "Not Applicable".

Please refer to the Board's M/WBE Policy Section in the Special Provisions for details about the policy and the Board's M/WBE participation goal for this Contract.

Required Forms (Refer to Exhibit B for Required Forms) (Submission of all forms is required for evaluation but will not count towards the 20 point allocation).

Work Force Composition: Present statistics on company-wide work force composition (company or business structure applicable to project) by gender and race/ethnic make-up.

Commitment to M/WBE Participation Form*: Detail Prime's commitment to meeting the M/WBE goal.

Schedule of Subcontractors*: List all subcontractors the Prime intends to use in performing the work of the contract, including non-M/WBEs and detail percentage and dollar commitment for each.

Intent to Perform Contract as a M/WBE Subcontractor*: Representation by Prime to enter into a subcontract with identified M/WBE firm(s) if awarded the contract.

Good Faith Effort (GFE) Criteria & Support Documentation*: If the Prime fails to meet the M/WBE goal, this documentation must be submitted at the time of bid/proposal submission.

M/WBE Certificates for Prime and/or Subcontractors. Minority/Women Business Enterprise (M/WBE) certificates must be from an approved certification agency. Other certifications, such as Minority Business Enterprise (MBE), Women Business Enterprise (WBE) and Historically Underutilized Business (HUB) certifications are not acceptable. The proposed M/WBE firm(s) is also required to have a place of business in the Airport's market area at the time of bid/proposal submission.

- 3.4 Price (15 Points). The Price will be evaluated based on the proposed cost of performing work as provided in the pricing proposal of each proposing firm.

END OF EVALUATION CRITERIA

SPECIFICATIONS / SCOPE OF WORK

1 BACKGROUND

- 1.1 Dallas/Fort Worth International Airport Board (Board), requires a Contractor to provide the Customer Experience Department with professional on-demand consumer research for concept testing.
- 1.2 In accordance with its Strategic Plan, the Board is committed to creating customer satisfaction by meeting or exceeding customers' expectations through the delivery of excellent service. Key initiatives in delivering excellent service include the following:
 - 1.2.1 Based on customer feedback, provide an excellent, high-quality operating environment that promotes the highest and best use of Board facilities.
 - 1.2.2 Based on customer feedback, implement solutions to ensure the delivery of an excellent customer experience.
- 1.3 Projects shall focus on two key areas of market research:
 - 1.3.1 Quantitative research methodologies that provide the Board with the ability to quickly test early-stage concepts.
 - 1.3.2 Qualitative research methodologies, which provide the Board with the ability to explore research topics with customers in a small group setting through non-structured data collection procedures.

2 SCOPE OF PROJECT

- 2.1 In support of the Board's initiative to transform travel by providing innovative airport programs and services, creating a seamless journey at all touchpoints, and increasing customer satisfaction through memorable experiences at Dallas/Fort Worth International Airport, the Contractor shall provide the Board with:
 - 2.1.1 **On-demand Quantitative Concept Testing:** Proven methodology to evaluate new products or services, with the objective of identifying ideas that have highest customer acceptance early in the ideation process. Including online surveys through panels or communities, rapid intercept surveys at DFW and other quick-turn methodologies. Contractor must create standard templates for surveys and top-line reports.
 - 2.1.2 **Qualitative Research:** This includes in-depth-interviews (IDI's), focus groups, online qualitative boards, and ethnographies, with the purpose of aiding new product or service development and refinement.
 - 2.1.3 **Advanced Analytics:** If further testing is required, the Contractor must be proficient with advanced analytics, including, but not limited to: Choice modeling, Total Unduplicated Reach and Frequency Analysis (TURF), price sensitivity, key driver analysis.
- 2.2 The firm must have the resources and capabilities to meet the following timeline requirements for the On-demand Quantitative Concept Testing:

MILESTONE	TIMING
Survey Design	1 business day
Survey Programming and Quality Check	1 business day
Fieldwork	1 business day
Data Processing and Quality Check	1 business day
Analysis and Report Creation	1 business day

- 2.3 The timeline above is for work conducted by the Contractor only and does not include time needed for Board staff to approve survey design or discuss study objectives.
- 2.4 Examples of standard sample requirements for On-demand Quantitative Concept Testing include:
 - 2.4.1 Air travelers in the U.S. (one or more trips in the last twelve (12) months);
 - 2.4.2 Testing of up to five (5) concepts per survey (Sequential monadic);
 - 2.4.3 One-hundred fifty (150) completed surveys for each concept tested;
 - 2.4.3.1 Data can be analyzed across a standard set of demographics (including gender, age, etc.).
- 2.5 All work and services shall include analysis and reporting of key findings. Reports to the Board should be in Microsoft PowerPoint unless otherwise stated.
- 2.6 Contractor shall provide raw data to Board management as requested. Raw data to the Board should be in SPSS (.sav) format unless otherwise stated.

3 QUALIFICATIONS

- 3.1 The Contractor must provide the following information on the experience of the firm and its personnel.
- 3.2 For the firm, a minimum of five (5) years in the planning, development, implementation, analysis, and reporting of consumer market research projects, specializing in concept testing.
 - 3.2.1 Expertise in the aviation and/or transportation industry is preferred, but not required. Please provide information on this experience if relevant.
 - 3.2.2 Experience working in international markets is preferred, but not required.
 - 3.2.2.1 Contractor must provide sample research projects conducted in international markets if relevant.
 - 3.2.2.2 Contractor must provide a list of partners or affiliates in international markets if relevant.
- 3.3 For the following position(s) assigned to the Board's account, a minimum of five (5) years in planning, development, implementation, analysis, and reporting of consumer market research projects and concept tests.
 - 3.3.1 Project Director and/or Principal
- 3.4 For the following position assigned to the Board's account, a minimum, two (2) years in the planning, development, implementation, analysis, and reporting of consumer market research projects and concept tests.
 - 3.4.1 Account Manager
- 3.5 Please note for when using subcontractors, the prime or subcontractor must meet the minimum requirements outlined.

4 SAMPLE CASE STUDIES

- 4.1 Contractor shall provide the following examples of past research projects conducted by the firm. Case studies to include all elements from development to reporting of key findings/recommendations.
- 4.2 Three (3) or more case studies of product concept tests.

- 4.2.1 Two (2) samples should include a quick-turn methodology with results delivered in five (5) days or less, excluding days needed for client approvals and meetings.
- 4.3 Two (2) or more case studies of qualitative research projects.
- 4.3.1 One (1) sample should include quick-qual online research with timelines for each step of the study
- 4.4 Two (2) or more case studies of advanced analytics that were used to confirm or get deeper insights into either qualitative research or concept test results.
- 4.5 In addition to or within the case studies provided, Contractor should provide the Board with any capabilities and experiences with emerging technologies, including, but not limited to: data visualization tools, normative databases, chatbot, artificial intelligence.
- 4.6 The Board shall classify all materials provided to satisfy Section 4 as confidential.

5 REQUESTED SERVICES

- 5.1 All invoices shall be billed per service as described in the table below. See Proposal Pricing for price per service.

Service	Specifications
On-demand Quantitative Concept Testing	<ul style="list-style-type: none"> • 150 surveys among air travelers in the U.S. (1+ trips in the last 12 months) • Testing 5 concepts (Sequential monadic) • Data can be analyzed across a standard set of demographics (including gender, age, etc.) • The full study, including survey design, survey programming & quality check, fieldwork, data processing & quality check, analysis, and report creation should not exceed 5 days. The timeline above is for work conducted by the contractor only and does not include time needed for Board staff to approve survey design or discuss study objectives. • For the first wave of concepts, there shall be lead time of two days to set up the ongoing program. • Survey length not to exceed 10 minutes
Qualitative – Virtual IDI’s	<ul style="list-style-type: none"> • In-depth virtual interviews among air travelers in the U.S. (1+ trips in the last 12 months) who have purchased any type of food & beverage or retail at an airport, to understand their decision-making process • Assume 5 IDIs in total and provide cost per IDI
Qualitative – Focus Groups	<ul style="list-style-type: none"> • Focus groups among local air travelers (1+ trips in the last 12 months) to help understand their preferences about access to DFW Airport (parking, Uber, drop-off, etc.) • Assume a total of 4 focus groups needed, and provide cost per group • If pricing differs between virtual and at a facility, please specify and provide both cost options.
Qualitative – Online Boards	<ul style="list-style-type: none"> • Online discussion boards among air travelers in the U.S. (1+ trips in the last 12 month) to identify and explore barriers in the airport journey (i.e. access to airport, security check-in process, wayfinding, bag claim, etc.) • Assume a total of 4 online discussion boards are needed and provide cost per board
Advanced Analytics – TURF	<ul style="list-style-type: none"> • TURF analysis among air travelers in the U.S. (1+ trips in the last 12 months) to identify optimal mix of concepts with the best reach among 10 messaging statements • Contractor to propose sample size

Advanced Analytics – Conjoint	<ul style="list-style-type: none">• Conjoint study among air travelers in the U.S. (1+ trips in the last 12 months) to determine the optimal combination of attributes to refine a concept• Assume 4 factors, with 4 levels each• Contractor to propose sample size• Minimum of 100 observations per combination
----------------------------------	---

SPECIAL PROVISIONS

1 BOARD'S RIGHT TO INSPECT AND AUDIT

- 1.1 The Contractor (and Contractor's suppliers, vendors, subcontractors, insurance agents and other agents) shall maintain and the Board shall have the right to examine records, documents, books, accounting procedures and practice and any other supporting evidence deemed necessary by the Board to substantiate compliance with the terms of this Contract, including Change Orders. Such right of examinations shall include reasonable access to and cooperation by all Contractor personnel who have worked on or have knowledge related to the performance of this Contract. Proprietary/Trade Secret information pertaining to this Contract may not be withheld from Board or its Authorized Representative.
- 1.2 The Contractor's, subcontractors' and related agent and vendor organization's documents, records and other evidence shall be subject to inspection and/or reproduction by the Board, its agents and Authorized Representatives. The Contractor shall provide the Board with retrievals of computer-based records or transactions that the Board determines to be necessary to conduct the audit. There shall be no charge to the Board for reasonable use of the Contractor's photocopy machine while conducting the audit, nor for any cost of retrieving, downloading to diskette, and/or printing any records or transaction stored in magnetic, optical, microfilm, or other media. The Contractor shall provide all records and retrieval requested, within seven (7) calendar days.
- 1.3 The documents, etc., described above shall be made available at the office of the Contractor at all reasonable times, for inspection, audit, and reproduction, until the expiration of three (3) years from the date of the Board's final acceptance of the Work. Records, which relate to appeals or litigation or settlement or claims arising out of the performance of this Contract, shall be made available for a period of three (3) years from the date of the final disposition of such appeals, litigation, or claims. The Contractor shall provide adequate and appropriate workspace to conduct all inspections, audits, and reviews. The Board shall provide the Contractor with a reasonable advance notice of intended audit, inspections, and reviews.
- 1.4 The Contractor shall insert an item containing all these Audit provisions, including this paragraph, in all subcontracts hereunder except altered as necessary for the proper identification of the contracting parties and the Board under this Contract. Failure to insert these Audit provisions in all subcontracts hereunder shall be reason to exclude some or all of the related costs from amounts payable to the Contractor pursuant to this Contract.
- 1.5 In addition, where projects are funded wholly or in part by federal grants, the FAA, the Secretary and the Comptroller General of the United States or any of their duly authorized representatives shall have access, for the purpose of audit and examination, to any books, documents, papers, and records of the recipient that are pertinent to grants received in accordance with CFR 49, Part 18, as it may be amended from time to time.
- 1.6 If an audit or review in accordance with this Section disclosed overcharges (of any nature), by Contractor, in excess of five percent (5%) of the contract value audited, the cost of the Board's audit shall be paid by the Contractor.

2 CONTRACT TERM

- 2.1 This Contract, if awarded, shall be for an initial **One (1)-year period** commencing as of the date specified in the Notice to Proceed letter, to be issued by the Board's Vice President of Procurement and Materials Management Department, unless renewed under the provisions below.
- 2.2 This Contract, as executed, shall include the **options to renew for four(4)** additional one (1)-year periods, under the same terms and conditions, with said options to be exercised solely at the Board's discretion.

- 2.3 In recognition of the potential for fluctuations of the Contractor's costs for the years subsequent to the initial contract period, a price adjustment for each succeeding year may be requested subject to the pricing or rates provided in the bid or proposal.
- 2.4 Unless otherwise amended in writing and endorsed by both parties prior to the beginning of each respective renewal period, all terms and conditions of the Contract shall remain in full force and effect with the only change being in the Contract term.

3 CHARACTER OF WORKERS, METHOD AND EQUIPMENT

- 3.1 The Contractor shall, at all times, employ sufficient labor and equipment for performing the Work to full completion in the manner and time required by this Contract, plans, and specifications.
- 3.2 All workers shall conduct themselves with a courteous demeanor and professional manner. Contractor shall immediately remove any worker from performance of work at Board premises when one or more of the following occur:
 - 3.3 Neglect of duty.
 - 3.4 Disorderly conduct, use of abusive or offensive language, quarreling, intimidation by words or actions or fighting.
 - 3.5 Theft, vandalism, immoral conduct or any other criminal action.
 - 3.6 Selling, consuming possessing or being under the influence of intoxicants, alcohol, or illegal substances that produce similar effects while on duty.
 - 3.7 Possession of a weapon on Airport property.
 - 3.8 Organizing or participating in any form of gambling.
 - 3.9 Misuse of equipment, computers or internet access.
- 3.10 All equipment that is proposed to be used on the Work shall be of sufficient size and in such functional condition as to meet requirements of the Work and to produce a satisfactory quality of Work. Equipment used on any portion of the Work shall be such that no injury to previously completed Work, adjacent property, or existing airport facilities will result from its use.
- 3.11 When the methods and equipment to be used by the Contractor in accomplishing the Work are not prescribed in the Contract, the Contractor is free to use any methods or equipment that will accomplish the Work in conformity with the requirements of the Contract, plans, and specifications
- 3.12 When the Contract specifies the use of certain methods and equipment, such methods and equipment shall be used, unless others are authorized by the Board's Technical Representative. If the Contractor desires to use a method or type of equipment other than specified in the Contract, he may request authority from the Board's Technical Representative to do so. The request shall be in writing and shall include a full description of the methods and equipment proposed and of the reasons for desiring to make the change. If approval is given and executed, it will be on the condition that the Contractor will be fully responsible for producing Work in conformity with Contract requirements. If, after trial use of the substituted methods or equipment, the Board's Technical Representative determines that the Work produced does not meet Contract requirements, the Contractor shall discontinue the use of the substitute method or equipment and shall complete the remaining Work with the specified methods and equipment. The Contractor shall remove any deficient Work and replace it with Work of specified quality, or take such other corrective action as the Board's Technical Representative may direct. No change will be made in basis of payment for the Contract items involved nor in Contract time as a result of authorizing a change in methods or equipment under this subsection.

4 CONTRACTOR RESPONSIBILITIES / PERFORMANCE OF WORK

- 4.1 The Contractor shall be fully responsible for the quality and accuracy of any and all Work performed in conjunction with this Contract. Neither acceptance of such Work by the Board, nor payment therefore, shall relieve the Contractor of this responsibility. If and when applicable, the Contractor shall complete all services in conformity with professional standards, and shall provide qualified personnel to meet agreed upon schedules.
- 4.2 In addition, at its own expense, the Contractor shall:
 - 4.2.1 Take all precautions necessary per state regulations and/or OSHA Regulations to protect persons or property against injury or damages occurring as a result of its operations.
 - 4.2.2 Obtain all permits/licenses required to perform work or deliver products, including the Board's security requirements for Air Operations Area (AOA) badging regulations where applicable. Any cost for compliance shall be paid by the Contractor.
 - 4.2.3 Provide competent supervisors and workmen;
 - 4.2.4 Take all precautions necessary or required by law to protect persons or property against injury or damages occurring as a result of its operations;
 - 4.2.5 Perform the Work without unnecessarily interfering with Board operations;
 - 4.2.6 Provide all vehicles and tools as necessary for its use; and
 - 4.2.7 Protect existing facilities from damages and promptly repair or replace any damages caused by its employees or arising out of its operations.

5 DATA SECURITY COMPLIANCE PROVISIONS

- 5.1 Definitions
 - 5.1.1 "Confidential Data" is any information submitted to or gathered by Contractor pursuant to this Contract.
 - 5.1.2 "Breach" means a compromise of security that leads to the accidental, unauthorized, or unlawful destruction, loss, alteration, disclosure, or access to Confidential Data that Contractor transmits, stores, or otherwise processes.
 - 5.1.3 "Work Product" means any intellectual property rights, including all trade secrets, US and international copyrights, patentable inventions, other intellectual property or other derivative products, services, or processes, or intellectual property made or developed by Contractor utilizing any data or information obtained by Contractor in connection with this Contract.
- 5.2 PROTECTION OF CONFIDENTIAL DATA: Contractor understands and agrees that in the performance of Work, Contractor may have access to Confidential Data and that such information may contain proprietary details, disclosures, or sensitive information which disclosure or use by a third-party may be damaging or illegal. Contractor shall hold all Confidential Data in confidence and it shall be used only in performance of Work under this Contract. Contractor accepts responsibility for any violation of this Section 8.2 by Contractor's personnel and subcontractors and subcontractors and, if applicable, shall require this provision be included in any contract document with subcontractors performing Work under this contract.
- 5.3 REGULATORY COMPLIANCE: Contractor shall comply with all applicable international privacy laws, such as European Union General Data Privacy Regulation (GDPR), federal, state, and local laws, regulations, and governmental requirements currently in effect and as they become effective relating in any way to the privacy, confidentiality, or security of the Confidential Data. Additionally, Contractor shall comply with applicable Board policies and provisions of the Board's privacy notice posted on www.dfwairport.com and any other Board privacy policies, statements or notices.

- 5.4 DATA OWNERSHIP: Any Confidential Data provided by the Board's employees, agents, consultants or vendors, or created, obtained, procured, used, or accessed by Contractor in the Board's name, on the Board's behalf, or while performing Work under this Contract shall always be the sole property of the Board and Contractor shall not have or obtain any rights therein.
- 5.5 ACCESS TO DATA: Contractor shall provide direct access (such as APIs or feeds) to retrieve the Confidential Data, at a frequency determined by DFW Airport, from Contractor's database. Contractor shall provide a data dictionary or other similar data index or dictionary as requested by the Board that identifies the technical metadata, primary keys, content, format, the laymen definition of columns and tables, and the structure of any databases and the relationship between database elements.
- 5.6 Ownership of Work Products:
- 5.6.1 Contractor hereby assigns to the Board all right, title, and interest in and to any Work Product created or developed by Contractor, or to which Contractor contributed, pursuant to this Contract. Contractor agrees to execute, at the Board's request, all documents and other instruments necessary or desirable to confirm such assignment including, but not limited to, any copyright assignments. Contractor shall hold any such Work Product in confidence in accordance with Section 8.7 of this Contract.
- 5.7 PERMITTED DISCLOSURE: Except where required in furthermore of any Work under this Contract, Contractors shall not share, transfer, disclose or otherwise provide access to any Confidential Data or Work Product (or any portion thereof) to any third party without the Board's approval. Contractor agrees to remain fully responsible for and liable to the Board for all losses, uses, or disclosure of Confidential Data by its employees, agents, consultants, or subcontractors.
- 5.8 Information Security Program:
- 5.8.1 In addition to any other security and data protection requirements set forth herein, Contractor shall follow the ISO 27002 standard and/or NIST Special Publication 800-53, including all published requirements to maintain appropriate administrative, technical and physical safeguards, and other security measures for protecting Confidential Data.
- 5.8.2 The Board may, at its sole option, accept Contractor's alternate Information Security Program in lieu of the requirement to follow the ISO 27002 standard and/or NIST Special Publication 800-53 stated in Section 8.8.1. Contractor's alternate Information Security Program must include appropriate administrative, technical and physical safeguards, and other security measures including, but not limited to, maintaining computer hardware, software programs, and internet security systems for collecting, processing, storing, using, disclosing, and disposing of Confidential Data, that is designated to (a) ensure the security and confidentiality of Confidential Data; (b) protect against any anticipated threats or hazards to the security and integrity of Confidential Data; and (c) protect against unauthorized access to, acquisition of, or use of Confidential Data. Contractor must maintain its alternate Information Security Program during the term of this Contract and must notify the Board of any updates thereto. The Board reserves the right to revoke its acceptance of Contractor's alternate Information Security Program if any updates or revisions creates an unreasonable risk to exposure of Confidential Data.
- 5.8.3 Notwithstanding Sections 8.8.1 or 8.8.2, Contractor agrees to take all appropriate measures to protect Personally Identifiable Information that is receives, transmits, stores or holds (data in transit or data at rest) under this Contract or in connection with the performance of the Work from improper, unauthorized, or unlawful access, disclosure, use or disposal. All Personally Identifiable Information must be encrypted at rest (in storage), in use, and in transit.
- 5.8.4 Contractor will implement security training programs to ensure that its employees assigned to carry out Contractor obligations under this Section 8 are properly informed of and fully understand all applicable Security and Privacy Laws. Contractor shall send the Board a statement of compliance annually, indicating that their security training program exists and is being enforced.
- 5.9 Information Security Breach Notification:

- 5.9.1 Contractor shall to notify the Board in writing within two (2) days of discovery of any Breach or suspected Breach, or of any loss, unauthorized use, disclosure, acquisition of, or access to any Confidential Data and/or critical business systems. Such notice shall summarize in reasonable detail the Confidential Data affected by the Breach, the effect on the Board, if known, and the corrective action taken or to be taken by Contractor.
- 5.9.2 Contractor shall promptly take all appropriate or legally required corrective actions and shall cooperate fully with the Board in all reasonable and lawful efforts to, mitigate, or rectify such Breach. In addition to the notice requirement contained herein, Contractor will immediately report any such Breach, loss, unauthorized use, disclosure, acquisition of, or access to Confidential Data to the Board's Legal Department.
- 5.10 OTHER NOTIFICATIONS REQUIREMENTS: Contractor agrees to immediately notify the Board in writing of any subpoena, other judicial or administrative order, or proceeding seeking access to or disclosure of Confidential Data. The Board shall have the right to defend such action in lieu of and on behalf of Contractor. The Board may, if it so chooses, seek a protective order or other legal process to prevent the disclosure of Confidential Data. Contractor shall reasonably cooperate with the Board in such defense.
- 5.11 AUDIT AND ASSESSMENT REPORTS: If requested by the Board, Contractor shall provide the Board any documentation to support Contractor's information security and data privacy practices such as, but not limited to, SOC II Report, ISO 27002 Certification, FedRamp Certification, or other similar privacy seals and independent third-party audit reports.
- 5.12 DFW AIRPORT BOARD'S AUDIT RIGHTS: The Board shall have the right to monitor Contractor's compliance with the terms of this Section 8. During normal business hours, and with reasonable prior notice, the Board or its authorized representatives may audit, monitor, and inspect Contractor's facilities and equipment as well as any information or materials in Contractor's possession, custody, or control, and interview Contractor's key employee wherever located, to the extent relating to Contractor's obligations under this Provision. Contractor shall allow the Board and its representatives all necessary access and information to accomplish such audit. An inspection performed pursuant to this paragraph shall not unreasonably interfere with the normal conduct of Contractor's business. The Board will hold in confidence any information obtained in such audit or inspection, except to the extent necessary to enforce this Provisions or in response to a Texas Public Information Act request.
- 5.13 RETURN OF INFORMATION: Promptly upon the expiration or early termination of this Contract, or such earlier time as the Board requests, Contractor shall return to the Board, or its designee, all Confidential Data or Work Product controlled or held by Contractor pursuant to this Contract in a mutually acceptable format, or render said Confidential Data or Work Product unreadable or undecipherable using industry-standard mechanisms. Additionally, Contractor will support transfer of Confidential Data to another service as identified by the Board, should the Board desire.

6 DELIVERY ORDER PROCESS

- 6.1 **All Work under this Contract must be authorized under individual DOs issued by the Procurement and Materials Management Department (PMM).** The total amount of all Delivery Orders issued under the Contract shall not exceed the then not-to-exceed amount of the Contract. Contractor shall not be authorized to begin work until a DO is issued by PMM nor incorporate changes to the scope of work unless authorized by DO revision issued by PMM.
- 6.2 A **Delivery Order (DO)** is a unit of work authorized under the Contract, a DO will detail the agreement between the Board and the Contractor for work to be performed and will include: scope of work, physical location, performance time, pricing, and other specific criteria. DO numbers are assigned beginning with the last four digits of the contract number, then the delivery order sequence, followed by a delivery order revision sequence, if applicable, i.e. "4978-001R00".
- 6.3 The Board shall provide the Contractor a scope of work for the individual requirement. The Contractor must then prepare and submit to the Board a Proposal further defining and restating

the scope, and providing a line item proposal of the individual tasks, quantities, and cost in accordance with established unit pricing under the appropriate schedule. DO proposal preparation work, including all time, labor and expenses, shall be at no cost to the Board.

- 6.4 The DO Proposal pricing will include all costs to perform the work including, but not be limited to: materials, labor, overhead, and profit.
- 6.5 For each DO, the Contractor shall assign a project manager to be in charge of the Project and act as liaison in all aspects of the performance of the work.
- 6.6 If a Change in Scope occurs after a DO has been executed, PMM will negotiate a revision to the DO, with concurrence by the Board representative requesting the work. After an agreement has been reached, **PMM will issue** a DO Revision outlining the revised DO agreement to the Contractor.
- 6.7 The M/WBE goal for individual DOs is set at the same percentage as provided for the contract's M/WBE commitment percentage. That percentage shall be applied to the cost of each DO.
- 6.8 Work executed under a Delivery Order will be performed in accordance with the scope and terms of the Contract.
- 6.9 Each DO will be a supplement to this contract. The Contractor will be required to complete all work according to the provisions contained in the DO and this contract. In the event of a conflict in the language of this Contract and the language of the Delivery Order, the language of this Contract shall control, unless and the DO explicitly states otherwise.

7 **INSURANCE PROVISIONS (EXHIBIT A)**

8 **PUBLIC CONVENIENCE AND SAFETY**

The Contractor shall control its operations and those of its subcontractors and all suppliers to assure the least inconvenience to the Board operation. Under all circumstances, safety shall be the most important consideration.

9 **MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE) PROVISIONS (EXHIBIT B)**

Notification is hereby given that a M/WBE contract specific goal has been established for this Contract. The Contractor/vendor has committed to _____ percent (____%) M/WBE participation of the total dollar value of this Contract including any change orders and/or modifications throughout the term of this contract/agreement. The commitment is a contractual commitment upon execution of the contract. (Refer to Exhibit B – M/WBE Special Contract Provisions)

END OF SPECIAL PROVISIONS

GENERAL TERMS AND CONDITIONS

1 AIRPORT IMPROVEMENT PROGRAM

- 1.1 FAA Publication: The provisions herein comply with the FAA's required Contract Provisions for Airport Improvement Program and for Obligated Sponsors, which may be found at https://www.faa.gov/airports/aip/procurement/federal_contract_provisions/. If there is a conflict between these provisions and the Contract, the FAA Provisions control.
- 1.2 Contractor Obligations: Contractor:
- (including all subcontractors) must insert these FAA Provisions in each lower tier contract (e.g. subcontract or sub-agreement);
 - (including all subcontractors) must incorporate these FAA Provisions by reference for work done under any purchase orders, rental agreements, and other agreements for supplies or services; and
 - Is responsible for compliance with these FAA Provisions by any subcontractor, lower-tier subcontractor, or service provider.
- 1.3 Conflicts: All federal laws and regulations applicable to this Agreement/Contract take precedence over any conflicting local or state laws.
- 1.4 Required Contract Provisions for Airport Improvement Program and for Obligated Sponsors: Contractor must comply with the following:
- 1.4.1 General Civil Rights:
- 1.4.1.1 Contractor or Consultant (hereinafter referred to as "the contractor") agrees that it will comply with pertinent statutes, Executive Orders and such rules as are promulgated to ensure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or handicap be excluded from participating in any activity conducted with or benefiting from Federal assistance.
- 1.4.1.2 This provision binds the Contractor and subcontractors from the bid solicitation period through the completion of the contract. This provision is in addition to that required by Title VI of the Civil Rights Act of 1964.
- 1.4.2 Title VI Solicitation Notice: The Board, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 USC §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders or offerors that it will affirmatively ensure that any contract entered into pursuant to this advertisement, [select disadvantaged business enterprises or airport concession disadvantaged business enterprises] will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.
- 1.4.3 Compliance with Regulations: The contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Statutes and Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
- 1.4.4 Non-discrimination: The contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor will not participate directly or indirectly in the discrimination prohibited by the Acts and the

Regulations, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.

- 1.4.5 Solicitations for Subcontracts, Including Procurements of Materials and Equipment: In all solicitations, either by competitive bidding, or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the contractor of the contractor's obligations under this contract and the Acts and the Regulations relative to Non-discrimination on the grounds of race, color, or national origin.
- 1.4.6 Information and Reports: The contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts, Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
- 1.4.7 Sanctions for Noncompliance: In the event of a contractor's noncompliance with the Non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:
 - a. Withholding payments to the contractor under the contract until the contractor complies; and/or
 - b. Cancelling, terminating, or suspending a contract, in whole or in part.
- 1.4.8 Incorporation of Provisions: The contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations and directives issued pursuant thereto. The contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the contractor may request the United States to enter into the litigation to protect the interests of the United States.
- 1.4.9 Non-Discrimination Statutes: During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:
 - 1.4.9.1 Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d et seq., 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin);
 - 1.4.9.2 49 CFR part 21 (Non-discrimination In Federally-Assisted Programs of The Department of Transportation—Effectuation of Title VI of The Civil Rights Act of 1964);
 - 1.4.9.3 The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
 - 1.4.9.4 Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. § 794 et seq.), as amended, (prohibits discrimination on the basis of disability); and 49 CFR part 27;

- 1.4.9.5 The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 et seq.), (prohibits discrimination on the basis of age);
- 1.4.9.6 Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- 1.4.9.7 The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms “programs or activities” to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
- 1.4.9.8 Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131 – 12189) as implemented by Department of Transportation regulations at 49 CFR parts 37 and 38;
- 1.4.9.9 The Federal Aviation Administration’s Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- 1.4.9.10 Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- 1.4.9.11 Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- 1.4.9.12 Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 et seq).

2 ASSIGNMENT

The Contractor is prohibited from assigning, transferring, conveying, subletting, or otherwise disposing of the Contract or its rights, title, or interests therein, or its power to execute such agreement to any other person, company, or corporation without the prior approval, in writing, by the Dallas/Fort Worth International Airport Board’s (Board) Vice President of Procurement and Materials Management Department (PMM), whose approval shall be discretionary. Such consent shall not relieve the assignor of liability in the event of default by its assignee.

3 CHANGES IN CONTRACT

The Board reserves the right to make changes in the scope of the Work as may be considered necessary or desirable, and Contractor shall perform the Work as altered, whether increased or decreased, for a new Contract price equitably adjusted to reflect the changes. No allowance will be made for anticipated profits where the scope of the Work has been diminished. All Contract changes must be executed in writing by Contract Change Order signed by the Vice President of PMM or designee from the PMM Department. Payment will be made only for actual quantities of products delivered or Work performed.

4 CODE OF BUSINESS ETHICS

- 4.1 All Board employees must adhere to the Board's Code of Business Ethics, which is included in this Section by reference. The Contractor is therefore prohibited from offering or providing Board employees, directly or indirectly, any gifts or other items that the Board's Code of Business Ethics does not allow the employee to accept. The Contractor shall ensure that all of its management and other Fair Labor Standard Act-exempt employees associated with this Contract read and understand the Board's Code of Business Ethics. The Board may require each such employee of the Contractor to acknowledge in writing that they have read and do understand the Board's Code of Business Ethics found online at www.dfairport.com.
- 4.2 Additionally, the Board frequently uses outside contractors to perform functions similar to those performed by Board employees (e.g., project managers, quality assurance inspectors, payment analysts, contract administrators, etc.). Contractor employees who perform work associated with this Contract (including any supplemental agreements, extra work authorizations, delivery orders, change orders, etc.) shall comply, in all respects, with the Board's Code of Business Ethics as it relates to their assigned scope of work on this Contract. For example, a quality assurance inspector may not accept a gift from a subcontractor that he or she is monitoring, if the Board's Code of Business Ethics would prohibit a Board employee performing the same duties from accepting the gift.
- 4.3 Any questions related to the interpretation of this Section shall be directed to the Airport Board's General Counsel.
- 4.4 The Contractor shall insert an Article containing all the provisions of this Section, including this paragraph, in all subcontracts hereunder executed except altered as necessary for the proper identification of the contracting parties and the Board under this Contract.

5 COMPLIANCE WITH LAWS

Contractor shall comply with all applicable Federal, State and Local laws, statutes and ordinances, and with all applicable regulations or orders of any governmental department, board, bureau or agency, including the Board.

6 CONFIDENTIAL OR PROPRIETARY INFORMATION

Any portion of the Contractor's Bid that is marked confidential or proprietary, or clearly states contains trade secrets of the Contractor may not necessarily guarantee the non-release of the information under the Public Information Act or as otherwise required by law. If access is requested to information in the Contractor's Bid so marked, the Board shall review the issues thoroughly and, if justified, shall request an opinion by the Attorney General's office prior to releasing any information requested under the Public Information Act.

7 CONTRACTING PROHIBITIONS: AS REQUIRED BY STATE LAW

- 7.1 **Proposal Rejection:** Board will reject any bid from a bidder that:
 - 7.1.1 Boycotts Israel;
 - 7.1.2 Contracts with or provides supplies or services to a foreign terrorist organization;
 - 7.1.3 Engages in certain scrutinized business operations in Sudan, Iran or with a designated foreign terrorist organization; or
 - 7.1.4 Has been complicit in the Darfur genocide during any preceding 20-month period.¹
- 7.2 **"Boycott Israel" Defined:** "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes.

- 7.3 **Verification:** Each Proposer must execute and submit with its proposal the verification included. That verification will:
- 7.3.1 Form a material part of its proposal; and
 - 7.3.2 Will be incorporated into any awarded contract.

8 DELIVERY / PERFORMANCE OF SERVICES

- 8.1 Performance will be made only upon authorization of the Board's Vice President of PMM and shall thereafter be made if, as, and when required and ordered by the Board.
- 8.2 Performance shall be at the location identified in the Contract or purchase order. When no location is specified, the Board's Technical Representative will provide direction.
- 8.3 The scope of this contract and requirements of the Board as shown in the contract specifications and bid shall not be considered as binding on the Board, and the work actually may be less than or greater than projected.
- 8.4 Bidder warrants that all work under the contract will be of the type and quality specified, and the Board's Vice President of PMM or designee, may reject, and/or refuse work that falls below the quality required in the specifications.
- 8.5 Failure by the Contractor to make reasonable progress as and when requested shall entitle the Vice President of PMM or designee, to seek work from alternate sources wherever available, with the right to seek reimbursement from the Contractor for amounts, if any, paid by the Board over and above the bid price.
- 8.6 All materials delivered shall be free of any and all liens and shall upon acceptance thereof become the property of the Board, free and clear of any materialman's, supplier's, or other type liens.
- 8.7 All work performed under this Contract, as herein shown under the Specifications, shall be of the highest quality workmanship and shall in every respect meet or exceed the industry standards for this type contract.
- 8.8 Authorized Board personnel on a routine basis will make inspections. The Contractor must correct any deficiencies in the work performance disclosed during such inspections following receipt of notification. Continued failure to take such corrective actions could, at the Board's discretion, lead to termination of the Contract.
- 8.9 Failure of Contractor to fully comply with the terms and provisions of this Contract shall constitute grounds for declaring the Contractor in default.
- 8.10 Acceptance by the Board of any delivery shall not relieve the Contractor/Supplier of any guarantee or warranty, express or implied, nor shall it be considered an acceptance of material not in accordance with the Specifications and shall not waive the Board's right to request replacement of defective material.
- 8.11 The Contractor shall at all times when Work is in progress be represented in person, either by a qualified superintendent, or by other designated, qualified representative who is duly authorized to receive and execute orders of the Board.

9 DISPUTE RESOLUTION

The Board and Contractor agree that before either party files suit against the other to enforce, or otherwise relating to, the terms of this Contract, it shall notify the other party of its intent to sue. Upon delivery and receipt of such notice, the parties agree to submit the matter to be litigated to mediation before a mutually-agreed upon mediator and to diligently pursue a mediated settlement until such time as the parties mutually agree to terminate such mediation or the mediator declares an impasse. No lawsuit under or relating to this Contract by one party against the other may be

filed until mediation of the issue has ended in accordance with the terms hereof. Notwithstanding the foregoing, this section may be enforced by action for specific performance or injunctive relief.

10 FEDERAL FAIR LABOR STANDARDS ACT (FEDERAL MINIMUM WAGE):

- 10.1 All contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR part 201, the Federal Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers.
- 10.2 Contractor/Consultant has full responsibility to monitor compliance to the referenced statute or regulation. Contractor/Consultant must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division.

11 FINANCIAL INTEREST

Contractor understands that Article 11 of the Contract and Agreement between The City of Dallas and The City of Fort Worth, dated April 15, 1968, prohibits any officer or employee of the Board from having any financial interest, direct or indirect, in any Contract with the Board, or be financially interested, directly or indirectly, in the sale to the Board of any land, materials, supplies, equipment or services, except on behalf of the Board as an officer or employee thereof. Any violation of this prohibition shall constitute malfeasance in office, and any officer or employee adjudged guilty thereof shall thereby be subject to removal from his/her office or position by the Board or the Chief Executive Officer. Any violation of this provision by a member of the Board shall be grounds for removal by a vote of two-thirds (2/3rds) of the City Council appointing such member.

12 FISCAL YEAR FUNDING

The Board's fiscal year begins October 1 and ends the following September 30th. Budget funds are approved by the Board and the Cities of Dallas and Fort Worth on an annual basis. In the event the Board/Cities should fail to fund the Contract for any fiscal year during the Contract term, the Contract shall automatically terminate on the last day of the fiscal year for which funding has been approved. Contractor will be given no less than sixty-(60) days written notice of any such non-approval of Contract funding. Termination under this clause shall be without penalty to the Board.

13 FORCE MAJEURE

Neither Contractor nor the Board shall be responsible or deemed to be in default of its obligations to the other to the extent any failure to perform or delay in performing its obligations under this Contract is caused by events or conditions beyond the reasonable control of that party, and are not due to the negligence or willful misconduct of such party (hereinafter, "force majeure events"). For purposes of this Contract, force majeure events shall include, but not be limited to, acts of God or public enemy, war, riot or civil commotion, strikes, epidemic, fire, earthquake, tornado, hurricane, flood, explosion, or other catastrophes, or events or conditions due to governmental law, regulations, ordinances, order of a court of competent jurisdiction, executive decree or order. However, in the event of such delay(s) or nonperformance, the party so delayed shall furnish prompt written notice to the other party (including the date of inception of the force majeure event and the extent to which it will affect performance) and shall undertake all efforts reasonably possible to cure the delay or nonperformance and mitigate its effects or to otherwise perform. The Board shall not be responsible for payment for any product or service delayed or foreclosed by any force majeure event unless and until such delayed or foreclosed product or service is provided. The provisions of this section shall not preclude the Board from canceling or terminating this Contract (or any order for any goods or services included herein), or from revising the scope of the Work, as otherwise permitted under this Contract.

14 INDEMNIFICATION AND HOLD HARMLESS

- 14.1 **CONTRACTOR COVENANTS AND AGREES TO FULLY INDEMNIFY AND HOLD**

HARMLESS, THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH AND THE ELECTED OFFICIALS, EMPLOYEES, OFFICERS, DIRECTORS, VOLUNTEERS AND REPRESENTATIVES OF THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH, INDIVIDUALLY OR COLLECTIVELY, FROM AND AGAINST ANY AND ALL COSTS, CLAIMS, LIENS, DAMAGES, LOSSES, EXPENSES, FEES, FINES, PENALTIES, PROCEEDINGS, ACTIONS, DEMANDS, CAUSES OF ACTION, LIABILITY AND SUITS OF ANY KIND AND NATURE, INCLUDING BUT NOT LIMITED TO, PERSONAL OR BODILY INJURY, DEATH AND PROPERTY DAMAGE, MADE UPON THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH DIRECTLY OR INDIRECTLY ARISING OUT OF, RESULTING FROM OR RELATED TO CONTRACTOR'S ACTIVITIES UNDER THIS CONTRACT, INCLUDING ANY ACTS OR OMISSIONS OF CONTRACTOR, ANY AGENT, OFFICER, DIRECTOR, REPRESENTATIVE, EMPLOYEE, CONTRACTOR OR SUBCONTRACTOR OF CONTRACTOR, AND THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES, DIRECTORS AND REPRESENTATIVES WHILE IN THE EXERCISE OF PERFORMANCE OF THE RIGHTS OR DUTIES UNDER THIS CONTRACT. THE INDEMNITY PROVIDED FOR IN THIS PARAGRAPH SHALL NOT APPLY TO ANY LIABILITY RESULTING FROM THE NEGLIGENCE OF DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH, ITS OFFICERS OR EMPLOYEES, IN INSTANCES WHERE SUCH NEGLIGENCE CAUSES PERSONAL OR BODILY INJURY, DEATH, OR PROPERTY DAMAGE. IN THE EVENT CONTRACTOR AND DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW.

- 14.2 THE PROVISIONS OF THIS INDEMNIFICATION ARE SOLELY FOR THE BENEFIT OF THE PARTIES HERETO AND NOT INTENDED TO CREATE OR GRANT ANY RIGHTS, CONTRACTUAL OR OTHERWISE, TO ANY OTHER PERSON OR ENTITY.
- 14.3 CONTRACTOR SHALL PROMPTLY ADVISE THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH IN WRITING OF ANY CLAIM OR DEMAND AGAINST THE DALLAS/FORT WORTH INTERNATIONAL AIRPORT BOARD AND CITIES OF DALLAS AND FORT WORTH OR CONTRACTOR KNOWN TO CONTRACTOR RELATED TO OR ARISING OUT OF CONTRACTOR'S ACTIVITIES UNDER THIS CONTRACT.

15 INDEPENDENT CONTRACTOR

The relationship of Contractor to Board is that of Independent Contractor. Under no circumstances shall Board be considered in privity of Contract with any subcontractor or supplier hired by Contractor, and such subcontractor or supplier, if any, shall look solely to Contractor or to the Contract Bond Surety, if any, for recovery of any claims for monies owed for material supplied or labor performed relating to the Work hereunder.

16 JURISDICTION

This Contract shall be construed in accordance with the laws and court decisions of the State of Texas and be enforceable in Dallas County or Tarrant County, Texas, and if legal action is necessary by either party with respect to the enforcement of any and all of its terms and conditions, exclusive venue for same shall lie in Dallas and Tarrant Counties, Texas.

17 NON-COMPETE AGREEMENTS OR CLAUSES

By execution of this contract, Contractor agrees that the Board will not be bound by any non-compete agreements or similar agreements that inhibit the Board's right to award and execute a

contract to any company that submits a bid or proposal to the Board.

18 NOTICE OF DELAYS

Whenever the Contractor encounters any difficulty which is delaying or threatens to delay timely performance (including actual or potential labor disputes), the Contractor shall immediately give notice in writing to the Vice President of PMM, or designee, including all relevant information. Such notice shall not in any way constitute a basis for an extension of the delivery or performance schedule or be construed as a waiver by the Board of any right or remedies to which it is entitled by law or pursuant to provisions herein. Failure to give such notice, however, may be grounds for denial of any request for an extension of the delivery or performance schedule because of such delay.

19 OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970:

All contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. The Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility to monitor its compliance and their subcontractor's compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910). The Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.

20 PERSONAL LIABILITY OF PUBLIC OFFICIALS

In carrying out any of the Contract provisions or in exercising any power or authority granted to him by this Contract, neither the Board's Technical Representative, his/her authorized representatives, nor any employees or officers of the Board shall be personally liable.

21 SEVERABILITY

If any provision of the Contract is declared or found to be illegal, unenforceable or void, in whole or in part, then both parties shall be relieved of all obligations arising under such provision, but only to the extent that it is illegal, unenforceable or void, it being the intent and agreement of the parties that the Contract shall be deemed amended by modifying such provision to the extent necessary to make it legal and enforceable while preserving its intent or, if that is not possible, by substituting therefore another provision that is legal and enforceable and achieves the same objectives. Any such invalidity, illegality, or unenforceability shall not affect any other provision of the Contract. The parties agree to negotiate in good faith for a proper amendment to the Contract in the event any provision thereof is declared illegal, invalid or unenforceable.

22 MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE) PARTICIPATION

- 22.1 It is the policy of the Board to remove barriers for Minority/Women Business Enterprises (M/WBEs) to compete and create a level playing field for M/WBEs to participate in Board contracts and related subcontracts.
- 22.2 Additional M/WBE Program requirements, if any, shall be included in the Special Contract Provisions (Exhibit B) of this Contract.
- 22.3 The Contractor specifically agrees to comply with all applicable provisions of the Board's M/WBE Program and any amendments thereto. The Contractor agrees to include all Board M/WBE Program requirements in all subcontracts and to further require all subcontractors to include all M/WBE Program requirements into all sub-subcontracts. All subcontractors at all tiers agree to comply with all applicable provisions of the Board's M/WBE Program.

23 SUBLETTING OF CONTRACT

The Board will not recognize any subcontractor on the Work. The Contractor shall at all times

when Work is in progress be represented in person, either by a qualified superintendent, or by other designated, qualified representative who is duly authorized to receive and execute orders of the Board's Technical Representative.

24 TAX EXEMPTION STATUS

The Board is a local governmental agency and exempt from all city, state, and federal sales and use taxes. However, it shall be understood this tax-exempt status cannot be utilized by the Contractor for its purchase, lease, or rental of a motor vehicle. Additional sales tax requirements may pertain to this Contract and, if so, will be detailed in the Special Provisions contained herein.

25 TEMPORARY SUSPENSION OF THE WORK

- 25.1 The Board Technical Representative, in conjunction with PMM, shall have the authority to suspend the Work wholly, or in part, for such period or periods as he may deem necessary, due to unsuitable weather, or such other conditions as are considered unfavorable for the performance of the work, or for such time as is necessary due to the failure on the part of the Contractor to carry out orders given or perform any or all provisions of the Contract.
- 25.2 In the event that the Contractor is ordered by the Board's Technical Representative, in writing, to suspend Work, in whole or in part, for some unforeseen cause not otherwise provided for in the Contract and over which the Contractor has no control, the Contractor shall be paid that part of the Work, if any, not shut down, and for extended overhead, if any relating to the part of the Work suspended. No allowance will be made for anticipated profits. The period of shutdown shall be computed from the effective date of the Technical Representative's order to suspend Work to the effective date of the Technical Representative's order to resume the Work. Claims for extended overhead shall be filed with the Board's Technical Representative within the time period stated in the Board's Technical Representative's order to resume Work. The Contractor shall submit with his/her claim information substantiating the amount shown on the claim. The Board's Technical Representative will forward the Contractor's claim to the Board for consideration in accordance with local laws or ordinances. No provision of this article shall be construed as entitling the Contractor to compensation for delays due to inclement weather, for suspensions made at the request of the Contractor, or for any other delay provided for in the Contract, plans, or specifications.
- 25.3 If it should become necessary to suspend Work for an indefinite period, the Contractor shall store all materials in such manner that they will not become an obstruction nor likely to become damaged in any way.

26 TERMINATION OF CONTRACT: DEFAULT AND REMEDIES

In the event of a default by the Contractor of this Contract or of any one or more Delivery Orders issued hereunder, the Contractor shall be given written notice to cure. Such notice shall describe the default and may, but shall not be required to, recommend a remedy to the default. The Contractor shall have seven (7) days to respond to the notice in writing, which notice shall describe the cure and any associated plan of action. The Contractor shall have thirty (30) days from the date of its receipt of the notice of default to cure the default. If the Contractor has not cured the default on the 31st day after receipt of the notice, the Board may terminate the contract and/or pursue any and all relief, at law or in equity, to which it may be entitled by reason of such default.

27 TERMINATION OF CONTRACT FOR BOARD CONVENIENCE

Whenever the Board, in its discretion, deems it to be in the Board's best interests, it may terminate this Contract for the Board's convenience. Such termination shall be effective thirty (30) days after Board delivers written notice of such termination for convenience to the Contractor. Upon receipt of such notice from Board, Contractor shall not thereafter incur, and Board shall have no liability for, any costs under this Contract that are not necessary for actual performance

of the Contract between the date of the notice of termination for convenience and the effective date of that termination for convenience. In the event of a termination for convenience hereunder, Board shall have no liability to Contractor for lost or anticipated profit resulting therefrom.

28 TERMS OF PAYMENT

- 28.1 Terms of payment to the successful Bidder will be contingent upon the terms provided in the Contract and based on invoices submitted to and approved by the Vice President of PMM or designee. Invoices shall be fully documented in accordance with the specifications. If no specific payment terms are stated, the terms shall be Net 30.
- 28.2 Payment may be delayed on invoices not listing the Contract number. Invoices shall be priced per unit prices as awarded unless Contractor invoices at a discounted unit price. If Contractor invoices for less than the contracted unit price, the Board has the right to accept invoice and pay the discounted price as full satisfaction of compensation due the Contractor.
- 28.3 Invoices will be paid following delivery and acceptance unless special arrangements are made through the Vice President of PMM for partial payment or progress payments. Progress payments will be made following receipt of a valid invoice submitted by the Contractor. Invoices must reflect only the amount due for accepted portion of the services performed, materials, and equipment furnished for the period covered by each invoice.
- 28.4 Upon payment by the Board, Contractor shall pay each subcontractor the appropriate share of the payment no later than the seventh (7th) calendar day after the day on which the Contractor receives payment from the Board.
- 28.5 Unless otherwise directed, invoices shall be submitted by mail, fax or email to:

Dallas/Fort Worth International Airport Board
Procurement and Materials Management Department
Attn: Contract Accounts Payable
P. O. Box 619428
Dallas/Fort Worth Airport, Texas 75261-9428
Fax: 972-973-1102
Email: imaging@dfwairport.com

USE ONLY ONE METHOD OF INVOICE DELIVERY

29 THIRD-PARTY BENEFICIARY CLAUSE

It is specifically agreed between the parties executing the Contract that it is not intended by any of the provisions of any part of the contract to make the public or any member thereof a third party beneficiary or to authorize anyone not a party to the contract to maintain a suit on or under the Contract.

END OF GENERAL TERMS AND CONDITIONS

PROPOSAL RESPONSE FORMS

TO: Vice President of Procurement and Materials Management Department
 Dallas/Fort Worth International Airport Board
 P. O. Box 619428
 DFW Airport, Texas 75261-9428

FROM: _____
 PROPOSAL FIRM

1 PROPOSAL PRICING:

Solicitation No. 8005400 - On-Demand Consumer Research for Concept Testing

Service (See Specification/ Scope of Work Section 5 for Service Specifications)	Estimated Quantity per Year	Price Per Service	Extended Price (Price per Service x Estimated Quantity per Year)
On-demand Quantitative Concept Testing	12	\$ _____	\$ _____
Qualitative – Virtual IDI's	6	\$ _____	\$ _____
Qualitative – Focus Groups	3	\$ _____	\$ _____
Qualitative – Online Boards	1	\$ _____	\$ _____
Advanced Analytics – TURF	1	\$ _____	\$ _____
Advanced Analytics – Conjoint	1	\$ _____	\$ _____
Total Extended Price (Sum of Extended Prices)			\$ _____

Rates for Contract Renewal Options:

Provide an escalation rate for each contract renewal option period. IF THE BLANK PROVIDED FOR A PERCENTAGE IS LEFT BLANK, IT WILL BE INTREPRETED AS THE PROPOSER PROVIDING A ZERO PERCENT (0%) ESCALATION RATE FOR THE RENEWAL PERIOD(S) LISTED BELOW.

- First Renewal Option Year (2nd Contract Year): _____% of Year 1 Pricing
- Second Renewal Option Year (3rd Contract Year): _____% of Year 2 Pricing
- Third Renewal Option Year (4th Contract Year): _____% of Year 3 Pricing
- Fourth Renewal Option Year (5th Contract Year): _____% of Year 4 Pricing

2 COOPERATIVE PURCHASING PROVISION (ACCEPTANCE OPTIONAL):

As permitted under Title 8, Chapter 271, Subchapter F., Section 271.101 and 271.102 V.T.C.A. and Title 7, Chapter 791, Subchapter C., Section 791.025, V.T.C.A., other local governmental entities may wish to also participate under the same terms and conditions contained in this contract. Each entity wishing to participate must enter into an Interlocal Agreement with the Board and have prior authorization from the Contractor. If such participation is authorized, all purchases or services will be issued directly from, and shipped directly to, the local governmental entity requiring products or services. The Board shall not be held responsible for any orders placed, deliveries made or payment for products or services ordered by these entities. Each entity reserves the right to determine their participation in this Contract.

Proposer's authorized agent must indicate if Proposer agrees to allow other governmental entities to participate in this Contract, if awarded, under the same terms and conditions by checking the appropriate box below. Proposers will not be penalized for not agreeing to this Provision.

Yes, Agree to Cooperative Purchasing Provision

No, Do Not Agree to Cooperative Purchasing Provision

3 INSURANCE REVIEW VERIFICATION

3.1 Does the proposing firm currently carry the insurance coverage as specified in the Insurance Provisions (Exhibit A)?

Yes No

3.2 If no, has your firm reviewed the steps necessary, including cost, with your insurance agent, broker or internal department to ensure it will obtain the specified insurance?

Yes No

4 SUBCONTRACTOR AGREEMENT VERIFICATION

4.1 Bidder acknowledges notification that it will submit fully-executed copies of each subcontractor agreement to the assigned contract administrator prior to execution of the contract. Contractor is required to submit the subcontract agreement(s) within thirty (30) business days after receipt of Limited Notice to Proceed.

_____ Bidder's Initials

5 ORGANIZATIONAL SUMMARY INFORMATION

1. PROPOSAL FIRM: _____

2. Social Security or Taxpayer Identification Number: _____
(NOTE: Submit copy of Proposer's current W-9 Form.)

3. In what state is the principal place of business? _____

4. Does the state in which the principal place of business or home office is located have local supplier or manufacturer preference laws? No Yes If yes, give applicable percentage: _____%, or other conditions:

5. Optional Information:

M/WBE

- American Indian Female Owned
- American Indian Male Owned
- Asian Pacific American Female Owned
- Asian Pacific American Male Owned
- Black American Female Owned
- Black American Male Owned
- Caucasian Female Owned
- Caucasian Male Owned
- Hispanic Female Owned
- Hispanic Male Owned
- Indo American Female Owned
- Indo American Male Owned
- Other (Please Define):

Certified as a State of Texas Historically Underutilized Business (HUB)

ID Number: _____

Certified as Minority/Women Business Enterprise

Certification Agency: _____

Certification Number: _____

Additional Comments if Desired:

6 WORK FORCE COMPOSITION

NAME OF BIDDING FIRM / CONTRACTOR _____

DATE _____

Classification	American Indian or Alaskan Native			Asian or Pacific Islander			Black			Hispanic			White			Total Number of Full Time Employees				
	M	F	%	M	F	%	M	F	%	M	F	%	M	F	%	M	F	ALL	%	
M=Male / F=Female																				
Officials and Managers																				
Professionals																				
Technicians																				
Sales Workers																				
Administrative Support Workers																				
Craft Workers																				
Laborers and Helpers																				
Service Workers																				
TOTAL																				

Definitions in accordance with Equal Employment Opportunity (EEO)

American Indian or Alaskan Native	A person having origins in any of the original peoples of North America, and who maintain their culture through a tribe or community
Asian or Pacific Islander	A person having origins in any of the original people of the Far East, Southeast Asia, India, or the Pacific Islands. These areas include, for example, China, India, Korea, the Philippine Islands, and Samoa.
Black	A person having origins in any of the black racial groups of Africa.
Hispanic	A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.
White	A person with origins in Europe, North Africa, or the Middle East.

REMARKS:

Oct-09

7 COMMITMENT TO MINORITY/WOMEN BUSINESS ENTERPRISE (M/WBE)

(REFER TO EXHIBIT B FOR REQUIRED FORMS TO BE INCLUDED WITH PROPOSAL SUBMISSION.)

- **Commitment to M/WBE Participation Form*:** Detail Prime's commitment to meeting the M/WBE goal.
- **Schedule of Subcontractors*:** List all subcontractors the Prime intends to use in performing the work of the contract, including non-M/WBEs and detail percentage and dollar commitment for each.
- **Intent to Perform Contract as a M/WBE Subcontractor*:** Representation by Prime to enter into a subcontract with identified M/WBE firm(s) if awarded the contract.
- **Good Faith Effort (GFE) Criteria & Support Documentation*:** If the Prime fails to meet the M/WBE goal, this documentation must be submitted at the time of bid/proposal submission.
- **M/WBE Certificates for Prime and/or Subcontractors.** Minority/Women Business Enterprise (M/WBE) certificates must be an approved certification agency. Other certifications, such as Minority Business Enterprise (MBE), Women Business Enterprise (WBE) an Historically Underutilized Business (HUB) certifications are not acceptable. The proposed M/WBE firm(s) is also required to have a place of business in the Airport's market are at the time of bid/proposal submission.

8 INSURANCE AFFIDAVIT

Dallas Fort Worth International Airport Board Solicitation No. 8005400

NAME OF PROPOSER: _____

To be completed by the Proposer:

I confirm that, if awarded the Contract, I will comply with all of the Insurance Provisions, as stated in the Insurance Requirements of Solicitation No. 8005400, and said insurance shall be provided without change to the prices offered.

Name of Proposer: _____

Authorized Agent (please print): _____

Authorized Agent's Signature: _____

Date: _____

To be completed by Proposer's insurance provider:

I confirm that, if awarded the Contract, the Bidding Firm stated above either has insurance coverage or can obtain coverage in compliance with the requirements of DFW International Airport Board Solicitation No. 8005400. I further confirm that this Insurance Agency can comply with the insurance provisions as stated in the Insurance Requirements.

Insurance Agency: _____

Insurance Agent's Name (please print): _____

Insurance Agent's Signature: _____

Date: _____

9 WORKERS COMPENSATION HOLD HARMLESS AND INDEMNIFICATION AGREEMENT

For and in consideration of the sums paid to Contractor by Board under Contract No. 8005400 (the "Contract") and Board's agreement to allow Contractor to provide this Hold Harmless and Indemnification Agreement in lieu of workers compensation insurance, Contractor, for himself and as sole proprietor of Contractor, hereby agrees to release the Board, the Cities of Dallas and Fort Worth, and their respective officers, agents and employees from, and to indemnify each of them against any and all claims and causes of action for injury, death, disease, or employer liability arising from or in connection with my performance of the Contract Work, save and except such personal injury, death, disease or employer liability as are caused by the sole negligence of the Board.

I further certify that my firm qualifies for exemption from workers compensation insurance requirements under the law; that I am the firm's sole proprietor; and that I will provide proof of medical insurance for myself, the only person from my firm that will be performing work under this contract.

NAME OF FIRM: _____

NAME OF SOLE PROPRIETOR: _____

SIGNATURE OF SOLE PROPRIETOR: _____

DATE: _____

10 BUSINESS DISCLOSURE FORM

It is recommended this form be completed by a governing person, governing authority, or legal counsel.

**Information about Entity Submitting Bid/Proposal/Offer
(This information must match the information provided on the Bid/Proposal/Offer.)**

Business Name:					
Business Address:			Mailing Address:		
City	State	Zip	City	State	Zip
Business Web Address:					
Business Phone:			Business Fax:		
Contact Person:			Contact's Phone No.:		
Contact's E-Mail Address:					

**I. Entity Ownership Information
(Check the appropriate box and provide requested details below.)**

Business Structure: (Please check only one box)					
<input type="checkbox"/> Partnership	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Limited Liability Partnership			
<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Joint Venture	<input type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation ("C")		
IF CORPORATION, please check all the type(s) below that are applicable:					
<input type="checkbox"/> For Profit	<input type="checkbox"/> Non Profit	<input type="checkbox"/> Public	<input type="checkbox"/> Private		
<input type="checkbox"/> S Corporation	<input type="checkbox"/> Professional	<input type="checkbox"/> Parent-Subsidiary	<input type="checkbox"/> Close		
State of Incorporation, Registration or Formation:					
State:	Month:	Year:			
Name(s) of Owner(s) or Partners (or Owner of DBA if applicable) Please indicate if any such individual(s) were employed by DFW Airport and the dates employed:					
Name of Joint Venture Participants, if applicable Please indicate if any such individual(s) were employed by DFW Airport and the dates employed:					
<u>UNLESS PUBLICLY TRADED</u> list all individuals, partnerships, corporations or other entities having <u>at least 10%</u> ownership in the business <u>and indicate their percentage of ownership</u>. Please indicate if any such individual(s) were employed by DFW Airport and the dates employed. Attach additional sheets if necessary.					
Form Completion Date:					

Failure to properly complete and submit this form with the bid/proposal/offer may cause the bid/proposal/offer to be considered non-responsive.

Form Revised 10/13

11 **PROPOSAL ENDORSEMENT FORM**

The undersigned, in submitting this Proposal and endorsement of same, represents that he/she is authorized to obligate his/her firm, and that he/she has read this entire Solicitation package, is aware of the covenants contained herein and will abide by and adhere to the expressed requirements.

THE PROPOSER AGREES THAT THIS PROPOSAL, WHEN ACCEPTED BY THE BOARD, SHALL CONSTITUTE A CONTRACT EQUALLY BINDING BETWEEN THE PROPOSER AND THE BOARD. Acceptance may take the form of an Acceptance Letter or Purchase Order issued by the Board, or a Contract document issued by the Board and executed by both parties, followed by a Notice to Proceed issued by the Board. Each of these forms constitutes a legal contract equally binding between the Successful Proposer and the Board. After Proposal acceptance, no different or additional terms shall become part of the Contract without a properly executed change order.

PROPOSAL FOR SOLICITATION NO. 8005400

SUBMITTED BY:

(OFFICIAL NAME OF PROPOSING FIRM)

By: _____
(Original Signature of Proposing Firm's Authorized Agent)

***Must be signed for proposal
to be considered responsive***

(Typed or Printed Name)

(Title)

(Email and Telephone Number)

(Date Signed)