

TXShare

Your Public Sector Solutions Center

REQUEST FOR PROPOSALS
For
Public Hazard Alerting System

RFP #2025-086

June 2025

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For

Public Hazard Alerting System

RFP # 2025-086

Sealed proposals will be accepted until 2:00 PM CT, **July 2, 2025**, and then publicly opened and read aloud thereafter.

LAWS Systems LLC.

Legal Name of Proposing Firm

Trevor Davis

General Manager

Contact Person for This Proposal

Title

(817) 572-1077

trevor.davis@localwarnings.net

Contact Person Telephone Number

Contact Person E-Mail Address

8000 Callender Rd

Arlington, TX

76001

Street Address of Principal Place of Business

City/State

Zip

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Mailing Address of Principal Place of Business

City/State

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Trevor Davis

General Manager

Point of Contact for Contract Negotiations

Title

(817) 572-1077

trevor.davis@localwarnings.net

Point of Contact Telephone Number

Point of Contact Person E-Mail Address

Acknowledgment of Addenda (initial): #1 TD #2 TD #3 TD #4 TD #5 TD

NOTE: Any confidential/proprietary information must be clearly labeled as "confidential/proprietary". All proposals are subject to the Texas Public Information Act.

SECTION 1: OVERVIEW

1.0 PURPOSE

The North Central Texas Council of Governments (“NCTCOG”) seeks an experienced vendor or vendors to provide the goods or services described herein to the members of its TXShare Cooperative Purchasing Program (“TXShare”). The awarded contracts will be promoted via TXShare. The purpose of this Request for Proposals is to solicit responses that result in a contract with one or more vendor(s) that are qualified to provide one or more categories of the goods or services.

This RFP is soliciting innovative proposals on behalf of TXShare membership from qualified vendors to deliver a comprehensive standalone Public Hazard Alerting System. The system must reliably warn the public of imminent hazards using audio, visual, and radio-based mechanisms, with an emphasis on resilience, flexibility, and geo-targeted delivery. These systems play a vital role in ensuring that people receive timely and accurate information during emergencies.

The desired outcome of this RFP is to retain one or more contractor(s) to supply municipalities, counties, school districts and other government agencies on an as-needed basis with the services listed below:

- Category #1: Wireless Emergency Alert Systems**
- Category #2: Outdoor Warning Sirens**
- Category #3: Digital Type Warning Signage**
- Category #4: Other Related Systems**
- Category #5: Other Ancillary Goods or Services**

The vendor shall thoroughly describe all services that it desires to provide in the proposal it submits.

1.0.1 Definitions:

- “RFP” or “solicitation” – this Request for Proposals document;
- “Vendor” - interested business;
- “You” or “Offeror” - vendor responding with a proposal;
- “Contractor” – Offeror awarded a contract;
- “Governmental Entity” – a government agency or non-profit organization;
- “Customer” – a governmental entity.

1.0.2 Outcome

The desired outcome of this RFP is for NCTCOG to enter into a Master Services Agreement (“MSA”) with one or more Contractors to supply municipalities, counties, school districts and other governmental agencies (“Customer”, “Government Entity”) with assistance to obtain the described services from fully licensed vendors authorized to do business in the locations selected on Exhibit 3.

The North Central Texas Council of Governments intends to award Contracts through its TXShare purchasing cooperative to multiple Contractors. Members of TXShare (“Customer” or “Member”) will have the option to utilize these contracts to fulfill their needs. The contract award does not guarantee any specific number of sales to any firm awarded under this contract. The goods or services will be provided on an as needed basis. There are no scheduled orders at this time, but there is the expectation that needs will arise among the various Customers of the TXShare cooperative. Vendors awarded contracts will be uniquely positioned to market their products to the Customers. Each Customer will negotiate their own orders on an as needed basis.

SECTION 2: TXSHARE COOPERATIVE PURCHASING PROGRAM

2.0 BENEFITS OF A COOPERATIVE PURCHASING PROGRAM

2.0.1 How Does a Cooperative Purchasing Program Work?

A government cooperative purchasing program, such as TXShare, is a cooperative arrangement for acquiring goods or services that involves aggregating the demand of two or more government agencies to obtain a more economical purchase.

Government entities (cities, counties, water districts, school districts, etc.) sign up as members to use cooperative purchasing programs through a cooperative purchasing agreement. Additionally, non-profit organizations are allowed to sign up as members.

2.0.2 How Does a Government Entity Benefit?

Cooperatives help government agencies find the right goods and services that best fits their need and expedite purchases without requiring additional solicitations (RFP or IFB) to comply with laws and regulations.

TXShare uses the North Central Texas Council of Governments (“NCTCOG”) as the lead public entity to publicly solicit and award contracts through a Request for Proposal (“RFP”) process. TXShare members are eligible to access these contracts by signing an intergovernmental agreement with the NCTCOG, thereby eliminating the need to complete their own RFP process.

Membership in the TXShare cooperative purchasing program provides the agencies with access to contracts for goods and services at pre-negotiated rates or prices. Typically, the entity member then purchases the goods or services by negotiating with the cooperative’s awarded vendors and places purchase orders, or enters into sub-agreements, based on the rates or prices listed in the cooperative purchasing program’s contracts.

2.0.3 How Does A Vendor Benefit?

A Request for Proposal (RFP) such as this one is a document that competitively solicits bids from potential vendors for goods or services. The lead public entity (NCTCOG) is an independent government entity that carries out the advertising and bid procedures required by state law.

All of TXShare’s contracts are competitively bid and publicly awarded through this process. NCTCOG prepares the RFP incorporating the required cooperative purchasing language that allows its entity members across the nation to utilize the awarded contract(s).

Vendors respond to the RFP by submitting their proposals. NCTCOG evaluates the responses and awards a Master Services Agreement for the TXShare cooperative, thus establishing the availability for nationwide use of the resulting contracts.

Vendors who successfully compete in the RFP process and are awarded a contract will market to any public entity or non-profit and can then forgo the RFP process for an individual entity.

When marketing to a customer, the awarded vendor can provide a quote to the customer for its unique needs based on the pricing, terms and conditions of its contracts. For a vendor, being awarded a cooperative contract can help shorten the sales cycles considerably. This is especially beneficial for smaller firms, like startups, that may not otherwise be able to access the government market.

2.0.4 Mutual Benefits

Performing a competitive bidding process typically takes in excess of 90 days to create the RFP solicitation, collect and evaluate proposals, then negotiate and award the contract. Reducing the amount of time that purchasing staff spend managing new solicitations and generating new contracts, especially for goods or services that don’t require too much customization, saves months of administrative time and effort. Reducing the need to respond to every bid process and market directly to the customer saves time and

money as well as is an “ace in the hole” for a vendor when closing the sale on its goods or services covered by a cooperative contract. Smaller government customers can achieve price-saving advantages from purchasing off a cooperative program with greater purchasing power.

Note: There is no obligation on the part of any Customer to purchase goods or services through the awarded contracts nor is there any guarantee, implied or otherwise, that the awarded contractor(s) will make any sales based on this solicitation.

2.1 NCTCOG OVERVIEW

The North Central Texas Council of Governments is a voluntary association of, by, and for local governments and was established to assist local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development.

NCTCOG serves a 16-entity metropolitan region surrounding the cities of Dallas and Fort Worth. Currently the Council has 236 members, including 16 counties, 168 cities, 23 independent school districts, and 29 special districts. The area of the region is approximately 12,800 square miles, which is larger than nine states, and the population of the region is over 7.0 million, which is larger than 30 states.

NCTCOG's governing structure is as follows: each member government appoints a voting representative from their governing body. These voting representatives make up the General Assembly, which annually elects a 17-member Executive Board. The Board also includes one ex-officio non-voting member of the legislature. The Executive Board is supported by policy development, technical advisory, and study committees, as well as a professional staff.

2.2 TXSHARE PROGRAM EXPLANATION

NCTCOG intends to make the contract awarded from this solicitation available to other public entities through TXShare. By promoting their TXShare contract(s) to public entities, contractors reduce the need to repeatedly respond to public customer bids or requests for proposals. The contractor then realizes substantial efficiencies that will increase sales opportunities. Contractors agree to pay an administrative fee to TXShare calculated as a percentage of sales processed through the TXShare contracts awarded and held by the contractor. This administrative fee is not an added cost to be invoiced by the contractor to TXShare participants. This administrative fee covers the costs of contract marketing and facilitation incurred by TXShare.

Under the TXShare program, any public customer or non-profit can use the TXShare contract and its selected contractor(s) to make purchases necessary to pursue their own needs. Offerors awarded a contract under the TXShare program may offer their services nationwide if they desire to do so. The TXShare contract offers a unique advertising advantage to a contractor to promote its services, as the contract satisfies most public entities' procurement requirements.

2.3 CONTRACT MANAGEMENT AND REPORTING

The contractor will be required to track and report to NCTCOG its TXShare sales activities relating to the master contract. The contractor will be required to provide management reports on a quarterly basis. Examples of management report data include, but are not limited to:

- Participating public customer's name; pricing option chosen; total fee charged. NCTCOG and contractor will agree to form and content of reports after award of contract.

2.4 ADMINISTRATIVE FEE

TXShare will collect an administrative fee, in the form of a percentage of sales, that will apply to all sales between the contractor and public entities using the cooperative program awarded contract. NCTCOG is included as a public entity customer as it may also make purchases through the contract. The administrative fee will be remitted by the contractor to NCTCOG on a quarterly basis, along with required quarterly reporting. The administration fee for this program will be 2.5% of sales. This fee shall be calculated into your rate card and shall not be invoiced separately to the Customer.

2.5 INTERLOCAL AGREEMENT

Governmental entities are extended the opportunity to purchase from contracts awarded by the NCTCOG TXShare

purchasing cooperative by virtue of an interlocal agreement between the entity and NCTCOG. However, all parties understand, and all parties hereby expressly agree, that the NCTCOG is not an agent of, partner to or representative of those government entities and that NCTCOG is not obligated or liable for any action or debts that arise out of the government customer's purchase.

2.6 STANDARD TERMS AND CONDITIONS

The NCTCOG Procurement Standard Terms and Conditions can be found at www.nctcog.org in the "Open Solicitations" tab, or by clicking [HERE](#). Proposers shall certify its compliance with these requirements as part of their proposal response by completing the certifications included with the RFP document "Attachments" section. Failure to submit the required certification statement may be grounds for finding the proposal nonresponsive.

SECTION 3: GENERAL INFORMATION

3.0 CONTRACT INTENT

NCTCOG intends to contract with one or more qualified Offeror(s) based upon the qualifications of the Offeror and the categories of goods or services they are able to provide. However, NCTCOG anticipates exploring any viable alternative for providing these goods or services and may decide, after reviewing the proposals submitted, to reject all proposals and not to enter into any agreement.

3.1 ADMINISTRATIVE GUIDANCE

The information provided herein is intended to assist vendors in the preparation of proposals necessary to properly respond to this solicitation. The solicitation is designed to provide interested vendors with sufficient basic information to submit proposals meeting minimum requirements but is not intended to limit a submission's content or to exclude any relevant or essential data there from. You are at liberty and are encouraged to expand upon the specifications to give additional evidence of your ability to provide the services requested in this solicitation.

3.2 ADDENDA

Addenda to this solicitation will be made available to vendors of record by posting the addenda on the Bidnet Direct website. A “vendor of record” is defined as a vendor who has downloaded the solicitation directly from the Bidnet Direct website. It is the vendor’s responsibility to check for any addenda that may be issued. You shall acknowledge receipt of addenda by checking the appropriate spaces on the cover sheet of this RFP and submit with their proposal.

3.3 SOLICITATION SCHEDULE

The anticipated schedule for the RFP process is given below. All times indicated are Central Time (CT).

The anticipated schedule is as follows:

RFP Issued	June 4, 2025	
Pre-Proposal Conference	None	10:00 AM CT
Inquiry Period Ends	June 25, 2025	5:00 PM CT
Proposal Due Date	July 2, 2025	2:00 PM CT
Planned Contract Award	August, 2025	

NCTCOG reserves the right to change this schedule at any time.

3.4 PRE-PROPOSAL CONFERENCE

None

3.5 QUESTIONS AND REQUESTS FOR CLARIFICATION (INQUIRY)

Vendors will have the ability to submit questions in writing via the Bidnet Direct by Sovra (“Bidnet Direct”) platform until the proposal deadline. However, it is important to note that questions received less than seven (7) days prior to the proposal due date may not be answered in a timely manner. Vendor-specific questions about the process will often be answered directly. However, substantive questions that are not properly addressed in the solicitation information will be properly published to all vendors as an addendum or “Question & Answer” document. Proposers are responsible for reviewing the Bidnet Direct website for any updates related to this RFP prior to the closing date.

3.6 PROPOSAL SUBMISSION

The NCTCOG utilizes Bidnet Direct by Sovra (“Bidnet Direct”) as the central eProcurement portal for all formal procurement opportunities. In order to respond to this RFP, as well as receive notifications, updates, addenda, and other information regarding this solicitation, NCTCOG requires that Respondents be registered with Bidnet Direct.

Registration with Bidnet Direct is free and allows Respondents to view all of the NCTCOG’s active procurement solicitations. The landing page for this project is found [here](#).

Electronic submission of proposals shall be made in English, in searchable PDF format, and must be uploaded via Bidnet Direct no later than 2:00 P.M. (Central Time) – **July 2, 2025.**

It is the responsibility of the respondent(s) to ensure that the proposals are received at the NCTCOG address as described above by the designated due date and time. NCTCOG assumes no responsibility for delays caused by postage, mail courier, email, package misdirection or any other form of delivery. Late proposals will not be opened nor considered in the evaluation of the proposal. Proposals may be withdrawn at any time prior to the submittal deadline, but they may not be withdrawn after the official opening.

Proposals received will be publicly opened after the response submission deadline on Bidnet Direct. Only the names of the vendor submitting the proposal will be read aloud. No other information will be disclosed at that time.

Proposal information is restricted and not publicly available until after the award of a contract. All documents associated with the proposal submitted, unless the respondent indicates a portion of the proposal is proprietary, may be subject to public inspection in accordance with the Public Information Act. All information obtained in the course of this solicitation will become property of NCTCOG.

NOTE: Any confidential/proprietary information must be clearly labeled as “confidential/proprietary”. All proposals are subject to the Texas Public Information Act.

3.7 PUBLIC OPENING

The public opening for this RFP will be conducted beginning approximately 2:05 PM CT on the date proposal submissions are due. The opening meeting will be held virtually via Microsoft Teams and will be recorded. Please note that a large volume of proposals may result in a lengthy opening process. Meeting access information and the Teams meeting invite will be posted to Bidnet Direct prior to the date of the public opening. Only the names of the Offerors submitting a proposal will be read aloud. No other information will be disclosed at the time of opening.

Proposal information is restricted and not publicly available until after award of a contract. All documents associated with the proposal submitted, unless the Offeror indicates a portion of the proposal is proprietary, may be subject to public inspection in accordance with the Texas Public Information Act. Any part of the proposal that you desire to declare as confidential information must be noted as such where the information is found in the proposal. Claims of confidentiality are subject to the opinion of the Texas Office of the Attorney General, should NCTCOG receive an open records request. All information obtained during this solicitation will become property of NCTCOG.

SECTION 4: EVALUATION AND AWARD

4.0 TIME FOR EVALUATION

Unless stated otherwise elsewhere in this Request for Proposals, all proposals of qualification submitted shall remain valid for a minimum of 90 calendar days after the due date to allow adequate time for evaluation and award.

4.1 EVALUATION PROCESS

All submissions in response to this solicitation will be evaluated in a manner consistent with the NCTCOG and all applicable rules and policies.

A proposal review committee will be assembled to perform the evaluations. Once proposals have been submitted, the NCTCOG will conduct discussions with the offeror or offerors whom the NCTCOG determines to be reasonably qualified for the award of the contract. Non-responsive submissions (those not conforming to the solicitation requirements) will be eliminated. Each respondent bears sole responsibility for the items included or not included in the response submitted by that respondent. NCTCOG reserves the right to disqualify any submission that includes significant deviations or exceptions to the terms, conditions, and/or specifications in this solicitation.

A proposal review committee will be assembled to perform the evaluations. In the initial phase of the evaluation process, the evaluation committee will review all proposals that have been received before the solicitation due date. Nonresponsive submissions (those not conforming to the solicitation requirements) will be eliminated. Each respondent bears sole responsibility for the items included or not included in the response submitted by that respondent. NCTCOG reserves the right to disqualify any submission that includes significant deviations or exceptions to the terms, conditions, and/or specifications in this solicitation.

4.2 BAFO AND CLARIFICATION REQUESTS

Once proposals have been submitted, the NCTCOG evaluates the proposals and determines which of those are determined to be reasonably qualified for award. Those so determined will be reviewed and scored. Clarification requests may be requested of firms where clarifying information is necessary to better understand the meaning of any part of a bid submission. Best and final offers ("BAFO") for those reasonably qualified may be obtained by allowing the submission of a BAFO before the final decision is made to award a contract.

NCTCOG reserves the right to be the sole judge as to the overall acceptability of any submission or to judge the individual merits of specific provisions within competing offers.

4.3 ORAL PRESENTATIONS

NCTCOG reserves the right to require a presentation by the firm to supplement their written submission. These presentations will be scheduled, if required, after Proposals are received and prior to the award of the Contract.

4.4 AWARD OF THE CONTRACT

Upon completion of the evaluation process, NCTCOG may award the contracts to one or more respondent(s) whose submission is determined to be the most advantageous to NCTCOG's TXShare members.

4.5 PROPOSAL EVALUATION CRITERIA

The criteria to be used to evaluate submissions are as follows:

Pass/Fail Criteria	Description	Percentage Points
Key Personnel	Points will be awarded on a pass/fail basis for the <u>clear inclusion</u> of the required components of Key Personnel information, as outlined in greater detail in Section 6 .	Pass/Fail – 5%
References	Points will be awarded on a pass/fail basis for the <u>clear inclusion</u> of the required information regarding References , as outlined in greater detail in Section 6.	Pass/Fail - 5%
Weighted Scoring Criteria		Weighted Maximum Percentage Points
Project-Related Experience and Qualifications	Points will be awarded based on the <u>clear inclusion and quality of response</u> of response regarding the required information regarding Project-Related Experience and Qualifications , as outlined in greater detail in Section 6.	20%
Technical Proposal	Points will be awarded based on the <u>clear inclusion and quality of response</u> regarding the required details of the Technical Proposal , as outlined in greater detail in Section 6 .	50%
Proposal Pricing	Points will be awarded based on responses to Exhibit 1 - Pricing , as outlined in greater detail in Section 6 .	20%
TOTAL POSSIBLE PERCENTAGE POINTS		100%

SECTION 5: SPECIFICATIONS

5.0 SCOPE OF WORK

This RFP is soliciting innovative proposals on behalf of TXShare membership from qualified vendors to deliver a comprehensive standalone Public Hazard Alerting System. The system must reliably warn the public of imminent hazards using audio, visual, and radio-based mechanisms, with an emphasis on resilience, flexibility, and geo-targeted delivery. These systems play a vital role in ensuring that people receive timely and accurate information during emergencies.

The desired outcome of this RFP is to retain one or more contractor(s) to supply municipalities, counties, school districts and other government agencies on an as-needed basis with the services listed below:

Category #1: Wireless Emergency Alert Systems

Category #2: Outdoor Warning Sirens

Category #3: Digital Type Warning Signage

Category #4: Other Related Systems

Category #5: Other Ancillary Goods or Services

This is a solutions-based solicitation, so your proposal shall include a narrative that describes your ability to provide a solution to one or more of the categories listed.

5.0.1 Purpose

It is the intent of these specifications to describe requirements for referenced goods/services on an as needed basis. Goods and services must meet or exceed the standards set forth in the specifications described herein.

5.0.2 Category Offer

You should prepare a proposal that describes in detail the goods or services that you are proposing to provide. Proposals must demonstrate your capability to provide all or part of the requested goods or services. A proposal will be evaluated only for the goods or services it offers.

IMPORTANT: In your proposal, please provide a detailed narrative response explaining which of the services you can offer and a detailed summary of how you perform these services.

5.1 TECHNICAL SPECIFICATIONS

Vendors understand that there is no specific work to be ordered at this time. The awarded contract(s) will be for work to be determined in the future on an as-needed basis by one or more members of the TXShare cooperative that choose to utilize the contract(s) awarded.

The Contractor shall furnish all labor, tools, equipment, materials, and supplies required to effectively perform the services in accordance with the specifications described herein. All travel time or mileage is the responsibility of the Contractor unless explicitly stated otherwise in your proposal.

IMPORTANT: In your proposal, please provide a detailed narrative describing your product/service and address the following items as may be applicable and number your responses correspondingly.

TXShare encourages creative approaches that meet the core operational objectives while allowing for multiple awards based on solution types, scalability, or geographic deployment strategies.

Examples are:

- Wireless Emergency Alerts (WEA): These are short emergency messages sent to mobile devices, such as smartphones, to warn about severe weather, missing people (AMBER alerts), and other emergencies.
- Outdoor Warning Sirens: Often used in areas prone to tornadoes or other natural disasters, these sirens alert people who are outdoors to seek shelter immediately.
- Digital Signage: Electronic billboards and signs can display emergency messages in real-time, providing information to people in public places.

5.1.1 Challenge Objective

Develop and deliver a public hazard alerting system that:

- Automatically disseminates hazard warnings to local populations through tone, voice, and light signals.
- Receives and interprets alerts from sources such as NOAA Weather Radio or third-party GEO-specific all-hazard alerting systems, including lightning notifications.
- Supports local control options, remote activation, and manual intervention.

5.1.2 Functional and Performance Objectives

This solicitation is focused on outcomes, not rigid system specifications. Proposers are challenged to deliver solutions that achieve the following results-based objectives, regardless of specific technical means. Solutions that demonstrate flexibility, modularity, and future scalability will be prioritized.

In your proposal narrative, please describe how your solution meets or exceeds each of the following:

- 5.1.3.1 **Effective Public Hazard Notification** - The system should provide clear, timely, and unmistakable alerts to people in outdoor areas when a hazard is detected. Explain how your solutions demonstrate:
 - High audibility and intelligibility of alerts across a defined geographic radius.
 - Immediate visual awareness, visible 360° under all-weather/light conditions.
 - Clear differentiation between alert types (e.g., general hazard vs. lightning).
- 5.1.3.2 **Intelligent and Autonomous Activation** - The system should be capable of independent operation, activating automatically based on trusted hazard data inputs. Explain how your solutions demonstrate these desired outcomes:
 - Autonomous triggering based on trusted sources (e.g., NOAA or approved GEO-specific alert feeds).
 - Minimal false alarms or missed alerts.
 - Consistent and low-latency response from detection to alert activation.
- 5.1.3.4 **Local and Remote-Control Flexibility** - The system should support flexible control pathways to allow public safety agencies or designated operators to override, supplement, or mute automated alerts. Explain how your solutions demonstrate these outcomes:
 - Remote or app-based control capability.
 - On-site override ability for emergency personnel.
 - Ability to prioritize live messaging over automated alerts where needed.
- 5.1.3.5 **Resilience and Continuity of Operations** - The system should continue to function during and after adverse weather conditions or grid failure. Explain how your solutions demonstrate these outcomes:
 - Reliable operation under extreme weather.
 - Independence from the power grid, with self-sustaining or backup power.
 - Protected infrastructure that reduces downtime and maintenance needs.
- 5.1.3.6 **Adaptability and Modularity** - The system should be easily adapted to different environments, alert types, and operational needs. Vendors should propose solutions that can:
 - Scale across multiple sites or jurisdictions.
 - Offer optional features (e.g., custom tones, quiet hours, diagnostics).
 - Integrate with future alerting or monitoring technologies without major redesign.

- 5.1.3.7 Warranty and Maintenance -What are the maintenance requirements to keep the proposed system looking fully functional?
- 5.1.3.8 Executive summary of the proposed solution(s).
- 5.1.3.9 Describe and clearly indicate any exceptions to this specification section.
- 5.1.3.10 Describe your solution effectiveness & innovation in meeting or exceeding the core objectives.
- 5.1.3.11 Describe if there is a modular design supporting multiple configurations/applications.
- 5.1.3.12 Describe your compliance with applicable standards.
- 5.1.3.13 Explain the technical documentation quality (manuals, specifications, diagrams).
- 5.1.3.14 Describe your product's value and cost competitiveness, including breakdowns by feature/module.
- 5.1.3.15 Provide a technical description of system performance and components (do not include proprietary information).
- 5.1.3.16 Describe your product training offerings.

5.2 RELATED EXPERIENCE AND QUALIFICATIONS

In your proposal narrative, please address the following questions:

- 5.2.3 How will your support team interface with Customer?
- 5.2.4 Are there any goods or services not outlined in the Scope of Work that you wish to offer?
- 5.2.5 Describe your experience working with government agencies as customers.
- 5.2.6 Are there any major requirements that cannot be met by your firm?
- 5.2.7 List the business location(s) out of which your firm's team members will work from. You are encouraged to provide options to cover other geographic areas besides the Dallas/Fort Worth area.
- 5.2.8 Provide a general overview of your company including its size, years in business, experience and major clients. How long have you been specifically in this type of business?
- 5.2.9 Describe your invoicing process. Payment terms? Is payment by credit card accepted?
- 5.2.10 Include a list of similar contracts (five or so preferably) awarded within the last 5 years.
- 5.2.11 Identify any contracts within the past three years that have been terminated due to non-performance.
- 5.2.12 What sets your business apart from your competitors?
- 5.2.13 Who is your point of contact for sales?
- 5.2.14 How long does delivery/installation take after an order?

- 5.2.15 What are some current issues that may affect your ability to meet demand?
- 5.2.16 Identify any subcontractors or third-party services that will be utilized in the performance of your contract.
- 5.2.17 Provide any other additional information you feel is necessary that describes why your firm is the best choice.
- 5.2.18 Do you make any exception to the terms or conditions of this RFP document?

Vendor may propose any combination of categories. Responses are encouraged from vendors who can only provide certain products and services. Respondents are not expected to be able to provide the entirety of the desired goods requested in this RFP, though are welcome to if they are able.

To be under consideration for an award of a TXShare contract, you **do not** have to propose to service the entire State of Texas, nor do you have to propose to service all Fifty (50) States of the United States of America. The TXShare Cooperative Purchasing Program requests that respondents specify on the service area designation forms, and in their proposal, the service areas that they are willing and able to provide goods and services to. During the evaluation process, your responses to the service area designation forms **will not** be taken into consideration when determining the quality of your proposal.

Service area designation forms are found in **Exhibit 3**.

Respondents should prepare a proposal that describes the products and services that they are proposing to provide. Proposals must demonstrate the respondents' capability to provide **all or part** of the requested services. A Respondent's proposal will be evaluated only for the products and services that they propose.

NCTCOG reserves the right to select the proposal or proposals offering the most advantageous combination, with price and other evaluation criteria considered. Respondent should furnish pricing related to each item on which Respondent wishes to propose, and either leave the questions for other items unanswered (blank) or indicate "No Bid." The NCTCOG will consider items individually and make awards on each item independently.

5.3 OTHER REQUIREMENTS

5.3.1 Objectives.

The Master Agreement awarded for TXShare may cover a variety of services. Each Customer that selects to utilize the Master Agreement will negotiate the specific services it needs into a Supplemental Agreement with a customized SOW for that Customer. All proposals must be made based on, and either meet or exceed, the requirements contained herein.

5.3.2 Service Area.

In preparing a proposal, you will designate what geographic region(s) will be served. You must specify, on the service area designation forms included with their proposal, the service areas that they are willing and able to provide goods and services to. A vendor **does not** have to propose to service the entire State of Texas, nor have to propose to service all fifty (50) states, to be considered for an award of a TXShare contract.

Service area designation forms are found in **Exhibit 3**.

5.3.3 Service Category Offer.

You should prepare a proposal that describes in detail the goods or services that you are proposing to provide. Proposals must demonstrate your capability to provide **all or part** of the requested services. A proposal will be evaluated only for the services it offers.

5.4 CONTRACT TYPE

If awarded, your proposal will result in a fixed price contract based on submitted pricing you propose. It is at your discretion to propose either unit pricing or a percentage discount off the list price for the goods or services you wish to offer. It is generally recommended that you propose a discount, however.

By signing this proposal, you certify that you have obtained and will continue to maintain during the entire term of this contract, all permits, approvals, or licenses, necessary for lawful performance of its obligations under this contract.

5.5 CONTRACT TERM

A contract resulting from this RFP shall be effective for 24 months from the date of award. This contract will automatically renew for up to three (3) additional one-year periods, not to exceed five (5) years in total, unless earlier terminated as provided herein. NCTCOG reserves the right not to renew at its discretion.

5.6 WARRANTY/GUARANTEE

Please state in your proposal what warranty or guarantee may apply to the goods or services you are proposing.

5.7 CATALOGS

Responding Offerors are requested to submit a proposal that will contain a schedule of goods or services line that would qualify under one or more of the Categories stated in Section 5.0 of these specifications. This schedule is commonly referred to as a “catalog”.

Catalogs contain a range of items that are published in either an electronic or hard copy form and are modified from time to time to reflect internal and external changes in the vendor’s marketplace. It is at the vendor’s discretion to propose any limitations of the goods or services offered. A good or service offered must be listed in the catalog to be eligible for sale through a Category of the awarded contract.

Catalogs are to be submitted with the proposal and may be provided electronically using either a PDF document or web link. Use a spreadsheet or a searchable document containing the pricing information. A physically delivered hard copy of the catalog is NOT acceptable.

Catalogs may be priced with a percentage discount or a fixed unit price. Pricing may be one or multiple tiers of varying discounts based on purchase quantity.

5.8 QUALITY

It is expected that you have knowledge of all applicable industry standards, laws, and regulations and possess an ability to market and distribute the goods or services to members of the cooperative.

5.9 NEW GOODS AND SERVICES

New goods and services may be added to the resulting contract(s) during the term of the contract by written amendment, to the extent that those goods or services are within the scope of this RFP and include, but will not be limited to, new services added to the manufacturer’s list offerings, and services which reflect new technology and improved functionality. Service Categories or individual items of a fixed price nature are subject to review and approval of the NCTCOG before addition to the contract. Individual items added to catalog awards do not require prior approval of the NCTCOG.

5.10 ALL OR NOTHING AWARD

“All or nothing” proposals are not acceptable and will be rejected. You must be willing to accept a partial award for any combination of the Categories proposed at the discretion of the NCTCOG.

The NCTCOG may award contracts to multiple Offerors supplying comparable goods or services, also known as a multiple award schedule, or award the contract to a single vendor. The NCTCOG’s decision to make multiple awards or a single award will be based upon its sole discretion regarding the type of award that provides best value.

5.11 PRICING

When preparing your pricing offer, you should furnish it as a discount off of list price for each Category proposed and state “No Bid” for any Categories or sub-Categories you will not offer. NCTCOG will consider Categories individually and may make awards on each Category independently. NCTCOG reserves the right to select the

proposal or proposals offering the most advantageous combination, with price and other evaluation criteria considered.

NOTE: The final negotiated discount will be incorporated into the Master Services Agreement with the awarded vendor(s). The discount pricing information provided in your proposal will be public information and will not be accepted marked as proprietary or confidential.

5.11.1 Catalog Pricing

The pricing that is to be proposed for your catalog should be a percentage discount off of your list price. Responding Offerors are requested to submit a proposal that will contain specific goods or services that would qualify under the Categories listed. A minimum percentage discount is to be stated for each Category. This is commonly referred to as “discount pricing”.

The catalog offering a percentage discount should identify which Category of goods or services are covered by the catalog and the corresponding minimum percentage discounts that apply. The discounts may be broken down by category and quantity, as well as by subcategory or tier (to the extent of the proposer’s choosing). The Proposer may be creative in the percentage tier discounts to the extent deemed appropriate.

A link to the schedule of list pricing for all catalog items must be provided with the initial contract during execution, and whenever the list pricing is updated. By providing the current list pricing, a potential Customer can determine the maximum cost for each item by multiplying the contractually awarded minimum percentage discount times the current published list price. The current published list price will be posted on the awarded Contractor’s landing page on the TXShare website.

Changes to a percentage discount catalog that adds, modify, or delete items during the term of the contract are allowed at any time and without prior approval by NCTCOG. However, the minimum percentage discount list price is fixed and may only change through execution of a contract amendment. The awarded Contractor however does have the option to allow a greater percentage discount when negotiating a purchase with the Customer.

A discount percentage off of list is considered to be a minimum discount, so the awarded Contractor is free to offer greater percentage discounts to a Customer as part of a purchase negotiation. A zero discount off catalog proposal is acceptable but may put the Contractor at a disadvantage when the Customer is comparing prices among competing Contractors. The Contractor may lower the unit price or increase the minimum discount percentage to be more competitive in a particular situation.

It is recommended that when offering a wide variety of goods and services you propose a catalog percentage discount for all items in that Category (except any specific items specifically stated as excluded). Discount pricing also negates the need to submit a request to amend unit prices every time there is a price increase for the good or service, as the contract will be awarded for the percentage discount and not for a specific unit price. Explain any special tiered pricing structure or if you offer volume discounts.

Any goods or services that are not specifically listed in the awarded Category catalog is ineligible to be sold under the contract except under Category “Optional Ancillary Goods and Services”. These “goods or services not specifically listed” items, which are priced at a discount off list price, may be only sold in companion with other goods and services specifically stated in the catalog under one of the other Categories. Goods or services that are listed under any Category, including Optional Ancillary Goods and Services, may be sold as stand-alone items.

Note: As previously stated, percentage discounts from list price are allowed but a markup percentage from cost is not, as this method is not allowable for purchases made via Federal grant money. Prices stated as a markup from cost are a cause for the disqualification of those portions of your proposal.

Note: You may stipulate different discounts on different products or types of service (subcategories) within each Category, provided you clearly indicate how the different discounts apply to which goods or service subcategories.

5.11.2 General Proposal Information

You must clearly identify which Category your pricing submittal applies to.

You have the option (but are not required) to propose ancillary optional goods or services. Examples are similar product lines, inside delivery, set up, installation, maintenance agreements, travel costs, and other similar goods and services that are not specifically covered by any of the other PRICING CATEGORIES listed in the RFP. Please provide adequate information explaining what the ancillary good or service consists of.

Any good and or service that your business sells and reasonably meets one of the category descriptions of this RFP, may be proposed. However, they all require pricing by a discount from list in the proposal. The list pricing may be by a schedule attached to your proposal or by a weblink to your business catalog. The pricing information, including link, are to be attached to the Price Sheet included in this RFP.

NOTE: Only goods or services categories that have pricing submitted in the proposal (percentage discount off of list) are eligible for purchase through a contract award. You may propose pricing in a manner that works best for you to prepare your customized quotes to customers, but the pricing must be stated in such a manner that must be capable of audit by the customer.

- 5.11.2.7 For example, if you propose a discount off list, then your current list price card for the items proposed must be made available so that the customer can calculate the contract price. Such would mean if you were proposing “10% discount off list price of tables”, then you must provide with your proposal the current list price for tables offered under the contract.

- 5.11.3 Exhibit 1 Categories Offered – All bidders must complete this form to indicate which categories they are offering in their proposal. Check the appropriate box. If you are offering an “Other Ancillary Good or Service”, you must list those goods and services under this Category in order for the goods or services to be considered for award. Failure by the responding vendor to submit the clarifications by the deadline requested may result in disqualification of the proposal.

5.11.4 Exhibit 2 – Price List

FOR EVALUATION PURPOSES ONLY: Respondents shall submit a copy of, or a link to, their current published price list.

5.11.5 Exhibit 4 – Sample Market Basket

A vendor submitting a proposal in response to this RFP may be requested to complete a **Sample Market Basket Pricing Form - Exhibit 4** for this RFP package. The request will be made to provide supplemental information to the initial proposal that the vendor submitted. If used, the Exhibit 4 will be requested from the responding vendors during the evaluation phase.

5.11.6 Price Escalation/De-escalation.

The unit pricing (or discount percentage) proposed by the Offeror shall be of a fixed price nature for the first six (6) months of the contract. Escalation requests may be made no more than every ninety (90) days and are subject to mutual written amendment to the contract between NCTCOG and the contractor. It is the responsibility of the contractor to petition NCTCOG changes to the pricing structure. The awarded contractor must provide upon request such supporting documentation as TXShare may require that justifies the requested price escalation.

A price change (based on the Bureau of Labor Statistics, Consumer Price Index escalation) may be considered. Price changes may not exceed the most recent 12-month CPI-U table. Request for increases must be submitted in writing for consideration. Should the price change be granted and the NCTCOG accepts, a written amendment will be executed.

Price decreases (or discount percentage increase) may be made at any time and without written agreement.

Further, the awarded vendor may negotiate more favorable pricing terms with the individual customer based on quantity or other conditions of purchase without seeking approval from NCTCOG. Change to unit prices in a contract must be approved via mutual execution of an amendment to the contract. In the event of price decreases, an executed amendment is not required. If applicable, a copy of, or link to, the vendor's current pricelist should be submitted with the Proposal.

5.11.7 Sales Tax & Freight.

Do not include sales tax in proposal pricing. Nearly all Customers will be tax exempt. Freight/shipping cost should be addressed in your pricing. There is full flexibility on the vendor's behalf as to whether these costs are included in the price, or an additional charge to be determined at the time of the negotiation between the Contractor and Customer. However, this must be stated up front at the time of the submission of the proposal. Failure to state the method in the proposal will result in a default assumption of "additional charge" for freight/shipping costs when evaluating the proposal.

5.11.8 Orders for Work

The Customer and Contractor shall mutually establish understanding for what constitutes approval of a quote, the binding order for work, and any purchase order or other documentation that may be required before any work can proceed on any project.

Please understand that there is no specific project to be purchased at this time. This solicitation is for work to be determined in the future on an as-needed basis by the Customer. The work to be performed under this contract will be defined on a project-by-project basis through a supplemental order direct from the Customer.

SECTION 6: HOW TO SUBMIT YOUR PROPOSAL

6.0 INSTRUCTIONS FOR RESPONDENTS

Please provide a written response regarding ability to meet each requirement as outlined in the Specifications (Section 5). Include any additional pertinent information on how your proposed solution meets each requirement. Provide any pertinent additional functionality and/or services not outlined in the Scope of Work that you wish to offer.

Important Note: Your proposal shall consist of your responses to the Required Response Information outlined below and your completed Attachments, or the proposal may be disqualified as nonresponsive.

Required Response Information

Each section of information should be *clearly defined* using the following section or heading titles:

Tab A Certificate of Offeror and Statement of Understanding

The initial submission pages of your proposal will consist of:

1. Vendor information and addenda acknowledgement (page 1 of this solicitation document)
2. A brief statement of the respondent's understanding of the work to be done or desired deliverables requested in the solicitation.

Tab B Key Personnel

Attach statements of qualifications or resumes for all key **managers, supervisors, and other team members** who will be involved in the management of the delivery of goods or services under this RFP.

Tab C References

Include at least four (4) recent references for customers (preferably public agencies) for whom you have provided services similar to those requested in this solicitation within the last five (5) years. Please include the organization's name (if applicable), contact person, phone number, and email address for each reference. NCTCOG reserves the right to contact or visit any of the respondent's current and/or past customers to evaluate the level of performance and customer satisfaction.

Tab D Project-Related Experience and Qualifications

Proposals will be evaluated based on experience and qualifications in providing the requested goods/services. Provide a written response regarding the firm's and/or individual's ability to meet each requirement outlined in Section 5.2 of the Specifications. Number each of your answers to match those in Section 5.2. **FAILURE TO DO SO MAY IMPACT YOUR SCORE.**

If applicable, identify any subcontractors or third-party services that are utilized in the performance of fulfilling this RFP. Provide a general explanation and chart which specifies project leadership and reporting responsibilities, and how the team will interface with NCTCOG and Participating Entities' project management and team personnel.

Technical Proposal

This section should constitute the major portion of the submittal. Respondent's proposal should detail their capabilities, knowledge and skills related to the desired deliverables and expectations as outlined in Section 5.1 of the Specifications.

Failure to provide written response to items indicated in this section will be interpreted by NCTCOG as an *inability* by the firm to provide the requested product, service or function.

Discounts/Pricing

Respondents should furnish a proposal that specifies pricing discounts for the goods or services they propose. For more information, please refer to **Exhibit 1**. Points will be awarded on the basis of the overall cost effectiveness and clarity in identifying/explaining pricing discounts.

Required Attachments - Please include signed copies of all ATTACHMENTS (beginning with ATTACHMENT I). All attachments must be submitted with the proposal, or the proposal may be disqualified as nonresponsive. If an attachment does not apply, please mark as “Not Applicable” and submit with the proposal.

EXHIBIT 1: CATEGORIES OFFERED AND PRICING PROPOSAL

- **Category Offering:**

Please place a checkmark next to each Category that you are offering in your proposal:

☒ **Category #1: Wireless Emergency Alert Systems**

☒ **Category #2: Outdoor Warning Sirens**

☐ **Category #3: Digital Type Warning Signage**

☐ **Category #4: Other Related Systems**

☐ **Category #5: Other Ancillary Goods or Services**

- **Proposed Contractual Discounts on Pricing for Categories Offered**

For each of the categories you selected above, provide your proposed **discount** on your list price on the attached ***Exhibit 1 - Discount Worksheet***. You may offer tiers of discounts based on the different bid items or the sale quantity.

- **Current Catalog Link**

For the items you are proposing in each category, please provide your current catalog (either a printed copy or a web link).

Check One:

☒ Printed Catalog Attached to This Exhibit 1.

☐ Use This Web Link to Catalog: _____

**EXHIBIT 2
PRICE LIST**

A. Current Published Price List for Items Offered

For each of the bid items you wish to offer, please provide the current published list price. Please attach this information to your proposal in printed copy or via a weblink. Please match the Category item number from the Bid Price Worksheet to the matching item on your current published price list.

Check One:

☒ Printed Copy of Price List Attached to This Exhibit 2.

☐ Use This Web Link to Price List: _____

NOTE: The current price list included in EXHIBIT 2 will NOT be a part of your contractual obligation and may be modified at your discretion during the term of any contract that is awarded to you. Only the Proposed Contractual Discounts on Pricing for Categories Offered entered on the EXHIBIT 1 – WORKSHEET will be contractually obligated.

You are however requested to provide us with the newest version of the current price list whenever it is updated.

IMPORTANT: Make certain that you complete Exhibit 1 - Discount Worksheet (ENVELOPE #2). This Exhibit 2 does not serve as a substitute for Exhibit 1. Failure to complete and submit Envelope #2 WILL RESULT IN DISQUALIFICATION OF YOUR PROPOSAL.

EXHIBIT 3: SERVICE DESIGNATION AREAS

Texas Service Area Designation or Identification			
Proposing Firm Name:	LAWS System, LLC.		
Notes:	Indicate in the appropriate box whether you are proposing to service the entire state of Texas		
	Will service the entire state of Texas	Will not service the entire state of Texas	
	✓ - Will service the entire state of Texas		
	If you are not proposing to service the entire state of Texas, designate on the form below the regions that you are proposing to provide goods and/or services to. By designating a region or regions, you are certifying that you are willing and able to provide the proposed goods and services.		
Item	Region	Metropolitan Statistical Areas	Designated Service Area
1.	North Central Texas	16 counties in the Dallas-Fort Worth Metropolitan area	
2.	High Plains	Amarillo Lubbock	
3.	Northwest	Abilene Wichita Falls	
4.	Upper East	Longview Texarkana, TX-AR Metro Area Tyler	
5.	Southeast	Beaumont-Port Arthur	
6.	Gulf Coast	Houston-The Woodlands-Sugar Land	
7.	Central Texas	College Station-Bryan Killeen-Temple Waco	
8.	Capital Texas	Austin-Round Rock	
9.	Alamo	San Antonio-New Braunfels Victoria	
10.	South Texas	Brownsville-Harlingen Corpus Christi Laredo McAllen-Edinburg-Mission	
11.	West Texas	Midland Odessa San Angelo	
12.	Upper Rio Grande	El Paso	

(Exhibit 3 continued on next page)

Nationwide Service Area Designation or Identification Form							
Proposing Firm Name:	LAWS Systems, LLC.						
Notes:	Indicate in the appropriate box whether you are proposing to provide service to all Fifty (50) States. <table border="1"> <tr> <td>Will service all fifty (50) states</td> <td>Will not service fifty (50) states</td> </tr> <tr> <td>✓ - Will service all fifty (50) states</td> <td></td> </tr> </table> If you are not proposing to service to all fifty (50) states, then designate on the form below the states that you will provide service to. By designating a state or states, you are certifying that you are willing and able to provide the proposed goods and services in those states. If you are only proposing to service a specific region, metropolitan statistical area (MSA), or City in a State, then indicate as such in the appropriate column box.			Will service all fifty (50) states	Will not service fifty (50) states	✓ - Will service all fifty (50) states	
Will service all fifty (50) states	Will not service fifty (50) states						
✓ - Will service all fifty (50) states							
Item	State	Region/MSA/City (write "ALL" if proposing to service entire state)	Designated as a Service Area				
1.	Alabama						
2.	Alaska						
3.	Arizona						
4.	Arkansas						
5.	California						
6.	Colorado						
7.	Connecticut						
8.	Delaware						
9.	Florida						
10.	Georgia						
11.	Hawaii						
12.	Idaho						
13.	Illinois						
14.	Indiana						
15.	Iowa						
16.	Kansas						
17.	Kentucky						
18.	Louisiana						
19.	Maine						
20.	Maryland						

21.	Massachusetts		
22.	Michigan		
23.	Minnesota		
24.	Mississippi		
25.	Missouri		
26.	Montana		
27.	Nebraska		
28.	Nevada		
29.	New Hampshire		
30.	New Jersey		
31.	New Mexico		
32.	New York		
33.	North Carolina		
34.	North Dakota		
35.	Ohio		
36.	Oregon		
37.	Oklahoma		
38.	Pennsylvania		
39.	Rhode Island		
40.	South Carolina		
41.	South Dakota		
42.	Tennessee		
43.	Texas		
44.	Utah		
45.	Vermont		
46.	Virginia		
47.	Washington		
48.	West Virginia		
49.	Wisconsin		
50.	Wyoming		

End of Exhibit 3