



Marketing and
Public Relations



NCTCOG Audience Engagement and Marketing Strategy Consulting Services

RFP #2024-002



North Central Texas
Council of Governments

December 5, 2023

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Award-Winning Marketing and Public Relations Agency

**Dallas
Business
Journal**

**Ranked a Top PR Agency
2020, 2021 and 2022**



50+ Awards

TXShare

Your Public Sector Solutions Center

REQUEST FOR PROPOSALS

For

Audience Engagement and Marketing Strategy Consulting Services

RFP # 2024-002

Sealed proposals will be accepted until **2:00 PM CT, Tuesday, December 5, 2023** and then publicly opened and read aloud thereafter.

K Strategies Group, LLC

Legal Name of Proposing Firm

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Title

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City/State

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Zip

Acknowledgment of Addenda: #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

By signing below, you hereby certify that the information contained in this proposal and any attachments is true and correct, and may be viewed as an accurate representation of proposed services to be provided by this organization. You agree that failure to submit all requested information may result in rejection of your company's proposal as non-responsive. You certify that no employee, board member, or agent of the North Central Texas Council of Governments has assisted in the preparation of this proposal. You acknowledge that you have read and understand the requirements and provisions of this solicitation and that the organization will comply with the regulations and other applicable local, state, and federal regulations and directives in the implementation of this contract. And furthermore that I certify that I am legally authorized to sign this offer and to submit it to the North Central Texas Council of Governments, on behalf of said offeror by authority of its governing body.

Katrina Keyes

Authorized Signature

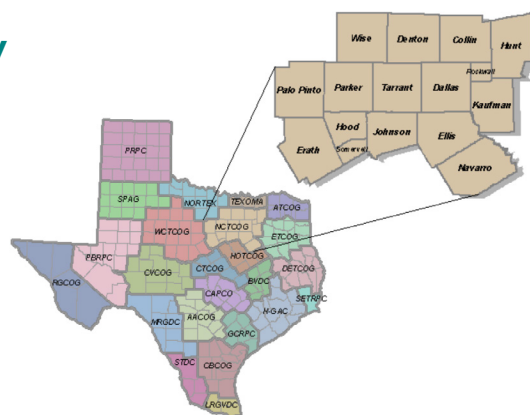
RFP 2024-002

Executive Summary

K Strategies is excited for the opportunity to propose Audience Engagement and Marketing Strategy Consulting Services to the North Central Texas Council of Governments (NCTCOG).

Our team of problem-solvers offers tailored solutions by working collaboratively with clients to tackle the challenges faced by the region. We specialize in transportation planning, environmental initiatives, aging and disability resources, and other areas of focus. With our expertise in public engagement, marketing, public relations, and diversity services, **K Strategies is excited to contribute to the continued success of NCTCOG in the 16-county metropolitan region it serves.**

With extensive experience assisting local governments in regional planning and collaborative decision-making, NCTCOG's mission seamlessly aligns with our expertise. K Strategies understands the unique structure and needs, and we are well-prepared to serve as a champion for the TxShare cooperative purchasing program, extending our services to fulfill the needs of governmental entities that seek support.



As a trusted partner, K Strategies will enhance NCTCOG's and its TxShare affiliates' outreach goals, strengthening the collective power of local governments and promoting regional opportunities. We are committed to supporting NCTCOG's mission and look forward to making a meaningful impact.

K Strategies' COMMITMENT TO COLLABORATION and ATTENTION TO DETAIL ensures we exceed NCTCOG's expectations.



About K Strategies

K Strategies is an award-winning marketing and public relations agency recognized for its success in developing, designing and delivering best-in-class brand campaigns and marketing strategies.

K Strategies is recognized as a top tier marketing and public relations firm by the Dallas Business Journal, with over 20 years of successful business experience serving clients across Texas. Propelled by more than 20 experienced professionals, our agency has received 50+ awards and is considered a go-to agency for marketing and PR expertise.

We have a keen ability to build marketing campaigns that get noticed, gather the right mix of people online or in person, and help our clients build bridges between great ideas and the right audience.

We're known as **PROBLEM SOLVERS** with the unique ability to develop solutions, create **IMPACT, ELEVATE** visibility and **DELIVER** results.



**Founded in 2002
in Texas**



20+ Employees



**Certified
Disadvantaged,
Minority, Woman,
Veteran Owned
Business**

Key Personnel

Public Engagement



Christine DeCoudreaux-Ngonga

Public Engagement Director

- Public Engagement/Involvement
- Social Media Strategy
- Media Relations

Christine DeCoudreaux-Ngonga brings more than nine years of experience in public engagement, community outreach, event planning and communications. She effectively coordinates project communications and outreach to target audiences and stakeholder groups. DeCoudreaux-Ngonga also has significant experience in digital marketing, various types of communications collateral, media relations, website design and maintenance, as well as direct mail.

Notable Project:

- Dallas Area Rapid Transit (DART) Silver Line Regional Rail Project

Certification:

- International Association of Public Participation



Deavon Collins

Public Engagement Manager / Associate Vice President

- Strategic Planning
- Project Management
- Focus Groups
- Community Outreach

Deavon Collins is a skilled professional with 10+ years of experience in public engagement, communication, and outreach programs. With a proven record in problem-solving, strategic planning, team development, and crisis management, Collins is a results-driven leader who excels in driving successful outcomes. She is experienced in organizing and executing in-person, virtual, and hybrid meetings and is adept at facilitating effective stakeholder engagement and feedback gathering. Additionally, Collins' skill set includes focus group coordination, public involvement plan creation, meeting minutes, and content development.

Notable Projects:

- City of Fort Worth Panther Island Real Estate and Planning
- City of Dallas Joppe Neighborhood Pedestrian Bridge Design
- TxDOT S. M. Wright Parkway

Certification:

- International Association of Public Participation



Lori Wilson

Public Engagement Specialist

- Community Relations
- Communications Management
- Survey Design & Analysis

Lori Wilson is a specialist dedicated to strategic communications and effective community relations. She brings more than 15 years of experience directing engagement programs including creating communication campaigns, marketing materials, community outreach, and planning public events. Wilson specializes in positive relationship development and delivering operational impact by understanding diverse community profiles and market segments.

Wilson has experience in developing and implementing public engagement strategies for a variety of projects. She facilitated stakeholder listening sessions, coordinated public meetings, and ensured translation efforts for diverse communities. Wilson has designed surveys that yield meaningful and practical results. Additionally, she has managed outreach programs employing a variety of communication channels.

Notable Projects:

- Dallas County Open Spaces Master Plan
- City of Waco Lions Park Revitalization Project
- TxDOT I-35E Phase 2 Project

Certification:

- International Association of Public Participation

Marketing and Public Relations



Christine Sweet

Marketing and Public Relations Manager

Christine Sweet is a creative strategist skilled in developing brand stories and implementing marketing strategies based on market research, analytics and trend analysis. Sweet utilizes her strong project management skills to build immersive brand experiences and campaigns that resonate with our clients' target audiences.

Notable Projects:

- City of Fort Worth New City Hall
- National Juneteenth Museum
- Children's Health

- High-Profile Branding
- Marketing Project Management
- Collaborative Video Producer



Tiffany W. Evans

Sr. Marketing and Public Relations Specialist

Tiffany W. Evans is an enthusiastic storyteller and purposeful marketing and public relations professional, experienced in strategic communications, brand development, and social media and event management. She leverages a diverse background in magazine publishing, content creation and editing, podcast production, and education consulting to deliver compelling content that connects to target audiences. She is an expert in strategically combining market research, industry trends and tailored campaigns to engage and inspire audiences to action.

Notable Projects:

- Nonprofit Communications and Media Relations Management
- Directing Editorial Cycles for National Publications

- Strategic Content Creation
- Editorial Management
- Email Marketing Specialist



Maribel Maldonado

Graphic Design Manager

Maribel Maldonado is a professional graphic designer with experience managing diverse graphic design projects in both digital and print advertising. She has worked in public relations, corporate and retail industries, designing print ads, logos, flyers, brochures and social media graphics. Maldonado presents important information in an accessible and visually appealing format. She brings success to digital and print campaigns with her detailed-oriented, creative and collaborative approach to design.

Notable Projects:

- City of Dallas Kay Bailey Hutchison Convention Center
- National Juneteenth Museum
- City of DeSoto

- Award-winning Designer
- Innovative & Bold Graphic Artist
- Comprehensive Brand Systems



Monica Partida

Graphic Designer and Video Editor

Creator of captivating designs, Monica Partida is a talented graphic designer with more than 13 years of experience. She is a seasoned graphic artist with the ability to translate impactful messaging and produce engaging collateral. Monica has worked with a diverse range of clients, from small businesses to large international corporations, designing newsletters, brochures, direct mailouts, postcards, social media graphics, logos, and animations. She is also skilled in social media geofencing and management.

Notable Projects:

- City of Dallas ForwardDallas
- Dallas Area Rapid Transit (DART)
- City of Fort Worth New City Hall

- Fortune 500 Brand Marketing Experience
- Dynamic Motion Graphics and Animations
- Innovative Graphic Designer

Diversity, Equity and Inclusion



- D/M/WBE Programs
- Community Outreach
- Contract Compliance
- B2CNow

Veronica Murphy

Diversity Programs Assistant Vice President

Veronica Murphy is an exemplary business diversity leader with more than 10 years of experience directing diversity programs and public outreach initiatives. With her seasoned and strategic approach to diversity and inclusion, clients can confidently entrust the achievement of their diversity, equity and inclusion (DEI) goals to her, enabling them to concentrate on delivering services and products at the forefront of North Texas.

Veronica's reach extends well beyond her achievements on individual projects. She actively collaborates with local chambers of commerce and contractor associations to develop training and support programs, empowering and bolstering the capacities of small businesses. Her mentorship and guidance have been instrumental in nurturing and growing small businesses within the North Texas region.

Notable Projects:

- Dallas ISD Bond Program
- DFW International Airport Terminal Renewal and Improvement Program

Certification:

- Master Compliance Administrator (MCA) in D/M/WBE Programs, American Contract Compliance Association (ACCA)



- DEI Programs Management
- Strategic Event Planning
- Data Analysis and Reporting

Gary Shearod

Diversity Programs Director

Gary Shearod is a seasoned professional in the realm of Diversity, Equity, and Inclusion (DEI), boasting more than a decade of experience in guiding DEI and disadvantaged, minority, and women-owned business enterprise (D/M/WBE) programs. His expertise extends across both the public and private sectors, where he has created diversity programs to develop and fortify strategies aimed at amplifying the engagement of diverse suppliers in contract participation and expenditure.

Throughout his distinguished career, Gary has fostered meaningful collaborations, propelling DEI initiatives to new heights. His expertise has been instrumental in driving the engagement of diverse suppliers, both in public and private sector contexts. By strategizing and implementing effective diversity plans, he has consistently achieved substantial results in increasing diverse supplier participation and contract spend.

Notable Projects:

- Dallas College Bond Program
- JPS Health Network Bond Program

Certification:

- Compliance Administrator (CCA) in D/M/WBE Programs, American Contract Compliance Association (ACCA)

References



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References



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Technical Approach

➤ Audience Awareness and Insights

K Strategies is a leading provider of audience outreach awareness campaigns and insight services. We have a proven track record of empowering organizations to understand and engage with their target audiences and the public by developing and implementing effective public engagement campaigns.

We understand that effective public engagement requires a deep understanding of the needs, interests, and concerns of all stakeholders. We use a variety of research methods, including **surveys, focus groups,** and **social media** analysis, to gather essential information or key insights into our clients' target audiences.

We **EMPOWER** organizations to **ENGAGE** and build **TRUST** with their target audiences.

The K Strategies team has extensive experience working with external audiences, including stakeholders, government officials and residents. We understand the importance of engaging internal audiences, including employees, volunteers, and board members. We help organizations develop effective communication strategies to keep their internal audiences informed and engaged.

We also help organizations identify and address gaps in public education by researching to assess the public's understanding of complex issues. We then develop and implement communication campaigns to provide the public with accurate and up-to-date information.

Experience

Dallas County Open Spaces Master Plan

During the initial phase of the Dallas County Open Spaces Plan, K Strategies facilitated stakeholder listening sessions to determine key insights of internal audiences and organized a series of public meetings to provide valuable feedback on the current issues, opportunities, needs, and priorities of the preserve network.

To maximize the effectiveness of the public meetings and exceed the client's expectations, K Strategies quickly transformed the interactive content from the in-person meetings into an online survey. The survey was made accessible in English and Spanish, ensuring that the target audiences could participate through the most suitable and widely used media channels.



Media Landscape Research and Recommendations

With a profound understanding of the ever-evolving media landscape, our team navigates the complex world of media publications and platforms, making us the ideal partner for tailored solutions.

Our approach to providing Media Landscape Research and Recommendations is comprehensive and strategic, ensuring we meet each client's unique needs. We prioritize delivering results-driven strategies and insights to elevate your media presence. Our service offerings under this category encompass:

- **Media Landscape Determination:**

We start by meticulously researching and identifying key media platforms that align with our client's objectives. Our experts stay updated on news and emerging trends, ensuring our clients are aligned with industry trends, opportunities and the right communication channels.

- **Media Buying Plan:**

Building solid relationships with media distributors to negotiate rates and value add opportunities to maximize market exposure is fundamental to our approach. We believe in forging partnerships that benefit our clients. We then craft a custom media buying plan tailored to specific goals,

budget, and target audience. This plan is complemented by a detailed campaign timeline, allowing for effective execution and management.

- **Analysis and Ideation:**

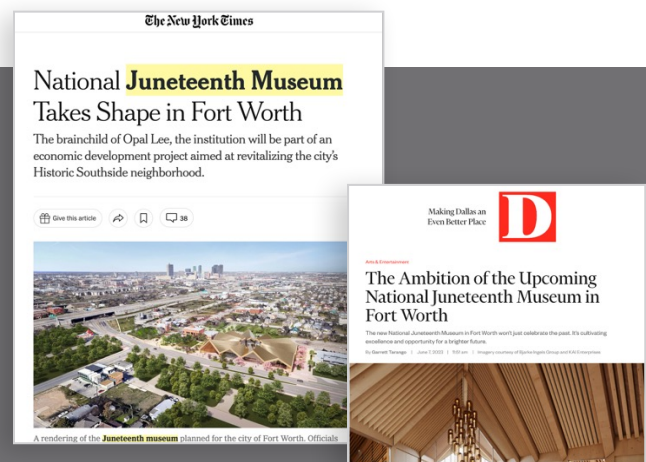
Data is at the heart of our decision-making process. We conduct thorough audits to gather relevant information on audience reach, engagement and sentiment, helping us understand our client's media presence and up to date nuances of the media landscape. We then perform audience deep dives, collaborating with our clients to ideate on media and communication needs. This process includes interviewing key stakeholders to gain insights from multiple perspectives and identify unique story angles and messaging. Our final step is to present a summary of key takeaways and opportunities, ensuring that our recommendations are based on a thorough understanding of the client's unique media landscape and communication needs.

Experience

National Juneteenth Museum

K Strategies developed a comprehensive marketing plan and public relations campaign to support the building of a national museum and cultural center in Fort Worth. Our marketing campaign, brand messaging and media stories generated local, national and international excitement about the project and federal holiday.

In efforts to support the museum's \$70m capital fundraising campaign, our expertly executed marketing and media plan helped to distinguish the National Juneteenth Museum and the City of Fort Worth as national destinations for cultural education, history and community pride.



2,500+
Tweets



600+
News-source
Mentions



5 Billion
People Reached



22 Million
Raised in Founding
Donations

➤ Social Media Strategy

Our social media strategy services methodically combine research, analytics and captivating content to increase exposure and engagement for our clients. We begin by listening to understand our clients, gaining an in-depth appreciation for their needs, experiences, and expectations. We then conduct a comprehensive social media audit, delving into the current landscape and analyzing competitors, which allows us to identify opportunities and threats.

Next, we work closely with our clients to establish clear objectives and craft compelling key messaging that resonates with their target audience. From there, we turn our attention to creating a robust channel strategy where we select the most effective platforms to reach and engage with specific demographics. This includes a content framework that outlines the type of content, posting frequency and messaging tone required to consistently captivate the audience.

Approach

As part of the K Strategies approach, we create target audience personas and engagement strategy, defining what types of content and social media channels align with the target audiences and our client's marketing objectives. We also incorporate a community management approach that nurtures meaningful interactions, promptly responds to inquiries, and effectively manages brand reputation.

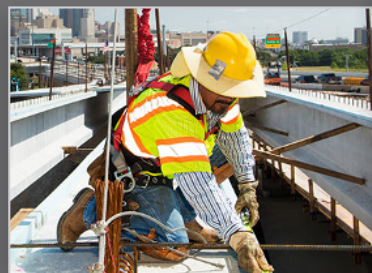
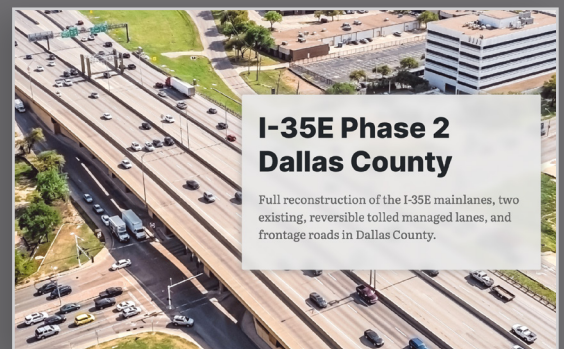
Equally important, our social media strategy incorporates tools for capturing and tracking key analytics, which enables our team to share essential data points and actionable insights, which assists our clients in making informed decisions.

Experience

TxDOT I-35E Phase 2 Project *Transportation Communications Management*

K Strategies manages public information, traffic alerts, weekly communications, crisis communications, and real-time comms mitigation to support the I-35E Phase 2 project. As part of the Texas Clear Lanes initiatives, the project includes of a full reconstruction and widening of I-35E in Dallas County from I-635 to the Denton County Line.

Incorporating social media and website management into our plan to provide weekly project updates and alerts enhances our transportation communication management plan.



➤ Campaign Strategy

K Strategies utilizes our expertise in stakeholder engagement and brand development to successfully develop and launch marketing and communication campaigns. During this time, we analyze prior reports to garner insights and valuable feedback about the client and its experiences. We will examine the current brand, analyze the competitive landscape, and assess applicable industry best practices and marketing trends. We then conduct communications audits to identify any gaps in our client's brand awareness, communication and marketing impact.

Using the data and insights garnered from the discovery phase, K Strategies will establish campaign goals and an execution plan. Our team then will then create a strategic communications and marketing campaign strategy that sets a clear and impactful path. The plan will include communication objectives, key messaging inclusive of a campaign tagline, and a summary of key takeaways and opportunities for continued growth and success.

Approach

Our campaign approach centers on working with clients to define the unique characteristics that distinguish them from others in the industry and the marketplace. Defining those unique qualities unifies brand messaging and raises brand visibility. K Strategies then turns its focus to further advancing our client's brand by developing a comprehensive identity that will resonate with the target audiences while creating a path for the client to achieve its objectives.

Once we have collaborated with our client on creating a vision of success, we will develop and launch a marketing and PR campaign strategy that perpetuates an impactful narrative that promotes audience engagement while elevating the client's brand.

Experience City of DeSoto

K Strategies launched a grassroots marketing campaign to elevate the City of DeSoto's brand and create a comprehensive marketing plan to engage the local community and attract outside visitors and investments.



Enhanced Photo and Video

for Marketing Ad Campaigns



Public Survey

to Capture DeSoto Stories



Unified Branding

for all City Departments



The following represents an overview of the K Strategies approach to managing deliverables, timelines, and implementation plans.

Deliverables

Compile and present assessment reports to the client and any applicable stakeholders that will include:

- Analysis of previous stakeholder interviews, community surveys and engagement reports to understand brand perceptions.
- An audit report of current public engagement, marketing, social media, etc. assets to identify gaps in communication and brand cohesion (including website, marketing collateral, email campaigns, social media, newsletters, ad campaigns etc.).
- Review prior public engagement, communication, and marketing plans, efforts and results to benchmark key performance indicators (KPIs).
- Identification of leading influencers, online mentions and news stories across social media, news and online platforms.
- Competitive landscape and industry trends to align client with industry standards and best practices.
- Recommended strategic objectives with KPIs to measure success.

Implementation and Timeline

Month 1

Kickoff Meeting

- Discuss the current strategy, communication opportunities and challenges
- Clarify vision for the future, short and long-term goals
- Identify potential stakeholders



Platform Onboarding

- Receive copies of assets and collateral
- Receive community engagement reports from prior brand development process
- Receive backend access and analytics reports for social media, web and digital marketing platforms
- Receive a calendar of upcoming initiatives, launches, events, key announcements etc.

Communications and Marketing Audit

- Audit current marketing collateral, advertising and communications platforms
- Conduct a communications audit to identify who and what people are saying about the client

Month 2

Market Research

- Analyze competencies of the competitive landscape, industry trends and best practices



Present Research Report and Objectives

- Recommend strategic objectives and KPIs based upon research and marketing audit

Month 3

Develop Audience Personas

- Understand the audience, who you want to engage, where they are and how to connect with them
- Identify the motivations of your target audience
- Identify influencers that speak to the target audience



Month 4

Communications Planning

- Identify promotional avenues for audience growth and targeting including social media, paid media and public relations
- Create a strategic communications plan that sets a clear path for delivering key messaging across local, regional and national media



Month 5

Public Engagement and Marketing Collateral

- Develop and design digital and print marketing collateral including social media templates, brochures, newsletters, website graphics and digital display ads
- Produce photo and video assets for marketing collateral and social media



Present and Review Communications and Marketing Plan

- Review Communications and Marketing Plan with client. Review Implementation Plan

Month 6

Deliverables

- Applicable plans delivered, i.e., public engagement, communications, marketing, social media, etc.
- Implementation Plan delivered



Launch

- Special event featuring a strategic media moment to generate buzz and increase interest

Additional Services

Brand Development

K Strategies elevates brands to advance our clients' marketing goals and objectives. Our brand development strategies include logo design, strategic messaging, marketing campaigns, public relations, social media and more.

- City of Dallas Hensley Field
- City of DeSoto

Content Writing

K Strategies delivers quality content for all formats including marketing collateral, website copy, social media, articles, blogs, and more. Our approach involves in-depth research, a keen understanding of client objectives, and a creative flair that brings our clients' content to life. The outcome for our client is compelling and engaging content that resonates with target audiences, enhances brand awareness, and drives desired results.

- City of Cedar Hill
- City of Fort Worth New City Hall
- JPS Health Network

Culture-Based Marketing

We deliver strategic messaging that aligns with the perspective and cultural norms of the target audience. We examine current events, local traditions, beliefs and languages to capture the pulse of the area best, then translate it to captivating media.

- Children's Health
- 50+ Texas Department of Transportation (TxDOT) projects
- 15+ Dallas Area Rapid Transit (DART) projects

Destination Marketing

Spreading the word about a destination and promoting its identity is what we do well. Amongst our staff of highly qualified professionals is a Destination Marketing Expert with an international (10+ renowned destinations) and domestic expertise.

- City of DeSoto
- City of Dallas Kay Bailey Hutchison Convention Center Master Plan Project
- National Juneteenth Museum

Diversity, Equity, and Inclusion

K Strategies supports clients in delivering best-in-class Diversity, Equity, and Inclusion services that contribute to the overall success of the organization's workforce. Our DEI services include DEI Assessments, Strategic Planning and Implementation, Communications Strategies, Employee Resource Groups (ERGs), Interactive Workshops and Training Classes, and Workforce Solutions.

- Omni Dallas Hotel
- DFW International Airport
- Dallas Love Field Airport

Graphic Design

Our graphic design services elevate marketing and communication collateral for our clients, including website design, social media content, flyers, ad design, video motion graphics, infographics, logo design, print and digital collateral, outdoor displays and more.

- City of Dallas Forward Dallas
- Texas Department of Transportation (TxDOT)
- Central Health
- Southern Gateway (Deck) Park

Media Event Planning/Production

K Strategies specializes in end-to-end solutions for those seeking impactful media-related events. Our approach combines strategic planning, creative execution, and collaborative coordination to ensure each event achieves its objectives. We manage all media-related aspects of the event, from concept development and content creation to logistics, technical production, and audience engagement. The outcome is a media event that captivates audiences, enhances brand visibility, and drives our client's desired results.

- Trinity Park Conservancy
- Parkland Hospital
- Dallas Love Field Airport

Public Engagement

Gaining community support is crucial for the ongoing success of any project. We're experts at creating outreach and awareness programs that encourage active public involvement in various projects, empowering organizations, involving community stakeholders, and providing essential information. Our capabilities include public engagement programs, highway project communications, public meetings and open houses, groundbreakings and grand openings, crisis communications, public input surveys (multiple languages), digital and virtual outreach, media relations and spokesperson, and focus group meetings.

- City of Dallas Hensley Field
- City of Waco Lions Park
- Fair Park

Public Relations

Our strategic public relations campaigns ensure our clients' messages authentically connect with target audiences to meet their goals and objectives. From press events to ribbon-cutting ceremonies, grand opening and launch events, media coaching, media mentions, and publicity, our PR services position our clients to receive the right attention from the right people.

- Dallas Love Field Airport and Southwest Airlines
- KAI Enterprises
- City of Cedar Hill
- National Juneteenth Museum

Social Media Management

K Strategies offers comprehensive social media management services to bolster your online presence. Our team crafts and schedules engaging content, maintains consistent brand messaging, and actively engages with your audience, fostering a sense of community around your brand. We monitor social media metrics and provide regular reports to track performance and guide data-driven decisions. With our expertise and adaptable strategies, we ensure your brand remains relevant and competitive in the ever-evolving digital landscape, allowing you to focus on your core business. At the same time, we elevate your social media presence and drive results.

- Zan Wesley Holmes Community Outreach Center
- TxDOT I-35 E Phase 2 Project

Spanish Translation

K Strategies provides expert Spanish Translation services tailored to our clients' diverse needs. Our approach combines linguistic precision, cultural sensitivity, and timeliness to ensure accurate and effective translations. Our comprehensive translation services extend to various content types, including documents, website copy, marketing materials and more. The outcome for our clients is clear and culturally relevant Spanish translation that facilitate effective communications with Spanish-speaking audiences.

- Children's Health
- Fair Park
- Southern Gateway (Deck) Park
- TxDOT 635 East
- City of Fort Worth Eastside Fort Worth Corridor

Supplier Diversity

We provide a variety of diversity services geared toward a diversity vendor inclusion program including M/WBE, HUB, DBE and SBE Program Management and Implementation, Procurement Strategies, Participation Tracking and Reporting Strategies, and Minority Community Engagement and Outreach services.

- FWISD Bond Programs
- DISD Bond Programs
- Dallas College Bond Program
- JPS Health Network Bond Program

Video Production

K Strategies' skilled creative team is passionate about conveying key messaging while producing compelling videos accessible to diverse audiences. With over 25 years of experience, we are experts at listening to our clients' more significant challenges and delivering a wide range of videography services, including but not limited to educational and tutorial videos, interviews and testimonials, ad campaigns, closed captioning, and bilingual (Spanish) videos.

- City of Fort Worth
- KAI Enterprises
- City of Dallas Mill Creek

Why K Strategies?

K Strategies is excited about the prospect of partnering with NCTCOG and the TxShare program to enhance audience engagement and marketing strategies in its 16-county service area and across Texas. Our expertise in delivering dynamic audience engagement and marketing strategies and our commitment to regional collaboration make us the right choice to support NCTCOG in achieving its outlined objectives. We look forward to the opportunity to contribute to the continued success of NCTCOG and the TxShare program. Please let us know if you have any questions or want to further discuss your needs and expectations.

Thank you for your consideration.

Regards,

Katrina Keyes

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REQUIRED ATTACHMENT CHECKLIST

Please utilize this checklist to ensure that all required attachments are included with your proposal. IF AN ATTACHMENT DOES NOT APPLY, PLEASE MARK AS “**NOT APPLICABLE**” AND SUBMIT WITH THE PROPOSAL. FAILURE TO SUBMIT **ALL REQUIRED DOCUMENTS** MAY NEGATIVELY IMPACT YOUR EVALUATION SCORE.

- ☒ Page 1 - Cover Sheet
- ☒ Page 20 - Attachment I: Instructions for Proposals Compliance and Submittal
- ☒ Page 21 - Attachment II: Certification of Offeror
- ☒ Page 22 - Attachment III: Certification Regarding Debarment
- ☒ Page 23 - Attachment IV: Restrictions on Lobbying
- ☒ Page 25 - Attachment V: Drug-Free Workplace Certification
- ☒ Page 26 - Attachment VI: Certification Regarding Disclosure of Conflict of Interest
- ☒ Page 28 - Attachment VII: Certification of Fair Business Practices
- ☒ Page 29 - Attachment VIII: Certification of Good Standing Texas Corporate Franchise Tax Certification
- ☒ Page 30 - Attachment IX: Historically Underutilized Businesses, Minority Or Women-Owned Or Disadvantaged Business Enterprises
- ☒ Page 31 - Attachment X: Federal and State of Texas Required Procurement Provisions
- ☒ Page 33 - Exhibit A: Description of Desired Service Categories for Proposed Pricing
- ☒ Page 35 - Exhibit B: Proposed Pricing Form
- ☒ Page 36 – Exhibit C: Service Area Designation Forms
- ☒ Respondent recognizes that all proposals must be submitted electronically through Public Purchase by the RFP due date and time. All other forms of submissions will be deemed nonresponsive and will not be opened or considered.

**ATTACHMENT I:
INSTRUCTIONS FOR PROPOSALS COMPLIANCE AND SUBMITTAL**

Compliance with the Solicitation

Submissions must be in strict compliance with this solicitation. Failure to comply with all provisions of the solicitation may result in disqualification.

Acknowledgment of Insurance Requirements

By signing its submission, Offeror acknowledges that it has read and understands the insurance requirements for the submission. Offeror also understands that the evidence of required insurance may be requested to be submitted within ten (10) working days following notification of its offer being accepted; otherwise, NCTCOG may rescind its acceptance of the Offeror's proposals. The insurance requirements are outlined in Section 6.04.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

**ATTACHMENT II:
CERTIFICATIONS OF OFFEROR**

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

ATTACHMENT III:
CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

This certification is required by the Federal Regulations Implementing Executive Order 12549, Debarment and Suspension, 45 CFR Part 93, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668, 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned certifies, to the best of his or her knowledge and belief, that both it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency;
2. Have not within a three-year period preceding this contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or Local) transaction or contract under a public transaction, violation of federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false Proposals, or receiving stolen property;
3. Are not presently indicated for or otherwise criminally or civilly charged by a government entity with commission of any of the offense enumerated in Paragraph (2) of this certification; and,
4. Have not within a three-year period preceding this contract had one or more public transactions terminated for cause or default.

Where the prospective recipient of federal assistance funds is unable to certify to any of the qualifications in this certification, such prospective recipient shall attach an explanation to this certification form.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

ATTACHMENT IV: RESTRICTIONS ON LOBBYING

Section 319 of Public Law 101-121 prohibits recipients of federal contracts, grants, and loans exceeding \$100,000 at any tier under a federal contract from using appropriated funds for lobbying the Executive or Legislative Branches of the federal government in connection with a specific contract, grant, or loan. Section 319 also requires each person who requests or receives a federal contract or grant in excess of \$100,000 to disclose lobbying.

No appropriated funds may be expended by the recipient of a federal contract, loan, or cooperative agreement to pay any person for influencing or attempting to influence an officer or employee of any federal executive department or agency as well as any independent regulatory commission or government corporation, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any of the following covered federal actions: the awarding of any federal contract, the making of any federal grant, the making of any federal loan the entering into of any cooperative agreement and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

As a recipient of a federal grant exceeding \$100,000, NCTCOG requires its subcontractors of that grant to file a certification, set forth in Appendix B.1, that neither the agency nor its employees have made, or will make, any payment prohibited by the preceding paragraph.

Subcontractors are also required to file with NCTCOG a disclosure form, set forth in Appendix B.2, if the subcontractor or its employees have made or have agreed to make any payment using nonappropriated funds (to include profits from any federal action), which would be prohibited if paid for with appropriated funds.

**LOBBYING CERTIFICATION
FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

The undersigned certifies, to the best of his or her knowledge or belief, that:

1. No federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an officer or employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal loan, the entering into of any cooperative Contract, and the extension, continuation, renewal, amendment, or modification or any federal contract, grant, loan, or cooperative contract; and
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, and or cooperative contract, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying”, in accordance with the instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

**ATTACHMENT V:
DRUG-FREE WORKPLACE CERTIFICATION**

The K Strategies Group, LLC (company name) will provide a Drug Free Work Place in compliance with the Drug Free Work Place Act of 1988. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited on the premises of the K Strategies Group, LLC (company name) or any of its facilities. Any employee who violates this prohibition will be subject to disciplinary action up to and including termination. All employees, as a condition of employment, will comply with this policy.

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

This certification is required by the Federal Regulations Implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned subcontractor certifies it will provide a drug-free workplace by:

Publishing a policy Proposal notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the subcontractor's policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug violations in the workplace;

Providing each employee with a copy of the subcontractor's policy Proposal;

Notifying the employees in the subcontractor's policy Proposal that as a condition of employment under this subcontract, employees shall abide by the terms of the policy Proposal and notifying the subcontractor in writing within five days after any conviction for a violation by the employee of a criminal drug abuse statute in the workplace;

Notifying the Board within ten (10) days of the subcontractor's receipt of a notice of a conviction of any employee; and,

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

**ATTACHMENT VI:
CERTIFICATION REGARDING DISCLOSURE OF CONFLICT OF INTEREST**

The undersigned certifies that, to the best of his or her knowledge or belief, that:

“No employee of the contractor, no member of the contractor’s governing board or body, and no person who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this contract shall participate in any decision relating to this contract which affects his/her personal pecuniary interest.

Executives and employees of contractor shall be particularly aware of the varying degrees of influence that can be exerted by personal friends and associates and, in administering the contract, shall exercise due diligence to avoid situations which give rise to an assertion that favorable treatment is being granted to friends and associates. When it is in the public interest for the contractor to conduct business with a friend or associate of an executive or employee of the contractor, an elected official in the area or a member of the North Central Texas Council of Governments, a permanent record of the transaction shall be retained.

Any executive or employee of the contractor, an elected official in the area or a member of the NCTCOG, shall not solicit or accept money or any other consideration from a third person, for the performance of an act reimbursed in whole or part by contractor or Department. Supplies, tools, materials, equipment or services purchased with contract funds shall be used solely for purposes allowed under this contract. No member of the NCTCOG shall cast a vote on the provision of services by that member (or any organization which that member represents) or vote on any matter which would provide a direct or indirect financial benefit to the member or any business or organization which the member directly represents”.

No officer, employee or paid consultant of the contractor is a member of the NCTCOG.

No officer, manager or paid consultant of the contractor is married to a member of the NCTCOG.

No member of NCTCOG directly owns, controls or has interest in the contractor.

The contractor has disclosed any interest, fact, or circumstance that does or may present a potential conflict of interest.

No member of the NCTCOG receives compensation from the contractor for lobbying activities as defined in Chapter 305 of the Texas Government Code.

Should the contractor fail to abide by the foregoing covenants and affirmations regarding conflict of interest, the contractor shall not be entitled to the recovery of any costs or expenses incurred in relation to the contract and shall immediately refund to the North Central Texas Council of Governments any fees or expenses that may have been paid under this contract and shall further be liable for any other costs incurred or damages sustained by the NCTCOG as it relates to this contract.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

K Strategies Group, LLC

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

N/A

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes

☐ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐ Yes

☐ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 Katrina Keyes
Signature of vendor doing business with the governmental entity

12/4/23

Date

**ATTACHMENT VII:
CERTIFICATION OF FAIR BUSINESS PRACTICES**

That the submitter has not been found guilty of unfair business practices in a judicial or state agency administrative proceeding during the preceding year. The submitter further affirms that no officer of the submitter has served as an officer of any company found guilty of unfair business practices in a judicial or state agency administrative during the preceding year.

Name of Organization/Contractor(s):

K Strategies Group, LLC

Signature of Authorized Representative:

Katrina Keyes

Date: 12/4/23

**ATTACHMENT VIII:
CERTIFICATION OF GOOD STANDING
TEXAS CORPORATE FRANCHISE TAX CERTIFICATION**

Pursuant to Article 2.45, Texas Business Corporation Act, state agencies may not contract with for profit corporations that are delinquent in making state franchise tax payments. The following certification that the corporation entering into this offer is current in its franchise taxes must be signed by the individual authorized on Form 2031, Corporate Board of Directors Resolution, to sign the contract for the corporation.

The undersigned authorized representative of the corporation making the offer herein certified that the following indicated Proposal is true and correct and that the undersigned understands that making a false Proposal is a material breach of contract and is grounds for contract cancellation.

Indicate the certification that applies to your corporation:

<u> X </u>	The Corporation is a for-profit corporation and certifies that it is not delinquent in its franchise tax payments to the State of Texas.
<u> </u>	The Corporation is a non-profit corporation or is otherwise not subject to payment of franchise taxes to the State of Texas.

Type of Business (if not corporation):	<input type="checkbox"/> Sole Proprietor
	<input type="checkbox"/> Partnership
	<input checked="" type="checkbox"/> Other

Pursuant to Article 2.45, Texas Business Corporation Act, the North Central Texas Council of Governments reserves the right to request information regarding state franchise tax payments.

Katrina Keyes, President
(Printed/Typed Name and Title of Authorized Representative)

Katrina Keyes
Signature

Date: 12/4/23

**ATTACHMENT IX:
HISTORICALLY UNDERUTILIZED BUSINESSES, MINORITY OR WOMEN-OWNED OR
DISADVANTAGED BUSINESS ENTERPRISES**

Historically Underutilized Businesses (HUBs), minority or women-owned or disadvantaged businesses enterprises (M/W/DBE) are encouraged to participate in the solicitation process. Representatives from HUB companies should identify themselves and submit a copy of their certification.

NCTCOG recognizes the certifications of both the State of Texas Program and the North Central Texas Regional Certification Agency. Companies seeking information concerning HUB certification are urged to contact:

State of Texas HUB Program
Texas Comptroller of Public Accounts
Lyndon B. Johnson State Office Building
111 East 17th Street
Austin, Texas 78774
(512) 463-6958
<http://www.window.state.tx.us/procurement/prog/hub/>

Local businesses seeking M/W/DBE certification should contact:

North Central Texas Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, TX 76011
(817) 640-0606
<http://www.nctrca.org/certification.html>

Submitter must include a copy of its minority certification documentation as part of this solicitation.

If your company is already certified, attach a copy of your certification to this form and return with your proposal.

Indicate all that apply:

☒ Minority-Owned Business Enterprise

☒ Women-Owned Business Enterprise

☒ Disadvantaged Business Enterprise

ATTEST TO Attachments of Certification:

Katrina Keyes

Authorized Signature

Katrina Keyes

Typed Name

12/4/23

Date

Subscribed and sworn to before me this 30 day of November (month), 2023 in

Dallas (city), Dallas (county), Texas (state).

Alissa Dee Stefan

Notary Public in and for Dallas (County),

State of Texas Commission expires:

SEAL



5/13/2024



Disadvantaged Business Enterprise (DBE)
K Strategies Group LLC

K Strategies Group LLC

has filed with the Agency an Affidavit as defined by NCTRCA Disadvantaged Business Enterprise (DBE) 49 CFR Part 26 and is hereby certified to provide service(s) in the following areas:

NAICS 541611: ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES

NAICS 541613: MARKETING CONSULTING SERVICES

NAICS 541618: OTHER MANAGEMENT CONSULTING SERVICES

NAICS 541820: PUBLIC RELATIONS CONSULTING SERVICES

NAICS 611430: PROFESSIONAL AND MANAGEMENT DEVELOPMENT TRAINING

This Certification commences July 3, 2023 and supersedes any registration or listing previously issued. This certification must be updated annually by submission of an Annual Update Affidavit. At any time there is a change in ownership, control of the firm or operation, notification must be made immediately to the North Central Texas Regional Certification Agency for eligibility evaluation.

Issued Date: July 3, 2023
CERTIFICATION NO. BFDB92889N0724



Certification Administrator



Minority Business Enterprise (MBE)
K Strategies Group LLC

K Strategies Group LLC

has filed with the Agency an Affidavit as defined by NCTRCA Minority Business Enterprise (MBE) Policies & Procedures and is hereby certified to provide service(s) in the following areas:

NAICS 541611: ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES

NAICS 541613: MARKETING CONSULTING SERVICES

NAICS 541618: OTHER MANAGEMENT CONSULTING SERVICES

NAICS 541820: PUBLIC RELATIONS CONSULTING SERVICES

NAICS 611430: PROFESSIONAL AND MANAGEMENT DEVELOPMENT TRAINING

This Certification commences July 5, 2022 and supersedes any registration or listing previously issued. This certification must be updated every two years by submission of an Annual Update Affidavit. At any time there is a change in ownership, control of the firm or operation, notification must be made immediately to the North Central Texas Regional Certification Agency for eligibility evaluation.

Certification Expiration: July 31, 2024
Issued Date: July 5, 2022
CERTIFICATION NO. BFMB60672N0724

Certification Administrator

Texas Historically Underutilized Business (HUB) Certificate



Certificate/VID Number: 1251911349700
Approval Date: March 6, 2023
Scheduled Expiration Date: March 6, 2027

The Texas Comptroller of Public Accounts (CPA), hereby certifies that

K Strategies Group LLC

has successfully met the established requirements of the State of Texas Historically Underutilized Business (HUB) Program to be recognized as a HUB. This certificate printed **March 6, 2023**, supersedes any registration and certificate previously issued by the HUB Program. If there are any changes regarding the information (i.e., business structure, ownership, day to day management, operational control, business location) provided in the submission of the business; application for registration/certification as a HUB, you must immediately (within 30 days of such changes) notify the HUB Program in writing. The CPA reserves the right to conduct a compliance review at any time to confirm HUB eligibility. HUB certification may be suspended or revoked upon findings of ineligibility.

*Statewide HUB Program
Statewide Procurement Division*

Note: In order for State agencies and institutions of higher education (universities) to be credited for utilizing this business as a HUB, they must award payment under the Certificate/VID Number identified above. Agencies, universities and prime contractors are encouraged to verify the company's HUB certification prior to issuing a notice of award by accessing the Internet (<https://mycpa.cpa.state.tx.us/tpasscmblsearch/Index.jsp>) or by contacting the HUB Program at **512-463-5872** or toll-free in Texas at **1-888-863-5881**.



JOIN FORCES. SUCCEED TOGETHER.

hereby grants

National Women's Business Enterprise Certification

to

K Strategies Group LLC

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).

This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

Certification Granted: October 8, 2015

Expiration Date: October 8, 2024

WBENC National Certification Number: 2005127588

NAICS: 541820, 541613
UNSPSC: 80170000

WBENC National WBE Certification was processed and validated by Women's Business Council - Southwest, a WBENC Regional Partner Organization.



WOMEN'S
BUSINESS
COUNCIL
—
SOUTHWEST

Bliss Coulter

Authorized by Bliss Coulter, President & CEO
Women's Business Center



ATTACHMENT X

NCTCOG FEDERAL AND STATE OF TEXAS REQUIRED PROCUREMENT PROVISIONS

The following provisions are mandated by Federal and/or State of Texas law. Failure to certify to the following will result in disqualification of consideration for contract. Entities or agencies that are not able to comply with the following will be ineligible for consideration of contract award.

PROHIBITED TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT CERTIFICATION

This Contract is subject to the Public Law 115-232, Section 889, and 2 Code of Federal Regulations (CFR) Part 200, including §200.216 and §200.471, for prohibition on certain telecommunications and video surveillance or equipment. Public Law 115-232, Section 889, identifies that restricted telecommunications and video surveillance equipment or services (e.g., phones, internet, video surveillance, cloud servers) include the following:

- A) Telecommunications equipment that is produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliates of such entities).
- B) Video surveillance and telecommunications equipment produced by Hytera Communications Corporations, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliates of such entities).
- C) Telecommunications or video surveillance services used by such entities or using such equipment.
- D) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, Director of the National Intelligence, or the Director of the Federal Bureau of Investigation reasonably believes to be an entity owned or controlled by the government of a covered foreign country.

The entity identified below, through its authorized representative, hereby certifies that no funds under this Contract will be obligated or expended to procure or obtain telecommunication or video surveillance services or equipment or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as a critical technology as part of any system prohibited by 2 CFR §200.216 and §200.471, or applicable provisions in Public Law 115-232 Section 889.

☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON: Katrina Keyes

NAME OF AUTHORIZED PERSON: Katrina Keyes

NAME OF COMPANY: K Strategies Group, LLC

DATE: 12/4/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON: _____

NAME OF AUTHORIZED PERSON: _____

NAME OF COMPANY: _____

DATE: _____

DISCRIMINATION AGAINST FIREARMS ENTITIES OR FIREARMS TRADE ASSOCIATIONS

This contract is subject to the Texas Local Government Code chapter 2274, Subtitle F, Title 10, prohibiting contracts with companies who discriminate against firearm and ammunition industries.

TLGC chapter 2274, Subtitle F, Title 10, identifies that “discrimination against a firearm entity or firearm trade association” includes the following:

A) means, with respect to the entity or association, to:

- I. refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; and
- II. refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
- III. terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association.

B) An exception to this provision excludes the following:

I. contracts with a sole-source provider; or

II. the government entity does not receive bids from companies who can provide written verification.

The entity identified below, through its authorized representative, hereby certifies that they have no practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and that they will not discriminate during the term of the contract against a firearm entity or firearm trade association as prohibited by Chapter 2274, Subtitle F, Title 10 of the Texas Local Government Code.

☒ **The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 2274, Subtitle F, Title 10.**

**SIGNATURE OF AUTHORIZED
PERSON:**

Katrina Keyes

NAME OF AUTHORIZED PERSON:

Katrina Keyes

NAME OF COMPANY:

K Strategies Group, LLC

DATE:

12/4/23

-OR-

☐ **The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 2274, Subtitle F, Title 10.**

**SIGNATURE OF AUTHORIZED
PERSON:**

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

BOYCOTTING OF CERTAIN ENERGY COMPANIES

This contract is subject to the Texas Local Government Code chapter 809, Subtitle A, Title 8, prohibiting contracts with companies who boycott certain energy companies.

TLGC chapter Code chapter 809, Subtitle A, Title 8, identifies that “boycott energy company” means, without an ordinary business purpose, 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 with a company because the company:

- I. engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; and
- II. does business with a company described by paragraph (I).

The entity identified below, through its authorized representative, hereby certifies that they do not boycott energy companies, and that they will not boycott energy companies during the term of the contract as prohibited by Chapter 809, Subtitle A, Title 8 of the Texas Local Government Code.

☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON: Katrina Keyes

NAME OF AUTHORIZED PERSON: Katrina Keyes

NAME OF COMPANY: K Strategies Group, LLC

DATE: 12/4/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON: _____

NAME OF AUTHORIZED PERSON: _____

NAME OF COMPANY: _____

DATE: _____

EXHIBIT B - Pricing Proposal

Pricing Sheet	Procurement No	2024-002
Respondent Name: K Strategies Group, LLC		

Audience Engagement and Marketing Strategy Consulting Services - TXShare Cooperative Purchasing Program		
Item	Description	Offering Price
1	Vice President, Marketing and Public Relations	\$ 250.00
2	Marketing and Public Relations Manager	\$ 162.00
3	Senior Marketing and Public Relations Specialist	\$ 138.00
4	Graphic Design Manager	\$ 138.00
5	Graphic Designer	\$ 127.00
6	Public Engagement Director	\$ 129.00
7	Associate Vice President	\$ 188.00
8	Public Engagement Specialist	\$ 125.00
9	Assistant Vice President, Diversity Programs	\$ 178.00
10	Director, Diversity Programs	\$ 170.00
Contractor shall provide additional related services at catalog price less:		%

EXHIBIT C

RFP 2024-002	Texas Service Area Designation or Identification		
Proposer Name:	K Strategies Group, 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	
	SERVICES PROVIDED IN THE 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	

RFP 2024-002	Nationwide Service Area Designation or Identification Form		
Proposer Name:			
Notes:	Indicate in the appropriate box whether you are proposing to provide service to all Fifty (50) States.		
	Will service all Fifty (50) States	Will not service Fifty (50) States	
		SERVICES PROVIDED IN THE STATE OF TEXAS	
	<p>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.</p> <p>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.</p>		
Item	State	Region/MSA/City	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	SERVICES PROVIDED IN THE STATE OF TEXAS	TEXAS
44.	Utah		
45.	Vermont		
46.	Virginia		
47.	Washington		
48.	West Virginia		
49.	Wisconsin		
50.	Wyoming		