**QUESTIONNAIRE OF SERVICES TO BE PROVIDED**

**IN ACCORDANCE WITH THE SCOPE OF WORK**

**RFP NO. UB-22-B-14**

**ALL PROPOSERS ARE TO PROVIDE RESPONSES TO SECTION I, II, III, and V OF THIS QUESTIONNAIRE.**

Please respond to each of the following items and describe in detail “how” your firm will meet these requirements.

1. ACCOUNT MANAGEMENT:
   1. Describe your firm’s capabilities, both internal and external. Include any propriety software and/or support tools.
   2. Provide an organizational chart and describe the Proposer’s proposed dedicated staffing to support UBalt’s account. Include resumes for the senior account executive who would be assigned to the UBalt account and responsible for the coordination of the overall account, and for others who would be instrumental in servicing the account. Information to be included is the following: (i) Key Personnel’s (Account Manager, Marketing Personnel, Creative Personnel, etc.) Names, Titles, and Roles; (ii) Area of expertise; (iii) Geographical Location; and (iv) Brief description of qualifications and credentials.

Provide either resumes or brief biography and experience of other key support personnel. (Identify contractual personnel, if applicable.)

The organizational chart should also show the management structure of the firm with a description of the qualifications, credentials and the location of upper level management and regional management support staff, as well as, those actually assigned and dedicated to manage this account.

* 1. Describe Proposer’s system for tracking and reporting systems to determine effectiveness and specify documentation that would be provided to UBalt. Site-specific examples for all types of media and services to be provided as stated per the scope of work.
  2. Specify what percentage of your firm’s total services were delivered at the county, state, regional (mid-Atlantic), national and international levels during the last two years. Specifically identify separately media advertising placed in these geographies, as applicable to the services you are proposing. Give a separate breakout for each category. For this section, Proposer may also report what the entire company offers nationwide.
  3. Clearly state what, if any, outsourced resources or services will be utilized for account management and execution.
  4. Please provide information regarding your firm’s videoconferencing capabilities to participate in meetings as set forth in RFP Section II.
  5. An MBE goal of 5% of total contract value is set for this contract. Please provide a narrative on how your firm will approach the use of Maryland State Certified Minority Business Enterprises. For what services would your firm seek qualified MBEs? What history of meeting MBE goals has your firm had on other contracts and what results were achieved? Provide a list of your MBE partners on prior contracts.

1. CREATIVE SERVICES:
   1. Describe your capabilities to develop creative that builds the brand and builds the business. Describe your preferred approach to creative development. Describe what you believe is great creative. Describe what you believe is an optimal agency-client relationship. Describe how you think this relationship and process produces great creative.
   2. Confirm your firm will willingly accept UBalt’s brand strategy, logo and any theme line, whether or not prepared by the Contractor and work to develop the idea to completion. Contractor must be able to secure any stock photographs or illustrations needed to execute design concepts. All copy (slogan or themes) design, photography, audio-visuals, artwork, graphic and musical jingles exclusively prepared for UBalt will become the sole property of UBalt.
   3. Describe your capability to manage assets and to submit ads and other creative materials to clients for review—include examples of resources used to deliver materials for review OR post such files on a website for review. Agency must be able to provide copy in draft form (prior to layout, if necessary) for review, editing and approval. Agency must be capable of delivering art electronically, or as requested, within 48 hours of final approval by UBalt to selected media or UBalt as required.
   4. Describe the technology and resources that you have in-house to develop and manage creative (copywriting, design and production) for all types of media, including but not limited to print, radio, TV, outdoor, interactive, websites, landing pages, HTML emails, banner ads, etc., from concept through final art/production as required.
   5. Describe any relationships with Baltimore-area photographers or illustrators that could enhance UBalt’s advertising promotions. Describe any relationships with other local talent, such as directors for TV and radio ads.
   6. Clearly state which of the above, if any, will be outsourced services.
2. MEDIA PLANNING, BUYING AND ANALYSIS:
   1. Describe the firm’s capability to negotiate media opportunities and rates, secure special placement, and gain value-added opportunities for cost-effective placement. Specifically describe approach, technologies used, experience and success stories.
   2. Describe how strategy and research is used to match media proposed to specific target audiences. Specifically describe advertising experience and success stories.
   3. Describe technologies and resources used to identify, recommend, place, track, measure, analyze and optimize marketing plans and media placements. Clearly demonstrate skills for developing innovative media placement strategies. Provide samples of metrics reports which you believe represent best practices (redacted for confidential data, as appropriate)
3. MARKETING SERVICES

In accordance with the Scope of Work, please respond to the following questions with regard to the services to be provided.

* 1. Brand Strategy and Research
     1. Describe your experience and provide specific examples of identifying, creating and enhancing brands and brand positioning.
     2. Describe your experience developing an integrated brand strategy in support of building brand awareness and driving revenue growth. Specifically describe and showcase through examples your experience and success stories.
     3. Discuss your firm’s market research resources and capabilities, and describe your experience developing business plans that identify and target various stakeholder segments across multiple channels.
     4. Clearly state what, if any, outsourced resources will be utilized for strategy development.
     5. Provide samples of materials produced for clients within the last two years and include performance metrics that prove the activity was successful. Samples should include at least one sample from each of the following categories, though three samples would be preferred.
        1. Corporate/brand identity
        2. Brand strategy and positioning
        3. Marketing messaging and/or media effectiveness
  2. Offline Marketing
     1. Describe your capabilities and experience with creating powerful, attention-grabbing campaigns for print and outdoor signage. Discuss how your work was implemented and the effectiveness of these campaigns in serving the desired objectives and intended outcomes.
     2. Describe your capabilities and experience with developing television and radio creative. Discuss how your work was implemented and the effectiveness of these pieces in serving the desired objectives and intended outcomes.
     3. Provide samples of marketing materials produced for clients within the last two years and include performance metrics that prove the activity was successful. Samples should include at least one sample from each of the following categories, though three samples would be preferred.
        1. Black and white print ads
        2. 4-color print ads
        3. Outdoor Signage (billboards, kiosks, etc.—digital and static)
        4. Broadcast
           1. Radio spots
           2. Television commercials
        5. Direct Mail (packets, self-mailers, etc.)
        6. Collateral materials
           1. Brochures
           2. Flyers
           3. Signage
           4. Catalogs
  3. Online Marketing
     1. Describe your capabilities and experience with paid online media, including but not limited to digital advertising, including search engine marketing, display ads, mobile, retargeting, social media, and other interactive activities. Discuss the effectiveness of these campaigns in serving the desired objectives and intended outcomes.
     2. Describe your capabilities and experience in optimizing customers’ digital experience including but not limited to landing page development, website and search engine optimization, conversion rate optimization and related services. Discuss the effectiveness of this work in serving the strategic goals and resulting outcomes. Provide success stories.
     3. Describe your relationship or partnership with any technology or capability providers that could enhance UBalt’s advertising promotions (i.e. SEO partners, retargeting, web programmers, copy writers, etc.).
     4. Provide samples of marketing materials produced for clients within the last two years and include performance metrics that prove the activity was successful. Samples should include at least one sample from each of the following categories, though three samples would be preferred.
        1. Display ads
        2. Landing pages(s)
        3. Landing page(s) with a form
        4. Website
        5. Microsite
        6. HTML email, including corresponding landing page
  4. Digital Design and Development
     1. Describe your experience with website, mobile and social site development. Discuss your approach and capabilities in the full project lifecycle, including: planning, business analysis, design, information architecture, use cases, site design, development, content management, etc.
     2. Discuss and provide examples of how effective architecture, design and use of technologies can serve the desired objectives and intended outcomes. Specifically discuss the direct impact on the user experience.
     3. Discuss your experience and capabilities in integrating a public-facing website with internal applications, systems and data sources. Discuss best practices for design and development.
     4. Provide samples of marketing materials produced for clients within the last two years and include performance metrics that prove the activity was successful. Samples should include at least one sample from each of the following categories, though three samples would be preferred.
        1. Website
        2. Microsite
        3. Landing page(s)
        4. Landing page(s) with a form

1. ADDITIONAL SERVICES:
   1. Describe in detail your firm would propose to accomplish the objectives of the resulting contract at the following proposed budget levels:
      * $800,000/year or
      * $1.1 million/year or
      * $1.3 million/year.

Proposers may also describe other possible creative strategic and tactical approaches and proposed outcomes that may be used and/or achieved if the proposed budget level increases during the life of the contract.

* 1. In addition to the requirements set forth above, UBalt is also interested in other marketing services Proposers can provide, particularly innovative ideas to control costs, drive growth, and/or increase efficiency.
  2. Recommendations to UBalt for how to best utilize agencies for the broad range of marketing services identified here, and how to develop and implement best practices can be offered.

END OF THE QUESTIONNAIRE

**BID/PROPOSAL AFFIDAVIT**

A. Authority

I HEREBY AFFIRM THAT:

I (print name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ possess the legal authority to make this Affidavit.

B. CERTIFICATION REGARDING COMMERCIAL NONDISCRIMINATION

The undersigned bidder hereby certifies and agrees that the following information is correct: In preparing its bid on this project, the bidder has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not engaged in “discrimination” as defined in §19-103 of the State Finance and Procurement Article of the Annotated Code of Maryland. “Discrimination” means any disadvantage, difference, distinction, or preference in the solicitation, selection, hiring, or commercial treatment of a vendor, subcontractor, or commercial customer on the basis of race, color, religion, ancestry, or national origin, sex, age, marital status, sexual orientation, sexual identity, genetic information or an individual’s refusal to submit to a genetic test or make available the results of a genetic test, disability, or any otherwise unlawful use of characteristics regarding the vendor’s, supplier’s, or commercial customer’s employees or owners. “Discrimination” also includes retaliating against any person or other entity for reporting any incident of “discrimination”. Without limiting any other provision of the solicitation on this project, it is understood that, if the certification is false, such false certification constitutes grounds for the State to reject the bid submitted by the bidder on this project, and terminate any contract awarded based on the bid. As part of its bid or proposal, the bidder herewith submits a list of all instances within the past 4 years where there has been a final adjudicated determination in a legal or administrative proceeding in the State of Maryland that the bidder discriminated against subcontractors, vendors, suppliers, or commercial customers, and a description of the status or resolution of that determination, including any remedial action taken. Bidder agrees to comply in all respects with the State’s Commercial Nondiscrimination Policy as described under Title 19 of the State Finance and Procurement Article of the Annotated Code of Maryland.

B-1. Certification Regarding Minority Business Enterprises.

The undersigned bidder hereby certifies and agrees that it has fully complied with the State Minority Business Enterprise Law, State Finance and Procurement Article, §14-308(a)(2), Annotated Code of Maryland, which provides that, except as otherwise provided by law, a contractor may not identify a certified minority business enterprise in a bid or proposal and:

(1) Fail to request, receive, or otherwise obtain authorization from the certified minority business enterprise to identify the certified minority proposal;

(2) Fail to notify the certified minority business enterprise before execution of the contract of its inclusion in the bid or proposal;

(3) Fail to use the certified minority business enterprise in the performance of the contract; or

(4) Pay the certified minority business enterprise solely for the use of its name in the bid or proposal.

Without limiting any other provision of the solicitation on this project, it is understood that if the certification is false, such false certification constitutes grounds for the State to reject the bid submitted by the bidder on this project, and terminate any contract awarded based on the bid.

B-2. Certification Regarding Veteran-Owned Small Business Enterprises.

The undersigned bidder hereby certifies and agrees that it has fully complied with the State veteran-owned small business enterprise law, State Finance and Procurement Article, §14-605, Annotated Code of Maryland, which provides that a person may not:

(1) Knowingly and with intent to defraud, fraudulently obtain, attempt to obtain, or aid another person in fraudulently obtaining or attempting to obtain public money, procurement contracts, or funds expended under a procurement contract to which the person is not entitled under this title;

(2) Knowingly and with intent to defraud, fraudulently represent participation of a veteran–owned small business enterprise in order to obtain or retain a bid preference or a procurement contract;

(3) Willfully and knowingly make or subscribe to any statement, declaration, or other document that is fraudulent or false as to any material matter, whether or not that falsity or fraud is committed with the knowledge or consent of the person authorized or required to present the declaration, statement, or document;

(4) Willfully and knowingly aid, assist in, procure, counsel, or advise the preparation or presentation of a declaration, statement, or other document that is fraudulent or false as to any material matter, regardless of whether that falsity or fraud is committed with the knowledge or consent of the person authorized or required to present the declaration, statement, or document;

(5) Willfully and knowingly fail to file any declaration or notice with the unit that is required by COMAR 21.11.12; or

(6) Establish, knowingly aid in the establishment of, or exercise control over a business found to have violated a provision of §B-2(1)—(5) of this regulation.

C. AFFIRMATION REGARDING BRIBERY CONVICTIONS

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business (as is defined in Section 16-101(b) of the State Finance and Procurement Article of the Annotated Code of Maryland), or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities including obtaining or performing contracts with public bodies has been convicted of, or has had probation before judgment imposed pursuant to Criminal Procedure Article, §6-220, Annotated Code of Maryland, or has pleaded nolo contendere to a charge of, bribery, attempted bribery, or conspiracy to bribe in violation of Maryland law, or of the law of any other state or federal law, except as follows (indicate the reasons why the affirmation cannot be given and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the names of persons involved, and their current positions and responsibilities with the business):

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D. AFFIRMATION REGARDING OTHER CONVICTIONS

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities including obtaining or performing contracts with public bodies, has:

(1) Been convicted under state or federal statute of:

(a) A criminal offense incident to obtaining, attempting to obtain, or performing a public or private contract; or

(b) Fraud, embezzlement, theft, forgery, falsification or destruction of records or receiving stolen property;

(2) Been convicted of any criminal violation of a state or federal antitrust statute;

(3) Been convicted under the provisions of Title 18 of the United States Code for violation of the Racketeer Influenced and Corrupt Organization Act, 18 U.S.C. §1961 et seq., or the Mail Fraud Act, 18 U.S.C. §1341 et seq., for acts in connection with the submission of bids or proposals for a public or private contract;

(4) Been convicted of a violation of the State Minority Business Enterprise Law, §14-308 of the State Finance and Procurement Article of the Annotated Code of Maryland;

(5) Been convicted of a violation of §11-205.1 of the State Finance and Procurement Article of the Annotated Code of Maryland;

(6) Been convicted of conspiracy to commit any act or omission that would constitute grounds for conviction or liability under any law or statute described in subsections (1)—(5) above;

(7) Been found civilly liable under a state or federal antitrust statute for acts or omissions in connection with the submission of bids or proposals for a public or private contract;

(8) Been found in a final adjudicated decision to have violated the Commercial Nondiscrimination Policy under Title 19 of the State Finance and Procurement Article of the Annotated Code of Maryland with regard to a public or private contract;

(9) Been convicted of a violation of one or more of the following provisions of the Internal Revenue Code:

(a) §7201, Attempt to Evade or Defeat Tax;

(b) §7203, Willful Failure to File Return, Supply Information, or Pay Tax,

(c) §7205, Fraudulent Withholding Exemption Certificate or Failure to Supply Information,

(d) §7206, Fraud and False Statements, or

(e) §7207 Fraudulent Returns, Statements, or Other Documents;

(10) Been convicted of a violation of 18 U.S.C. §286 Conspiracy to Defraud the Government with Respect to Claims, 18 U.S.C. §287, False, Fictitious, or Fraudulent Claims, or 18 U.S.C. §371, Conspiracy to Defraud the United States;

(11) Been convicted of a violation of the Tax-General Article, Title 13, Subtitle 7 or Subtitle 10, Annotated Code of Maryland;

(12) Been found to have willfully or knowingly violated State Prevailing Wage Laws as provided in the State Finance and Procurement Article, Title 17, Subtitle 2, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review;

(13) Been found to have willfully or knowingly violated State Living Wage Laws as provided in the State Finance and Procurement Article, Title 18, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review;

(14) Been found to have willfully or knowingly violated the Labor and Employment Article, Title 3, Subtitles 3, 4, or 5, or Title 5, Annotated Code of Maryland, if:

(a) A court:

(i) Made the finding; and

(ii) Decision became final; or

(b) The finding was:

(i) Made in a contested case under the Maryland Administrative Procedure Act; and

(ii) Not overturned on judicial review; or

(15) Admitted in writing or under oath, during the course of an official investigation or other proceedings, acts or omissions that would constitute grounds for conviction or liability under any law or statute described in §§B and C and subsections D(1)—(14) of this regulation, except as follows (indicate reasons why the affirmations cannot be given, and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the name(s) of the person(s) involved and their current positions and responsibilities with the business, and the status of any debarment):

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E. AFFIRMATION REGARDING DEBARMENT

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, or any of its officers, directors, partners, controlling stockholders, or any of its employees directly involved in the business's contracting activities, including obtaining or performing contracts with public bodies, has ever been suspended or debarred (including being issued a limited denial of participation) by any public entity, except as follows (list each debarment or suspension providing the dates of the suspension or debarment, the name of the public entity and the status of the proceedings, the names of the persons involved and their current positions and responsibilities with the business, the grounds of the debarment or suspension, and the details of each person's involvement in any activity that formed the grounds of the debarment or suspension).

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F. AFFIRMATION REGARDING DEBARMENT OF RELATED ENTITIES

I FURTHER AFFIRM THAT:

(1) The business was not established and it does not operate in a manner designed to evade the application of or defeat the purpose of debarment pursuant to Sections 16-101, et seq., of the State Finance and Procurement Article of the Annotated Code of Maryland; and

(2) The business is not a successor, assignee, subsidiary, or affiliate of a suspended or debarred business, except as follows (you must indicate the reasons why the affirmations cannot be given without qualification):

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G. SUB-CONTRACT AFFIRMATION

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business, has knowingly entered into a contract with a public body under which a person debarred or suspended under Title 16 of the State Finance and Procurement Article of the Annotated Code of Maryland will provide, directly or indirectly, supplies, services, architectural services, construction related services, leases of real property, or construction.

H. AFFIRMATION REGARDING COLLUSION

I FURTHER AFFIRM THAT:

Neither I, nor to the best of my knowledge, information, and belief, the above business has:

(1) Agreed, conspired, connived, or colluded to produce a deceptive show of competition in the compilation of the accompanying bid or offer that is being submitted;

(2) In any manner, directly or indirectly, entered into any agreement of any kind to fix the bid price or price proposal of the bidder or offeror or of any competitor, or otherwise taken any action in restraint of free competitive bidding in connection with the contract for which the accompanying bid or offer is submitted.

I. CERTIFICATION OF TAX PAYMENT

I FURTHER AFFIRM THAT: Except as validly contested, the business has paid, or has arranged for payment of, all taxes due the State of Maryland and has filed all required returns and reports with the Comptroller of the Treasury, the State Department of Assessments and Taxation, and the Department of Labor, Licensing, and Regulation, as applicable, and will have paid all withholding taxes due the State of Maryland prior to final settlement.

J. CONTINGENT FEES

I FURTHER AFFIRM THAT:

The business has not employed or retained any person, partnership, corporation, or other entity, other than a bona fide employee, bona fide agent, bona fide salesperson, or commercial selling agency working for the business, to solicit or secure the Contract, and that the business has not paid or agreed to pay any person, partnership, corporation, or other entity, other than a bona fide employee, bona fide agent, bona fide salesperson, or commercial selling agency, any fee or any other consideration contingent on the making of the Contract.

K. CERTIFICATION REGARDING INVESTMENTS IN IRAN

(1) The undersigned certifies that, in accordance with State Finance and Procurement Article, §17-705, Annotated Code of Maryland:

(a) It is not identified on the list created by the Board of Public Works as a person engaging in investment activities in Iran as described in State Finance and Procurement Article, §17-702, Annotated Code of Maryland; and

(b) It is not engaging in investment activities in Iran as described in State Finance and Procurement Article, §17-702, Annotated Code of Maryland.

2. The undersigned is unable to make the above certification regarding its investment activities in Iran due to the following activities: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

L. CONFLICT MINERALS ORIGINATED IN THE DEMOCRATIC REPUBLIC OF CONGO (FOR SUPPLIES AND SERVICES CONTRACTS)

I FURTHER AFFIRM THAT:

The business has complied with the provisions of State Finance and Procurement Article, §14-413, Annotated Code of Maryland governing proper disclosure of certain information regarding conflict minerals originating in the Democratic Republic of Congo or its neighboring countries as required by federal law.

M. I FURTHER AFFIRM THAT:

Any claims of environmental attributes made relating to a product or service included in the bid or proposal are consistent with the Federal Trade Commission’s Guides for the Use of Environmental Marketing Claims as provided in 16 CFR §260, that apply to claims about the environmental attributes of a product, package, or service in connection with the marketing, offering for sale, or sale of such item or service.

N. ACKNOWLEDGEMENT

I ACKNOWLEDGE THAT this Affidavit is to be furnished to the Procurement Officer and may be distributed to units of: (1) the State of Maryland; (2) counties or other subdivisions of the State of Maryland; (3) other states; and (4) the federal government. I further acknowledge that this Affidavit is subject to applicable laws of the United States and the State of Maryland, both criminal and civil, and that nothing in this Affidavit or any contract resulting from the submission of this bid or proposal shall be construed to supersede, amend, modify or waive, on behalf of the State of Maryland, or any unit of the State of Maryland having jurisdiction, the exercise of any statutory right or remedy conferred by the Constitution and the laws of Maryland with respect to any misrepresentation made or any violation of the obligations, terms and covenants undertaken by the above business with respect to (1) this Affidavit, (2) the contract, and (3) other Affidavits comprising part of the contract.

I DO SOLEMNLY DECLARE AND AFFIRM UNDER THE PENALTIES OF PERJURY THAT THE CONTENTS OF THIS AFFIDAVIT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE, INFORMATION, AND BELIEF.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name of Authorized Representative and Affiant)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (signature of Authorized Representative and Affiant)

Federal Employer Identification Number (FEIN ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Acknowledgement of receipt of addenda fORM**

**RFP NO.**: UB-22-V-14

**TECHNICAL PROPOSAL DUE DATE**: Thursday, May 26, 2022 AT 5:00 P.M. EDT

**RFP FOR**: MARKETING, ADVERTISING, AND WEB SERVICES

**NAME OF PROPOSER:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA**

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. dated

Addendum No. dated

Addendum No. dated

Addendum No. dated

Addendum No. dated

As stated in the RFP documents, this form is included in our Technical Proposal.

Signature

Name Printed

Title

Date

END OF FORM

# MBE – 1 A- PART 2 - MBE UTILIZATION AND FAIR SOLICITATION AFFIDAVIT & MBE PARTICIPATION SCHEDULE

## This MBE Utilization and Fair Solicitation Affidavit and MBE Participation Schedule must be completed in its entirety and included with the bid/proposal. If the bidder/offeror fails to accurately complete and submit this Affidavit and Schedule with the bid or proposal as required, the Procurement Officer shall deem the bid non-responsive or shall determine that the proposal is not reasonably susceptible of being selected for award.

In connection with the bid/proposal submitted in response to Solicitation No. UB-22-V-14, I affirm the following:

1. **MBE Participation (PLEASE CHECK ONLY ONE)**

* I acknowledge and intend to meet IN FULL both the overall certified Minority Business Enterprise (MBE) participation goal of 5 percent

~~and all of the following subgoals:~~

~~percent for African American-owned MBE firms~~

~~percent for Hispanic American-owned MBE firms~~

~~percent for Asian American-owned MBE firms~~

~~percent for Women-owned MBE firms~~

Therefore, I am not seeking a waiver pursuant to COMAR 21.11.03.11. I acknowledge that by checking the above box and agreeing to meet the stated goal and subgoal(s), if any, I **must** complete PART 3 - MBE Participation Schedule and Part 4 Signature Page (and submit it with my Price Proposal if I am shortlisted) in order to be considered for award.

**OR**

* After making good faith outreach efforts prior to making this submission, I conclude that I am unable to achieve the MBE participation goal and/or subgoals. I hereby request a waiver, in whole or in part, of the overall goal and/or subgoals I acknowledge that by checking this box and requesting a partial waiver of the stated goal and/or one or more of the stated subgoal(s) if any, I must complete Part 3, the MBE Participation Schedule and Part 4 Signature Page for the portion of the goal and/or subgoal(s) if any, (and submit it with my Price Proposal if I am shortlisted) for which I am not seeking a waiver, in order to be considered for award. I acknowledge that by checking this box and requesting a full waiver of the stated goal and the stated subgoal(s) if any, I must complete Part 4 Signature Page in order to be considered for award.

**Additional MBE Documentation**

I understand that if I am notified that I am the apparent awardee or as requested by the Procurement Officer, I must submit the following documentation within 10 working days of receiving notice of the potential award or from the date of conditional award (per COMAR 21.11.03.10), whichever is earlier:

1. Good Faith Efforts Documentation to Support Waiver Request (Attachment MBE-1C)
2. Outreach Efforts Compliance Statement (Attachment MBE-2);
3. MBE Subcontractor/MBE Prime Project Participation Statement (Attachments MBE-3A and 3B);
4. Any other documentation, including additional waiver documentation if applicable, required by the Procurement Officer to ascertain bidder or offeror responsibility in connection with the certified MBE participation goal and subgoals, if any.

I understand that if I fail to return each completed document within the required time, the Procurement Officer may determine that I am not responsible and therefore not eligible for contract award. If the contract has already been awarded, the award is voidable.

**Information Provided to MBE firms**

In the solicitation of subcontract quotations or offers, MBE firms were provided not less than the same information and amount of time to respond as were non-MBE firms.

**To complete Affidavit committing to MBE(s) or requesting waiver, Proposer must sign below:**

## I solemnly affirm under the penalties of perjury that: (i) I have reviewed the instructions for the MBE Utilization & Fair Solicitation Affidavit, and (ii) the information contained in the MBE Utilization & Fair Solicitation Affidavit is true to the best of my knowledge, information and belief.

### Proposer Name Signature of Authorized Representative

*(PLEASE PRINT OR TYPE)*

### Address Printed Name and Title

City, State and Zip Code Date

**SUBMIT THIS AFFIDAVIT WITH TECHNICAL PROPOSAL**