



REQUEST FOR PROPOSAL (RFP)

RFP No. 368-22

THORNTON REBRANDING

Buyer of Record: Andrew Miskell, CPPB

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Contracts and Purchasing Division
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SECTION A: SCHEDULE, BUYER OF RECORD, AND GENERAL SUMMARY OF NEEDS
A.1 SCHEDULE OF EVENTS:

The following is a list of important items, dates, and times that pertain to this solicitation. All times listed below are in reference to the local Thornton, Colorado time.

<u>Solicitation Item</u>	<u>Date</u>	<u>Time</u>
Proposal Issued	12/02/2022	
Deadline to Submit Additional Questions	12/16/2022	11:59 P.M.
Response to Written Questions	12/23/2022	
Proposal Due Date	01/10/2023	11:59 P.M.

A.2 BUYER OF RECORD:

The Buyer of Record for this solicitation will be the central point of contact throughout the solicitation process. All questions and inquiries must be submitted in writing via a direct email to the Buyer. No communication is to be directed to any other Thornton personnel.

The Buyer of Record's contact information is as follows:

Buyer Name: **Andrew Miskell, CPPB**

Buyer Title: **Senior Purchasing Analyst**

Buyer Email: Andrew.Miskell@ThorntonCO.gov

A.3 GENERAL SUMMARY OF PROCUREMENT NEEDS:

The City of Thornton, CO ("Thornton") is seeking Proposals from interested firms for the purchase of services to provide a rebranding of the City of Thornton.

SECTION B: CURRENT STATE, SCOPE OF WORK, AND SPECIAL CONSIDERATIONS

B.1 HISTORY AND CURRENT BACKGROUND:

In 1952, developer Sam Hoffman bought four hundred (400) acres to build an affordable and self-sustaining community. Originally branded as “The City of Planned Progress,” Hoffman named the city after then Governor Dan Thornton. The first three homes were completed in 1953, and GIs returning home from the Korean War were the first to move-in. Thornton was incorporated in 1956, and from that time, until about 2008, Thornton was commonly known and referred to as a bedroom community, where residents of Thornton primarily worked and engaged in entertainment outside of the Thornton city limits.

Thornton benefits from our proximity to downtown Denver, the Denver International Airport, and the foothills of the beautiful Rocky Mountains, known to locals as the “Front Range”. Thornton is a home-rule city of almost 150,000+ citizens located northeast of Denver in Adams County, Colorado, which includes four (4) wards. Thornton is projected to become the 5th largest city in Colorado within the next few years, with population growth projections exceeding 240,000 citizens by 2065. Thornton is currently governed by an elected City Council of eight (8) members and its operations are managed by a City Manager who serves at the pleasure of the City Council.

Offering both established neighborhoods, and newer, affordable homes, Thornton has become a sought-after and active environment in the metro region, by providing a wide range of municipal services and a safe, family-oriented atmosphere. During this continued growth and expansion, Thornton has also become a destination for primary employers and regional retail has discovered Thornton as a successful base of operations. Builders and Developers have found Thornton to be a desired location for a variety of new housing opportunities due to our amenities and offerings, as well as our centralized proximity to the region.

Thornton has a very diverse population with a wide range of socio-economic conditions for residents throughout the city, as is witnessed by the portion of the city known as Original Thornton, which is experiencing some much-needed redevelopment and community enhancements. You may view Thornton’s 1st half 2022 population and housing report, and other long-range planning, by visiting Thornton’s City Development website at:

<https://www.thorntonco.gov/government/citydevelopment/planning/Pages/default.aspx>

In anticipation of a continued population growth and need for expanded municipal services, Thornton is currently building out our infrastructure, which also includes new construction projects of fire station numbers 7 and 8, as well as a new police training facility. In addition to the public safety teams, Thornton is in the process of building a new Community Center and a new library, which will pair well with our recent buildings, Trail Winds Recreation Center, and our Active Adults Center.

Along with these new buildings, Thornton has also been working towards expanding our fiberoptic backbone in anticipation of a growth and need for better connectivity to the internet for school, work, and play.

Citizens and business are welcome to view services that are provided by Thornton, as well as other aspects of life, recreation, and how to conduct business within our community by visiting our official website at: <https://www.thorntonco.gov/Pages/default.aspx>

B.2 CURRENT BRAND AND NEED:

The current Thornton brand logo features a ‘crossroads’ meant by those that created it to convey both “synergy” and the concept of Thornton’s geographical placement and the ease of travel to other metro-area locations. The current Thornton brand logo is made up of a single color, known internally as ‘Thornton Blue,’ which is very well-liked and is Pantone 293C, C 100 M 68 Y 0 K 2, R 0 G 70 B 173, HTML #0046AD and features a Primary Typeface — Swis 721 BLK BT.

With the previous, and also anticipated, growth of the city, Thornton needs an update to its current branding, as the current City of Thornton brand logo is based on an older identity. It has been over forty (40) years since any changes to the look or “central brand identity” of Thornton have taken place, and much has changed in that time. A rebrand will define Thornton’s increasing footprint, and our responsiveness to growth with an ever-growing menu of city services and programs.

B.3 GOALS FROM THIS RFP:

Thornton’s desired outcome from this RFP is to find a Vendor that can meet or exceed our goals as a branding company. These goals include, but are not limited to:

- 1) Ability to create a new brand identity that will represent Thornton as a whole and serve as a positive message of community pride and hope for Thornton as a community of choice for living and working.
- 2) Provide suggestions/plans for how to incorporate the use of this new brand identity by all Thornton departments, and their own sub-brands for their various divisions.
- 3) Ability to conduct surveys and provide feedback from residents, businesses, and the larger community of those that will experience life in Thornton, on what they would like the new identity to be.
- 4) Ability to provide critiques and feedback to key city stakeholders on what the public’s attitudes, perceptions, strengths and weaknesses are of Thornton’s image.

- 5) Provide information through interviews, surveys, and an examination of why businesses and residents, both established and new, have or are choosing to be in Thornton.

B.4 AWARD LENGTH:

The initial award from this solicitation will be from the date of the final signature of the contract, until **December 31, 2028**. No further extensions or renewals shall pass this date for service from the awarded Vendor, unless otherwise previously authorized in writing by the Thornton Purchasing Division.

B.5 OUT OF SCOPE:

This solicitation does not include the redesigning of any **individual** Thornton departmental or divisional brands and/or logos. Proposing Vendors are to exclude this consideration from their final proposal and pricing.

Any requests from Thornton to redesign an individual departmental or divisional brand and/or logo shall be done under a separate work order, with separate milestones and deliverables that are agreed upon ahead of time. All separate work order requests shall adhere to the contractual agreement that results from this solicitation and be executed by a signed Thornton change order and subsequent separate Thornton purchase order.

B.6 SCOPE OF WORK – GENERAL CONSIDERATIONS:

Thornton is seeking proposals from qualified firms for the designing of a new visual brand identity, and all of the processes that would take place to create and implement such a design.

The awarded Vendor shall be expected to complete market research within the Thornton community to gain insight into visual identity for Thornton's digital (i.e., website) and print media, in consultation with key stakeholders and personnel from Thornton. Upon completion of their market research, the awarded Vendor shall provide their findings to Thornton senior leadership in a usable electronic format.

It is Thornton's expectation that the awarded Vendor be knowledgeable of how to provide such services and designs to Thornton and how to provide brand standards and guidelines to Thornton that include at minimum:

- 1) All final brand logo files, fonts, color palette, typeface, etc., for use in digital and print media formats.
- 2) Brand tone, look and feel.
- 3) New tag line for Thornton.

- 4) Detailed brand standards and usages guidelines to drive consistency in elements for brand roll-out. These standards and guidelines should include at minimum:
- a) Key messaging for graphics and verbal brand communication usage.
 - b) Design of brand identity template files for various Thornton items (e.g., business cards and letterhead layouts, street signs, large format signage, etc.).
 - c) Detailed guidelines as to how departmental brands integrate the new City of Thornton brand elements (e.g., logo, tagline, icon, etc.).
 - d) Recommendations for additional elements, such as illustrations and photography styles.
 - e) Recommendations for integrating the new logo and brand elements into the existing website, ThorntonCO.gov, as well as recommendations for long-term implementation with Thornton's Web Administrator.

B.7 THORNTON INTERNAL ORGANIZATIONS:

Thornton's internal organization consists of the following departments, with their own divisions within each, which includes, but are not limited to, the following:

- City Manager's Office
 - Communications
 - Economic Development
 - City Clerk
- Parks and Recreation
 - Arts & Culture
 - Community Connections
- Fire and Ambulance
- Police
- Municipal Courts
- Infrastructure
 - Street Maintenance
 - Environmental Services
 - Water Resources
- Management Services
 - Contracts and Purchasing
 - Information Technology
 - Human Resources
- City Development
- Finance
- City Attorney's Office

B.8 SURVEY COMPONENTS:

Design and Development – The awarded Vendor shall collaborate with Thornton staff to develop a survey that is statistically valid and be able to provide results that are meaningful to Thornton. The survey should further have the following attributes:

- 1) Builds upon any previous citizen, business, and/or Thornton employee survey results and includes questions related to general satisfaction, priorities, key issues, and other topics as deemed pertinent.
 - a) Previous citizen and employee survey results may be available for review from Thornton to the awarded Vendor upon the execution of the resulting agreement from this solicitation.
 - i) Thornton will not provide previous survey results as part of this solicitation.
- 2) The survey format and execution must be designed to reach a diverse range of residents and should be presented in a way that is sensitive to cultural and legal issues among the foreign-born population. It must include options for English and Spanish responses. Thornton further desires survey data to be formatted such that it can be utilized for GIS mapping (survey responses mapped and identifiable by neighborhood).
- 3) The awarded Vendor shall identify an appropriate sampling frame and sampling set that will result in a statistically valid level of response from randomly selected residents that are representative of Thornton's diversity in age, race/ethnicity, language, income, and four (4) council wards. Additionally, Thornton desires the survey to include non-voting residents and seeks advice on using an USPS mailing list or some other database to achieve this goal.

Survey Publication and Administration – Upon approval of the survey for public response, the awarded Vendor shall perform the following:

- 1) Conduct the survey.
- 2) Collect and tabulate the responses.
- 3) Provide technical support related to the survey and resolve any problems as they are encountered.
- 4) Provide interim status reports regarding participation and how outreach efforts are going.

Survey Analysis and Report – Upon completion of the survey, the awarded Vendor shall provide analysis including:

- 1) Analyzing findings to identify areas of potential interest to Thornton, including but not limited to:
 - a) How the surveyed population feels about Thornton;
 - b) What Thornton stands for;
 - c) What living and working in Thornton means to those surveyed;
 - d) Why those surveyed have chosen Thornton to live and work in; and
 - e) What those who have been surveyed have in terms of attitudes, perceptions, strengths and weaknesses pertaining to Thornton's image.

- 2) Provide cross tabulations by age, race, ethnicity, and council ward.
- 3) Prepare a final written report that summarizes the findings.
- 4) If necessary, present to City Council in a Public meeting following approval of the final report by Thornton staff.

B.9 MEETINGS AND PRESENTATIONS:

The awarded Vendor will be expected to attend meetings as necessary to execute the work. Meetings are likely to be virtual in format; however, if requested by Thornton, the Vendor may be asked for in-person presentations for senior leadership and/or City Council meetings.

At a minimum, the awarded Vendor shall anticipate the following:

- 1) Kick-off Meeting - The awarded Vendor shall meet with Thornton staff to kick-off the Project and to discuss the schedule, deliverables, and expectations.
- 2) Preliminary findings - The awarded Vendor will present the preliminary findings and deliverables to Thornton staff after initial results of the survey become available (before final report is issued) and discuss initial findings.
- 3) Final Report - The awarded Vendor will present the final report to staff and City Manager. The awarded Vendor may be asked to present the final report to City Council.

B.10 BRAND MOCK-UPS, FINAL PRODUCT, AND OWNERSHIP:

The awarded Vendor shall be required to design, present, and recommend a final brand, logo, and city seal to Thornton as part of the resulting award and contract from this solicitation. This process shall be in conjunction with the results of all surveyed persons and discussions with Thornton senior leadership.

The final product brand from the awarded Vendor should be indicative of these survey results and discussions with leadership, and should instill a positive image and provide a message of pride and hope for Thornton as a community of choice for living and working. The final product brand from the awarded Vendor shall also provide recommendations, guidelines, and plans on how to incorporate the use of the final product brand by all departments and their divisions.

All final versions and products shall be provided to Thornton in an electronic format that is usable by Thornton (e.g., Adobe PDF, Microsoft Office, etc.). All final versions and products shall become the property of Thornton and shall not be used, distributed, publicly disclosed, or advertised by the awarded Vendor, without written approval by the City Manager or their designee.

B.11 SAMPLES:

Thornton will not be requiring mock-ups or samples of a Thornton logo from the proposing Vendor as part of this solicitation.

However, proposing Vendors are required to furnish samples of previous reports, survey and results, etc., at no cost to Thornton, as part of their answers to the Proposal Questions found in Section C.2.

B.12 F.O.B. POINT:

For any hard copies or physical items, all prices quoted shall be F.O.B. Destination and delivered, as required, to the following point:

**City Hall - City Manager's Office
9500 Civic Center Drive
Thornton, CO 80229**

B.13 VENDOR INTERVIEWS AND PREVIOUS SOLUTIONS:

Thornton may elect to conduct Vendor interviews in order to clarify and answer additional questions. All interviews will be held at a physical/virtual location at Thornton's sole discretion and it shall be Thornton's decision if an interview is deemed as being necessary.

Thornton also reserves the right to review a Vendor's previous solution or work that shows the end result of a successful implementation with a previous or existing Vendor client. The previous solution may be viewed at Thornton's sole discretion virtually or at the client's physical location. It will be Thornton's sole discretion if this demonstration is deemed to be necessary during the evaluation phase of this solicitation.

Thornton shall not compensate a proposing Vendor for any costs incurred by a Vendor that are related to an interview conducted by Thornton, nor for any costs for having to review a previous solution during this RFP process.

B.14 INVOICING REQUIREMENTS:

Thornton's Accounts Payable Division is the only division within Thornton that issues payments to Vendors whom have submitted invoices. Thornton only issues payments from invoices and will not issue payments to Vendors off of quotes.

Thornton's standard payment terms are net thirty (30) calendar days after receipt of an invoice. All invoices submitted shall be emailed to AP.Invoices@ThorntonCO.gov. In lieu of email, physical copies may be submitted to City of Thornton – Accounts Payable, 9500 Civic Center Drive, Thornton, CO 80229-4326. Invoices sent to anyone other than Accounts Payable are not considered to be properly submitted and will not be paid until they are properly submitted.

B.15 VENDOR PERFORMANCE MANAGEMENT:

Thornton may administer a Vendor performance management program as part this proposal and resulting contract. The purpose of this program is to create a method for documenting and advising Thornton of exceptional performance or any problems related to the purchased goods and services.

B.16 COOPERATIVE PURCHASING:

Thornton encourages the proper use of cooperative purchasing and reserves the right to make results of this solicitation available to other governmental agencies seeking like equipment, goods, or services. Other agencies using this solicitation must do so according to regulations established by their individual organizations and accept sole responsibility for its use. The terms and conditions of any resulting transaction shall be exclusively between the buyer and the seller. Buyers and sellers using this solicitation in a cooperative or “piggy-back” fashion, agree to defend and hold harmless Thornton from any dispute or action arising from its use.

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SECTION C: PROPOSAL QUESTIONS TO PROSPECTIVE VENDOR**C.1 INSTRUCTIONS FOR ANSWERING QUESTIONS:**

Your proposal response must specifically address each of the questions/issues that are listed below. The **quality and detail** of your responses will be considered in the overall evaluation of your proposal. Proposers are encouraged to give examples and provide comprehensive information to support your compliance on each point.

All answers provided by the awarded Vendor may be incorporated into the final contract between the Vendor and Thornton as an additional exhibit or as part of a finalized Scope of Work.

C.2 PROPOSAL QUESTIONS:

Thornton has provided an additional Microsoft Word file under separate cover titled “368-22 RFP Appendix No. 1 Proposal Questions 12-02-22”. This document contains questions behind each RTM requirement for the Vendor to elaborate and explain their product on, as well as additional RFP questions. Thornton has provided this document as a Word file for the proposing Vendor’s ease of entry of information and returning it to Thornton with their final proposal submission.

To standardize the format of all proposals for evaluation, Proposers are required to respond to all questions, to answer questions in the order given, and to list the item number and restate the question prior to giving their answer. Failure to comply with this requirement may result in your proposal being declared non-responsive.

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SECTION D: PRICING AND PROPOSAL ITEMS**D.1 PRICING INFORMATION:**

This section shall include a description of the proposed costs and prices. All pricing information shall be limited solely to this section of your proposal. This section should address all requirements set forth in Section B, answers from Section C, as well as any other items pertinent to your proposal pricing such as additional discounts for increased quantities, etc. The requirements have been developed to allow Thornton to uniformly evaluate prices submitted for the work. Accordingly, you should follow these instructions carefully and provide all data requested in the formats specified herein and in any referenced attachments.

Any omissions in this proposal shall be identified by each Vendor and incorporated into their proposal including any omissions for software, hardware, support etc. which is necessary to the success of the Project and must be identified as a separate line item with pricing and included as part of this RFP. Thornton will not increase the contract or any purchase order (either dollar amount or time) for items not included in the submitted proposal documents. Thornton reserves the right to purchase part or the entire proposal.

D.2 BEST AND FINAL OFFER:

Thornton reserves the right after review and evaluation of Vendors, including after all interviews and demonstrations that have been conducted, to go back to the “short list” of Vendors to conduct a Best and Final Offer (“BAFO”). The BAFO will be included as a final pricing evaluation tool by Thornton to aid in the award decision process.

D.3 PRICING:

All milestone/deliverable pricing, and labor hours and pricing quoted shall be firm and fixed for the original project of rebranding Thornton.

D.4 FUTURE PROJECTS AND ANNUAL PRICE UPDATES:

The awarded Vendor may be engaged at future dates within the agreed upon contract period for additional future funded projects, including but not limited to, rebranding a specific Thornton department or division. At such time a future project is requested, the Vendor may request a price adjustment for inflation based on the Denver-Aurora-Lakewood Price Index upon mutual agreement of the Parties.

Only one (1) request for price adjustment may be made by the Vendor in one (1) calendar year. Any requests for adjustment shall not impact project pricing for projects that have already been agreed upon and are currently being worked on by the Vendor.

A link to index that is current at the time of this solicitation has been provided below:

https://data.bls.gov/pdq/SurveyOutputServlet?data_tool=dropmap&series_id=CUURS48BSA0.CUUSS48BSA0

For all future projects, the terms and conditions of that project shall adhere to the terms and conditions of the agreement that results from this solicitation. All future projects shall also have a mutually agreed upon set of milestones and deliverables for each individual project.

D.5 PROPOSAL ITEMS:

The pricing form for this RFP will be in a Microsoft Excel format, with a free-type ability for the Vendor to complete the form if there are any additional costs associated with your proposal. The form is under separate cover and is entitled “368-22 RFP Pricing Form 12-02-22”.

Proposing Vendors are required to list the cost per milestone based on their answer to Proposal Question D.2.a., on what milestone and deliverables are proposed. Payment for each deliverable shall only be done once Thornton has signed off that the awarded Vendor has completed the deliverable to Thornton’s full satisfaction.

Proposing Vendors are also required to provide hourly rate pricing for each of their employee positions that will be applicable for billing to Thornton and the number of anticipated number of hours that each employee will be utilized in this Project. These hourly employee rates will be used for any meetings, presentations, or other hours accumulated by the awarded Vendor that may fall out of the Scope of Work listed within this RFP.

All pricing is to be reflective of the Scope of Work and proposal questions listed within this solicitation. Do not include pricing in any other portion of your proposal.

Reimbursable expenses for travel, photocopying, and printing will not be applicable. All proposed Vendor rates shall be inclusive of standard office equipment, supplies, and travel incurred by the awarded Vendor during their service to Thornton.

It is the proposing Vendor’s responsibility to list all applicable employee costs for this Project. All items not itemized and listed by the proposing Vendor that are instrumental in completing this Project will be at the cost to the Vendor and supplied to Thornton at no additional cost.

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SECTION E: PROPOSAL INSTRUCTIONS, EVALUATION, AND AWARD

E.1 PROPOSAL POSTED LOCATIONS:

This Request for Proposal (RFP) has been posted publicly to the following locations:

- BidNet® Direct: www.BidNetDirect.com
- Thornton's Purchasing website: <https://solicitations.thorntonco.gov/solicitations>

Thornton currently uses BidNet Direct® and its own website to distribute official records for all copies of publicly posted proposals for viewing. Both websites operate as a free to view and download option for prospective Vendors.

Upon request by a Proposing Vendor, the Purchasing Division will also make this solicitation available for viewing at the Contracts and Purchasing Division office. The address for the office is located on the cover page of this RFP.

E.2 PROPOSAL QUESTIONS:

Thornton shall not be bound by and the Vendor shall not request or rely on any oral interpretation or clarification of this RFP. Therefore, any questions regarding this RFP are encouraged and shall be submitted in writing by email to the Buyer of Record listed within this RFP.

Questions received up to deadline to submit question in the Schedule of Events will be answered in writing per the Schedule of Events. Answers to questions from any Vendor will be provided to all Vendors via a written addendum.

E.3 ADDENDA:

In the event it becomes necessary to revise, change, modify or cancel this RFP or to provide additional information, addenda will be issued and made available on BidNet® Direct and on Thornton's website. Changes, clarifications, and answers to RFP questions that have been posted in a written addendum that affect or change the RFP's Scope of Work shall be considered as to have replaced and superseded the original proposal's Scope of Work.

It is the responsibility of the proposer/ contractor to confirm that they have acquired all addenda related to this proposal and they have reviewed/ complied with the requirements therein.

E.4 SUBMISSION OF PROPOSALS:

Submission of proposals for this RFP may be done electronically through a Vendor portal (currently done via BidNet Direct®). Proposals can be submitted at www.bidnetdirect.com, but shall not be completely submitted later than the date and time indicated in the Schedule of Events.

If you experience problems with BidNet Direct®, please call 1-800-835-4603 for assistance. There is no charge by BidNet Direct® for this service.

Proposing Vendors who are unable to submit a proposal through BidNet®, may request to submit a physical copy of their proposal for consideration. A proposing Vendor shall email the Buyer of Record prior to the question due date listed in the Schedule of Events, for instructions on where and how to submit their physical proposal. All physical proposal submissions shall be submitted and recorded no later than the date and time indicated in the Schedule of Events.

E.5 DOCUMENTS FOR FINAL VENDOR SUBMISSION:

Proposing Vendors are to ensure that they're submission is complete and responsive prior to a final submission. As a reminder this RFP contains the following documents that will require completion by the proposing Vendor to be considered as initially responsive:

- 1) Section C.2 – Proposal Questions – Answers provided by the proposing Vendor;
- 2) Section D.5 – Proposal Items;
- 3) All additional technical information in support of your proposal, including any samples of previous work that Thornton has required be part of your proposal submission;
- 4) Section G.1 – Acceptance and Addenda Acknowledgement Form;
- 5) Section G.2 – Sample Agreement Acknowledgement Form; and
- 6) Section G.3 – References and Authorization Release Form.

It is not necessary for a proposing Vendor to submit this entire RFP document that has been provided by Thornton with the Vendor's response. Only the above mentioned items are currently required with your proposal submission. Thornton reserves the right to request any clarification, ask any questions, or request additional documents that may aid in the evaluation of your proposal.

E.6 CONFIDENTIAL AND PROPRIETARY INFORMATION

As a Colorado home rule municipality, Thornton is subject to and must comply with the Colorado Open Records Act ("CORA"), C.R.S. § 24-72-201 *et seq.* All Vendor submitted documents are subject to requests for public records pursuant to CORA. **Proposing Vendors must clearly identify within their submissions any information that is confidential and proprietary by marking such information as "Confidential" or "Proprietary" information.** Any information a Vendor marks as confidential or proprietary shall comply with CORA and any other applicable statute(s).

Prior to a final award and contract, Vendor submitted information that is contained within the proposal may be held by Thornton as confidential and proprietary at Thornton's sole discretion. **In accordance with CORA, upon the conclusion of a final award and contract, Thornton may, in its sole discretion, release any and all portions of Vendor submissions not marked as confidential or proprietary.** Thornton shall be held harmless from any claims arising from the release of confidential and proprietary information not clearly designated as such by the proposing Vendor.

In general, it is not acceptable to Thornton to mark information other than the following as confidential or proprietary:

- 1) Financial statements;
- 2) Project financing data;
- 3) Litigation history;
- 4) Tax audit history; and
- 5) Client lists and references.

Thornton does not generally find it acceptable to mark proposal pricing, or the entirety of your proposal, as confidential or proprietary. Failure to adhere to these restrictions may result in your proposal being deemed as non-responsive.

For more information about Thornton's processes related to CORA, including using Thornton's Public Records Request Form or for submission of a CORA request, please visit the website of the office of Thornton's City Clerk at <https://www.thorntonco.gov/government/city-clerk/Pages/default.aspx> or you can reach the Clerk's office by email at Clerk@ThorntonCO.gov or by phone at (303) 538-7615.

E.7 LATE PROPOSAL SUBMISSIONS:

Proposing Vendors are expected to allow adequate time to upload a complete submission for consideration through the electronic Vendor portal (currently BidNet Direct®). The Vendor portal will not allow a Vendor to modify, save, nor upload their proposal after the submittal date and time have passed. It is **highly recommended** that as a proposing Vendor you do not wait until the last minute to submit your proposal.

Late proposals will not be accepted. Sole responsibility rests with the proposing Vendor to ensure that its proposal is completely uploaded through the Vendor portal or is received in the Purchasing Office prior to the submission deadline. Proposals that are left in a "Draft" status in the Vendor portal will not be accepted by Thornton for consideration.

All physical proposals received in the Purchasing Office after the submittal date and time will be immediately rejected without consideration.

E.8 AWARDS:

Award will be made on an "all or none" basis. Prices must be shown for each item listed. Proposals submitted without individual item prices listed will be considered as non-responsive and rejected.

E.9 ACCEPTANCE PERIOD:

Submissions in response to this proposal shall remain valid until an award has been made to a proposing Vendor or at a minimum of one hundred twenty (120) calendar days from the time of submission, whichever date comes last.

E.10 EVALUATION OF PROPOSALS:

All proposals will be evaluated by a Selection Committee assigned by the City Manager, or his designee. Proposals shall be evaluated on the basis qualifications, experience, and the applicability of the solutions offered to meet Thornton's needs as they pertain to the Evaluation Criteria noted herein and in the context of best value received for the required goods and/or services. Note that any tools utilized by the Selection Committee in their evaluation process are only intended to facilitate the understanding of the submissions received and facilitate the member's ability to weigh the merits of each proposal. Therefore, any tools utilized by the Selection Committee have no binding effect on their vote or the final award made by Thornton as a result of this RFP.

In addition, other pertinent information which becomes available during the evaluation, interview, or negotiations may be considered in the evaluation. The committee may make a selection on the basis of the Proposals received, or may choose to "short list" prospective firms for further consideration, which may include interviews and or negotiations. The firm selected for the Award will be chosen on the basis of the apparent greatest operational and financial benefit to Thornton, and not necessarily on the basis of lowest price. The City Manager, or his designee, shall make the final determination of the firm selected.

E.11 EVALUATION CRITERIA:

Evaluation criteria for this RFP may include, but is not limited to, the following items:

- 1) Responsiveness to the needs of Thornton, including the time required to complete the implementation of the awarded Vendor's solution.
- 2) Responsibility of the proposing Vendor.
- 3) The written responses provided by the proposing Vendor to the Proposal Questions – Section C.2, and all clarification questions asked by Thornton during the RFP evaluation.
- 4) The proposing Vendor's submitted pricing.
- 5) The results of the Vendor's reference checks.
- 6) The degree to which the Vendor's proposal meets or exceed the needs as defined in the RFP, including any additional value-add items.

- 7) The results of any Vendor samples, and/or interviews from this RFP.
- 8) The agreeability of the Vendor to Thornton's terms and conditions and the ability to contract with the awarded Vendor.
- 9) All other applicable information and documents submitted by the Vendor and received by Thornton in the evaluation of the proposal.

E.12 POST AWARD PURCHASE ORDER:

A Purchase Order (PO) will be generated by Thornton's Contracts and Purchasing Division as a result of the award from this solicitation. All future work/year purchase orders shall be conditional upon annual appropriation approval by Thornton's City Council. Thornton shall not be liable for any future charges from the awarded Vendor should the funding not be appropriated and approved by City Council.

E.13 STANDARD PROPOSAL CONSIDERATIONS:

Thornton maintains a standard set of RFP considerations and terms and conditions for RFPs that are non-federally funded and are not through a cooperative awarded process. These considerations are static between each RFP process. It is the sole responsibility of the proposing Vendor to have read all RFP considerations. A copy of these standard RFP considerations has been uploaded with this RFP document as a separate cover.

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SECTION F: SAMPLE AGREEMENT**F.1 SAMPLE AGREEMENT:**

A sample General Services Agreement has been provided under separate cover as part of this solicitation. This sample agreement has been provided to inform the proposing Vendor of Thornton's terms and conditions expectation for the awarded Vendor from this solicitation. This sample agreement is subject to change at Thornton's sole discretion.

The Vendor does not need to complete any of the information within the sample agreement as part of the initial proposal submission process. At Thornton's sole discretion and as part of a final evaluation process by Selection Committee, the Buyer of Record may contact a proposing Vendor for any clarifications.

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SECTION G: REQUIRED VENDOR SIGNATURE FORMS**G.1 ACCEPTANCE AND ADDENDA ACKNOWLEDGEMENT FORM:**

Vendor indicates acceptance of the following conditions:

- 1) City of Thornton Charter Section 7.4 prohibits Thornton from issuing a Purchase Order to firms which employ certain family members of employees unless the Thornton Council determines it is in Thornton's best interest. For the purposes of this Charter Section, a domestic partner shall be considered equivalent to a family member. The Vendor attests to the following:

No City Council Member, member of a board or commission, Municipal Judge, City Manager, City Attorney, or employee of the City of Thornton, or any such person's family member, domestic partner, or person assuming a relationship being the substantial equivalent of the above, has an existing or pending, direct or indirect, financial, pecuniary or personal interest in the proposing firm or this Invitation for Bid, except as follows: (list, if any) _____

- 2) The undersigned Vendor, having examined the Proposal Documents, and having full knowledge of the product and/or services requested and described herein, hereby proposes that it will fulfill the obligations contained herein specifications set forth; and that it will furnish all required products and pay all incidental costs all in strict conformity with these Proposal Documents, for the stated prices as payment in full. Yes No

- 3) I acknowledge receipt of any and all published addenda and a copy of the sample agreement as provided by Thornton : Yes No

- 4) I acknowledge that I have submitted all items and documents as required of the final proposal submission Yes No

Proposing Vendor's Name: _____

Submitted By (Printed): _____

Submitted By (Signature): _____

Title: _____

Date: _____

Telephone Number: _____

Email: _____

G.2 SAMPLE AGREEMENT ACKNOWLEDGEMENT FORM

Regarding Thornton's Sample Agreement, the undersigned Vendor acknowledges the following:

- 1) The proposing Vendor has received a copy of Thornton's sample Agreement. Yes No
- 2) All proposed exceptions to Thornton's sample Agreement and all proposed Vendor agreements may be included as part of Thornton's final evaluation process. Yes No
- 3) All proposed exceptions or redlines to Thornton's sample Agreement by the Vendor, and all proposed terms and conditions have been uploaded with the Vendor's final proposal as a separate file and have been clearly marked as so. Yes No
- 4) If chosen for award, that Thornton may accept, reject, or negotiate all proposed changes to the terms and conditions of the sample Agreement and all other Vendor proposed terms and conditions. Should an Agreement be unable to be reached between Thornton and my firm, I acknowledge that Thornton retains the sole discretion to reject the award made and move to another Vendor for award and contractual negotiations. Yes No

Proposing Vendor's Name: _____

Submitted By (Printed): _____

Submitted By (Signature): _____

Title: _____

Date: _____



G.3 REFERENCES AND AUTHORIZATION AND RELEASE FORM:

REFERENCE AUTHORIZATION FORM

By: _____, A Corporation
(Proposing firm) A Partnership whose address is _____
An Individual (Circle One)

Proposing firm has submitted a sealed Proposal to the City of Thornton (Thornton) for this solicitation.

Proposing firm hereby authorizes Thornton to perform such investigation of proposing firm as Thornton deems necessary to establish the qualifications, responsibility, trustworthiness, and financial ability of the proposing firm. By its signature hereon, the proposing firm authorizes Thornton to obtain reference information concerning the proposing firm and releases the party providing such information named above and Thornton from any and all liability to the proposing firm as a result of any reference information provided.

Proposing firm further authorizes Thornton to discuss and release any and all information regarding the Proposing firm's performance on its forthcoming services related to this project or other past projects upon receiving a request for such information. Proposing firm releases Thornton from any and all liability associated with such a release of information.

Proposing firm further waives any right to receive copies of reference information provided to Thornton. A copy or facsimile of this executed Reference Authorization and Release Form may be used with the same effectiveness as an original.

Proposing Vendor's Name: _____

Submitted By (Printed): _____

Submitted By (Signature): _____

Title: _____

Date: _____

SECTION H: AUTHORIZATION FOR SOLICITATION POSTING**H.1 PURCHASING MANAGER FORM:**

All communications regarding this solicitation shall be directed to the Buyer of Record listed within this solicitation in Section A.2 – Buyer of Record.

This solicitation has been reviewed and approved for a public posting by the Thornton Purchasing Manager.

Megan deGrood, CPPB
Purchasing Manager