



# **North Central Texas Council of Governments**

**NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS  
METROPOLITAN PLANNING ORGANIZATION**

**REQUEST FOR PROPOSALS  
DIGITAL ASSET MANAGEMENT**

**April 4, 2025**

**Amended April 29, 2025**

# **REQUEST FOR PROPOSALS FOR DIGITAL ASSET MANAGEMENT**

## **INTRODUCTION**

The North Central Texas Council of Governments (NCTCOG) is requesting written proposals from qualified firms(s) to provide a Digital Asset Management (DAM) service to streamline storage, retrieval, and use of digital assets among members of the Transportation Department. The DAM will replace/supplement our use of the network for storing photo and video assets. It will allow for direct import of assets into Adobe and Microsoft applications.

## **NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS**

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth (DFW) Metropolitan Area. NCTCOG's Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council (RTC) and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local transit providers of North Central Texas in planning, programming, coordinating, and implementing transportation decisions.

## **PURPOSE AND NEED**

The North Central Texas Council of Governments (NCTCOG) is seeking an individual or firm to utilize a Digital Asset Management (DAM) service to streamline storage, retrieval and use of digital assets among members of the Transportation Department. The DAM service will replace/supplement NCTCOG's use of the network for storing photo and video assets. It will allow for direct importing of assets into Adobe and Microsoft applications. NCTCOG's desire is for assets to be more easily managed, including auto tagging, allowing for greater efficiencies and organization for the department.

## **PROJECT SUPPORT**

The project will be conducted under the guidance and supervision of a Project Review Committee. The responsibilities of the Project Review Committee will be to serve as the principal technical review committee for this project. NCTCOG shall serve as project manager to implement a mutually agreed upon scope of work, monitor the progress of consultant activities; and serve as a liaison between the consultant and other partners. The selected consultant will enter into a contract with NCTCOG for the agreed upon scope and budget. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

## **SCOPE OF WORK**

The scope of work is summarized by the tasks outlined below. Proposers are encouraged to exercise creativity in responding to the project needs. Modifications to the tasks and task sequencing which will improve the effectiveness of the project effort, while containing costs, are encouraged.

The contractor, at a minimum, must archive and maintain the performance outcomes listed in the following sections, consistent with NCTCOG standards or performance standards agreed to by NCTCOG through a contract resulting from this RFP. Offerors may also propose additional performance outcomes or services (beyond those minimally required).

The scope of work includes organizing and centralizing up to 5TB of NCTCOG's digital assets and creating a flexible permission structure for teams, agencies, stakeholders and partners. A yearly cost estimate for these services should be provided.

The successful firm shall agree to contract with NCTCOG to provide digital asset management services and associated software and equipment to include, but not limited to:

- At least 15 administration accounts; unlimited accounts preferred
- Unlimited user accounts
- Unlimited training
- Unlimited support
- Support for photos and videos
- Up to 5TB of storage
- AI tagging/Autotagging

- Search feature
- Sharing enabled distribution model
- Branded portals
- Intuitive and efficient interface
- Adobe Creative Suite Plug In
- Microsoft Office Plug In
- Microsoft Azure platform
- Application Programming Interface
- Range of permission models
- Single Sign On

Proposers should address the desire by NCTCOG to maintain an archive of current videos and explain how these can be maintained and accessed through the NCTCOG Web site.

## **PRICING PROPOSAL**

The consultant shall provide a total fee associated with the requested services and equipment. Fees and include itemized listing of services, software and needed equipment, if any. Fees for optional services should also be provided.

## **PROJECT SCHEDULE**

The term of service is for one year, with four one-year optional renewals. NCTCOG anticipates the contract will begin September 2025.

## **CONSULTANT SELECTION CRITERIA**

An award, if made, will be made to the responsible offeror whose proposal most meets the needs of NCTCOG, taking into consideration price and other factors set forth in this RFP. NCTCOG may, as it deems necessary, conduct discussions with responsible offerors determined to be responsive to solicitation requirements. The Consultant Selection Committee (CSC) will review all proposals and select a consultant it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:

- |  |            |
|--|------------|
| 1. Firm Qualifications and Related Projects            | 5 percent  |
| 2. Service and Technical Assistance/ Training Provided | 10 percent |
| 3. Software and Equipment Provided Specifications      | 40 percent |

- |                     |            |
|---------------------|------------|
| 4. Project Cost     | 35 percent |
| 5. Project Schedule | 10 percent |

If the CSC determines that interviews will be required before a final decision can be made, the interviews will take place **the week of May 19, 2025**. Proposers should be willing and able to attend these interviews in person or via web conference, if necessary. Consultants who are invited to an interview will be notified by the close of business on **Friday May 16, 2025**, that an interview has been scheduled. Costs for developing the proposal and costs attributed to interviews (and subsequent negotiations) are at the proposer's own expense and will not be reimbursed by NCTCOG.

### **CONTRACT AWARD**

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the consultant will be asked to execute a contract with NCTCOG. If applicable, a Notice to Proceed will be issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected consultant, or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work. NCTCOG will maintain the right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

NCTCOG will consider alternate contracting mechanisms. Proposers should attach a template contract with their proposal for NCTCOG'S review and consideration.

### **DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION**

The Transportation Department has an overall Disadvantaged Business Enterprise (DBE) participation goal of **seventeen percent (17%)**. There is contract goal identified for this procurement; however proposers are encouraged to make meaningful good faith efforts towards maximizing DBE participation. Proposers should also include an Affirmative Action Plan is included in the proposal.

### **QUESTIONS AND ANSWERS**

All questions regarding the RFP shall be directed in writing by e-mail to [TransRFPs@nctcog.org](mailto:TransRFPs@nctcog.org) by the close of business on **April 11, 2025**. All questions and responses will be posted on the

NCTCOG website at [www.nctcog.org/rfp](http://www.nctcog.org/rfp) by the close of business on **April 16, 2025**. NCTCOG reserves the right to respond to inquiries as it deems necessary.

## **OVERALL PROCUREMENT SCHEDULE**

This RFP shall be used to accept, review, and score proposals based on the following schedule with the intent of awarding a Fixed Price contract. The following represents the schedule of procurement activities leading to contract award:

Issue Request for Proposals	April 4, 2025
Last Day to Submit Questions	April 11, 2025
NCTCOG Q&A Posted to Website	April 16, 2025
Proposals Due & Proposal Public Opening	May 2, 2025
Consultant Selection Committee	week of May 19, 2025
Interviews (if needed)	week of May 26, 2025
NCTCOG Committee Approval	July 24, 2025
Execute Contracts	August 29, 2025

NCTCOG reserves the right to make changes to the above-mentioned schedule. All such changes shall be made by an amendment to the RFP and shall be posted on NCTCOG's website at [www.nctcog.org/rfp](http://www.nctcog.org/rfp). It is the responsibility of the consultant to frequently check this website for information concerning amendments to the RFP.

\*Public opening of the proposals will be done via Microsoft Teams on **May 2, 2025 at 5:05 p.m.**

A link to the Microsoft Teams meeting is below. Microsoft Teams is integrated with audio so you will only need to use the conference call number (below) if you are unable to access the Microsoft Teams App. The Teams App is available for download [HERE](#).

### **Microsoft Teams**

[Join the meeting now](#)

Meeting ID: 212 516 324 956

### **Dial in by phone**

[+1 903-508-4574](#)

Phone conference ID: 222 771 239#

## INSTRUCTIONS FOR PROPOSALS

### PLANNING SERVICES

The Sample Contract provided with this Request for Proposals contains federal requirements which must be included with Proposals. Appendices C through H contain compliance requirements and certification forms which must accompany the Proposals. **Failure to comply with the requirements may result in finding the proposal to be nonresponsive.**

Additional information is provided below:

1. Proposers may submit one hard copy or one flash drive of the proposal to Kenneth Bergstrom, Communication Manager, North Central Texas Council of Governments, 616 Six Flags Drive, Arlington, Texas 76011. **Proposals must be received by 5:00 p.m., Friday, May 2, 2025.** Proposals received after that time will not be considered and will be returned to the proposer unopened. The in-hand submittal will count as the official submittal. In addition to the in-hand submittal, NCTCOG is requesting electronic submission of proposal documents to [TransRFPs@nctcog.org](mailto:TransRFPs@nctcog.org). Electronic submissions only will not be evaluated.
2. The proposal should address the criteria identified in the Request for Proposals that will be used for consultant selection. Proposals should include, at a minimum, the following information.
  - **Proposal Formatting** – Proposals should be printed double-sided and include a footer containing consultant firm name, page number, and total pages in the proposal. (e.g., Planning firm 1 of 20).
  - **Cover Letter** -- A brief summary of the key points of the proposal and approach to accomplishing the work. Name and address of the firm, as well as the contact person's name, phone number, and email address should also be included.
  - **Project Understanding** - A general description of the approach to be used in accomplishing the work, including the project organization and management plan. Senior personnel who will work on the project, including subcontractor personnel, should be identified by name and by role in the project; e.g., project manager, principal in charge, project advisor, etc. The project manager in particular must be specified and a clear indication given as to his/her involvement in the project. If more than one firm will be involved, the proposal should clearly delineate the work to be accomplished by each firm and how the work will be coordinated and managed. Any special requirements or coordination needs should be clearly identified.

- **Scope of Services and Schedule** - This section should respond to the Request for Proposals task descriptions for the project by describing clearly in detail what and how work in each task will be accomplished, the technical methodology to be used, and the planned work flow and schedule. A description should be included concerning quality control and how this will be maintained and accomplished during the course of this project.
- **Consultant Qualifications** - This section should identify the background and experience of the consulting firm(s) and individuals in similar types of work and the results of that experience, along with up-to-date references (name, current affiliation, and phone number), should be included. Knowledge of the Dallas-Fort Worth area should be specifically indicated.
- **Compliance Requirements** - Appendices C through H of the Sample Contract contain compliance requirements and other certification forms which must accompany the Proposal.
- **Affirmative Action Plan** - NCTCOG is required, under Title 49, Code of Federal Regulations, Part 21 to request from all contractors an Affirmative Action Plan for the contracting entity. Such a plan will be reviewed by NCTCOG to determine compliance with federal Equal Employment Opportunity requirements. You are requested, then, to submit a plan which should include, at a minimum, a policy statement and utilization analysis of your workforce. An indication of the number and percent of your employees who would be classified as minorities, including both women and ethnic minorities, should be provided. An indication of the number and percent in professional versus nonprofessional positions, or administration versus clerical positions, should also be provided.
- **Entities that Boycott Israel (House Bill 89)**
  - If proposers are required to make a certification pursuant to Section 2271.002 of the Texas Government Code, proposers should include a certification statement that they do not and will not boycott Israel during the term of the contract resulting from this solicitation. If the proposer does not make that certification, proposer must indicate that in its response and state why the certification is not required.
- **Prohibition on Firearm and Ammunition Industry Discrimination (S.B. 19)**
  - Pursuant to Chapter 2274, Government Code, as enacted by S.B. 19, 87<sup>th</sup> Legislature, NCTCOG is prohibited from using public funds to contract with entities who discriminate against firearm and ammunition industries. By signing this contract, the Consultant agrees that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association and will not discriminate during the term of the Contract.
- **Prohibition on Boycotting Energy Companies (S.B. 13)**
  - Pursuant to Chapter 2274, Government Code, as enacted by S.B. 13, 87<sup>th</sup> Legislature, NCTCOG is prohibited from using public funds to contract with entities who boycott energy companies. By signing this



contract, the Consultant verifies that it does not discriminate against energy companies and will not discriminate during the term of the Contract.

3. The North Central Texas Council of Governments, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000(d) to 2000(d)(1) and Title 49, Code of Federal Regulations Part 26, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all proposers that it will affirmatively assure that, in regard to any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, sex, or national origin in consideration for an award.
4. The NCTCOG Transportation Department has a Disadvantaged Business Enterprise (DBE) participation goal on the part of socially and economically disadvantaged individuals in DOT-assisted projects. A list of DBEs is attached for consideration. In the event the proposer is a majority firm and the above stated goal for DBE participation is not met, the prime contractor shall be required to provide justification and documentation for not reaching the goal with disadvantaged subcontractors.
  - a. Joint ventures between majority and disadvantaged contractors are encouraged. Whenever a joint venture involves a disadvantaged firm(s), the proposer shall submit with the proposal the names, scope of work, and the anticipated percentage of work of each proposed DBE subcontractor and joint venture. The Affidavit of Intended Entrepreneurship, included as Appendix D.2 of the Sample Contract, is intended for this purpose. **Please submit the original notarized affidavit with the Proposal.** NCTCOG shall reserve the right to approve all substitutions of subcontracts.
  - b. For the purposes of this policy, a Disadvantaged Business Enterprise is defined as: A business enterprise that is owned and controlled by one or more socially and/or economically disadvantaged persons. "Owned and controlled" is specified as a business which is (1) a sole proprietorship legitimately owned by an individual who is a disadvantaged person or (2) a partnership or joint venture controlled by disadvantaged persons and in which at least 51 percent of the voting interest and 51 percent of the beneficial ownership interests legitimately are held by disadvantaged persons. Such persons include individuals who are Women, Black, Hispanic, Native Americans, Asian-Pacific Americans, Asian-Indian Americans, or any other minorities or individuals found to be disadvantaged by the Small Business Administration pursuant to Section 8(a) of the Small Business Act. **D/M/WBE Certificates issued through the Texas Unified Certification Program are required.**

- c. The contractor shall maintain for three years such records as are necessary to determine compliance with their DBE obligations and shall submit regular reports to enable the North Central Texas Council of Governments to monitor this compliance.
5. The NCTCOG Executive Board encourages the use of local firms. However, all proposals, regardless of firm locale, will be evaluated using the consultant selection criteria contained in the Request for Proposals.
6. A consultant selection committee will review the proposals and select a firm it considers qualified to undertake the project. The selection of the proposal will be based on the technical proposal and/or interviews but will be subject to negotiation of conditions of cost satisfactory to NCTCOG. NCTCOG reserves the right to reject any or all proposals and to contract for any or all portions of the project with the selected consultant.
- ~~7. As part of the proposal, consultants should summarize the budget for the project on the excel form provided. The overall project budget should include the cost of personnel, fringe benefits, overhead supplies, printing, and travel. The budget shall detail out separately the tasks by prime and sub-consultant, and profit. If needed, additional tabs should be added for sub-consultants working on the project. (See Page 4 Pricing Proposal)~~
8. The Texas Legislature has adopted House Bill 1295. In short, the law states a governmental entity or state agency may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties (Form 1295) to our agency at the time of a signed contract. As part of contract development, the consultant will be asked to complete the disclosure of interested parties electronically and submit through the Texas Ethics Commission website. NCTCOG will provide a specific contract number associated with the award for inclusion in the submittal. Once submitted, the consultant will be requested to return an e-mail confirmation of submittal to NCTCOG.

For more information about the process, please visit the following website for a Frequently Asked Questions:  
[https://www.ethics.state.tx.us/resources/FAQs/FAQ\\_Form1295.php](https://www.ethics.state.tx.us/resources/FAQs/FAQ_Form1295.php)
9. Procurement information shall be a public record to the extent provided by the Texas Open Records Act and the Freedom of Information Act and shall be available to the public as provided therein. If a proposal contains information that the proposer considers proprietary and does not want disclosed to the public or used for any purpose other than the evaluation of the offer, all such information must be indicated with the following suggested language:

*The information contained on pages \_\_\_\_\_ shall not be duplicated used in whole or in part, for any purpose other than to evaluate the proposal; provided that if a contract is awarded to this office as a result of or in connection with the submission of such information, NCTCOG has the right to duplicate, use or disclose this information to the extent provided in the contract.*

10. Conflict of Interest Disclosure Requirement

Pursuant to Chapter 176 of the Local Government Code, any person or agent of a person who contracts or seeks to contract for the sale or purchase of property, goods, or services with a local governmental entity (i.e. NCTCOG) must disclose in the Questionnaire Form CIQ ("Questionnaire") the person's affiliation or business relationship that might cause a conflict of interest with the local governmental entity. By law, the Questionnaire must be filed with NCTCOG no later than seven days after the date the person begins contract discussions or negotiations with the NCTCOG, or submits an application or response to a request for proposals or bids, correspondence or another writing related to a potential agreement with the NCTCOG.

Updated Questionnaires must be filed in conformance with Chapter 176.

A copy of the Questionnaire Form CIQ is enclosed with the submittal documents. The form is also available at <https://www.ethics.state.tx.us/data/forms/conflict/CIQ.pdf>

If you have any questions about compliance, please consult your own legal counsel. Compliance is the individual responsibility of each person or agent of a person who is subject to the filing requirement. An offense under Chapter 176 is a Class C misdemeanor. If the consultant has no Conflict of Interest, please include the following statement: [insert firm name] has reviewed and confirmed there are no Conflicts of Interest for the prime or subconsultants with the North Central Texas Council of Governments or any associated local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A).