

Request for Proposal (RFP)

BIG DATA DASHBOARD, DATA ANALYSIS SUPPORT, AND MARKETING ATTRIBUTION

Key RFP Events	Date & Time
Issue Date:	October 11, 2024
Questions Due:	October 18, 2024, at 4:30 PM EDT
Proposals Due:	November 1, 2024, at 4:30 PM EDT

Please be advised all notifications, releases, addenda associated with this RFP will be posted at the following website referencing the same RFP title:

<https://accd.vermont.gov/about-us/bidding-opportunities>

The State will not notify interested parties with updated information. It is the bidder's responsibility to periodically check the web site above for all notifications, releases and addenda pertaining to this RFP.

State Contact: Michele Snyder
email: Accd.contracts@vermont.gov



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1. OVERVIEW

- 1.1. Purpose.** Through this Request for Proposal (RFP), the Agency of Commerce and Community Development, Department of Tourism and Marketing (hereinafter the “State”) intends to establish contracts with one or more vendors that can provide a “big data” dashboard and analysis support which will include, at minimum, geolocation and credit card spending data.

The State seeks a vendor who can provide location, movement, and spending trends for visitors to Vermont not only for the state as a whole, but at a regional level, and in some cases focusing on specific attraction locations (points of interest). The State is looking for reporting not only on annual and monthly timeframes, but also at daily and weekly intervals. The State intends to share some elements of the data publicly, and with state lawmakers, to promote a better understanding of visitor behavior and the tourism economy.

The State is also interested in attribution services available within the dashboard and data integrations – i.e. using pixels to evaluate advertising effectiveness in bringing people to the State’s official tourism website and/or physically into the state.

- 1.2. Background.** The State has access to a limited set of data to help us understand the visitor economy in Vermont. Tax data is extremely helpful to understand impacts in the rooms sector, but retail and restaurant taxes need to have assumptions applied to calculate the impact of visitor’s vs residents. Credit card spending data is currently available at a statewide level and at monthly intervals from one credit card vendor, but the State would like access to more specific information in a timelier way.

Examples of questions the State would like to be able to answer are:

- How did visitation numbers and spending in Vermont change from 2023 to 2024? (in percentages, if actual numbers are not possible)
- What are the most visited attractions in the state, and how has that changed over time?
- What trends can we see about visitors to state parks (as an example of a type of point of interest)? (numbers, spending, demographics, other areas or places visited)
- What trends can we see about visitors to ski resorts? (numbers, spending, demographics, other areas or places visited)
- How did Indigenous Peoples’ Day weekend visitation compare to the last few years? (spending and numbers in percentages, if not actual numbers)
- Same questions for “summer” or “December 24” or “winter break” or “MLK Day” as examples.
- How does summer visitation compare to winter visitation (spending and number of people – in percentages if not actual numbers)
- Do the demographics of people visiting the Northeast Kingdom differ from those visiting the Shires (as an example)? Note that the “Northeast Kingdom” and “Shires” are pre-defined tourism regions, defined on the town level.
- How did we do last weekend for visitation? (using previous year as baseline)

The State’s current access to federal recovery funding is helping us to understand more about our visitor economy than ever before. We are looking for a partner to provide the data in the form of an easy-to-use dashboard, but also to be readily available to us as we learn how to use the interface, and how to understand and interpret the data.

- 1.3. **Contract Period.** Contracts arising from this RFP will be for a period of one year with an option to renew for up to two additional twelve-month periods. The State anticipates the start date will be January 1, 2025.
- 1.4. **State's Single Point of Contact.** All communications concerning this RFP are to be addressed in writing to the State Contact listed on the front page of this RFP. Actual or attempted contact with any other individual from the State concerning this RFP is strictly prohibited and may result in disqualification.
- 1.5. **Bidder's Conference.** A bidders' conference will not be held for this RFP.
- 1.6. **Question and Answer Period.** Any vendor requiring clarification of any section of this RFP or wishing to comment on any requirement of the RFP must submit specific questions in writing no later than the deadline for question indicated on the first page of this RFP. Questions may be e-mailed to the point of contact on the front page of this RFP. Questions or comments not raised in writing on or before the last day of the question period are thereafter waived. At the close of the question period a copy of all questions or comments and the State's responses will be posted on the State's web site <https://accd.vermont.gov/about-us/bidding-opportunities> <http://www.bgs.state.vt.us/pca/bids/bids.php>. Every effort will be made to post this information as soon as possible after the question period ends, contingent on the number and complexity of the questions.
- 1.7. **Changes to this RFP.** Any modifications to this RFP will be made in writing by the State through the issuance of an Addendum to this RFP and posted online at <https://accd.vermont.gov/about-us/bidding-opportunities>. Verbal instructions or written instructions from any other source are not to be considered.
- 1.8. **Assistance.** If a bidder requires assistance in preparing their proposal, registering with SAM.gov, or needs guidance on socioeconomic certifications, the bidder may contact the Agency of Commerce & Community Development (ACCD), Department of Economic Development (DED), APEX Accelerator. The Vermont APEX Accelerator (formerly the Procurement Technical Assistance Center (PTAC)) specializes in helping small businesses navigate the documentation associated with State and Federal procurement. There is no cost to the Contractor for assistance provided by APEX Accelerator. Their website is: <https://accd.vermont.gov/economic-development/programs/ptac>.
- 1.8 **Source of Funds.** This project is being funded in whole or in part using federal monies.

2. PROJECT SCOPE OF WORK

Vendor will provide:

- 2.1. Access to a digital dashboard that shows the following types of information for dates that can be input by the state, including but not limited to:
 - Visitor areas of congregation, movement, and spend
 - Visitor origin
 - Visualizations of the above in table and map formats, and "sliced" along customized areas defined below

The above information should be available as close to "real-time" as possible. The vendor should define the expected time lag time for data to populate the dashboard.

- 2.2. Immediate customization of the dashboard to include geofencing the following areas and reporting at these levels:
 - The state of Vermont
 - 14 counties of Vermont
 - 14 tourism regions of Vermont (defined at the town level)
 - 50-100 Attractions
- 2.3. Ability to customize the dashboard with further geofenced areas and points of interest over time.
- 2.4. Marketing attribution services to help us evaluate our advertising programs and/or website content, and/or provide insights and actionable next steps for program tactics.
- 2.5. Sharing of data with Tourism Economics, who will be performing annual economic impact studies for the State.
- 2.6. Optional: integration into the state's Tourism Economics Symphony dashboard.
- 2.7. Comparison data for previous years, ideally from 2019 forward.
- 2.8. Knowledgeable support provided by a dedicated service team with availability for at least monthly calls to support State staff on use of the dashboard and customization of reports. Importantly, the Vendor must provide expertise to support the State's understanding and use of the data. This is a critical element of the service.

3. GENERAL REQUIREMENTS:

- 3.1. **Pricing.** Bidders must price the terms of this solicitation at their best pricing. Any and all costs that Bidder wishes the State to consider must be submitted for consideration. If applicable, all equipment pricing is to include F.O.B. delivery to the ordering facility. No request for extra delivery cost will be honored. All equipment shall be delivered assembled, serviced, and ready for immediate use, unless otherwise requested by the State.
 - 3.1.1. Prices and/or rates shall remain firm for the initial term of the contract. The pricing policy submitted by Bidder must (i) be clearly structured, accountable, and auditable and (ii) cover the full spectrum of materials and/or services required.
- 3.2. **Statement of Rights.** The State shall have the authority to evaluate Responses and select the Bidder(s) as may be determined to be in the best interest of the State and consistent with the goals and performance requirements outlined in this RFP. The State of Vermont reserves the right to obtain clarification or additional information necessary to properly evaluate a proposal. Failure of vendor to respond to a request for additional information or clarification could result in rejection of that vendor's proposal. To secure a project that is deemed to be in the best interest of the State, the State reserves the right to accept or reject any and all bids, in whole or in part, with or without cause, and to waive technicalities in submissions. The State also reserves the right to make purchases outside of the awarded contracts where it is deemed in the best interest of the State.
 - 3.2.1. **Best and Final Offer (BAFO).** At any time after submission of Responses and prior to the final selection of Bidder(s) for Contract negotiation or execution, the State may invite Bidder(s) to provide a BAFO. The state reserves the right to request BAFOs from only those Bidders that meet the minimum qualification requirements and/or have not been eliminated from consideration during the evaluation process.

3.2.2. Presentation. An in-person or webinar presentation by the Bidder may be required by the State if it will help the State’s evaluation process. The State will factor information presented during presentations into the evaluation. Bidders will be responsible for all costs associated with providing the presentation.

3.3. Worker Classification Compliance Requirements. In accordance with Section 32 of The Vermont Recovery and Reinvestment Act of 2009 (Act No. 54), Bidders must comply with the following provisions and requirements.

3.3.1. Self-Reporting: For bid amounts exceeding \$250,000.00, Bidder shall complete the appropriate section in the attached Certificate of Compliance for purposes of self-reporting information relating to past violations, convictions, suspensions, and any other information related to past performance relative to coding and classification of workers. The State is requiring information on any violations that occurred in the previous 12 months.

3.4. Executive Order 05-16: Climate Change Considerations in State Procurements. For bid amounts exceeding \$25,000.00 Bidders are requested to complete the Climate Change Considerations in State Procurements Certification, which is included in the Certificate of Compliance for this RFP.

After consideration of all relevant factors, a bidder that demonstrates business practices that promote clean energy and address climate change as identified in the Certification, shall be given favorable consideration in the competitive bidding process. Such favorable consideration shall be consistent with and not supersede any preference given to resident bidders of the State and/or products raised or manufactured in the State, as explained in the Method of Award section. But such favorable consideration shall not be employed if prohibited by law or other relevant authority or agreement.

3.5. Regulation of Hydrofluorocarbons. State procurement contracts shall not include products that contain hydrofluorocarbons, as prohibited in 10 V.S.A. § 586.

3.6. Method of Award. Awards will be made in the best interest of the State. The State may award one or more contracts and reserves the right to make additional awards to other compliant bidders at any time if such award is deemed to be in the best interest of the State. All other considerations being equal, preference will be given first to resident bidders of the state and/or to products raised or manufactured in the state, and then to bidders who have practices that promote clean energy and address climate change, as identified in the applicable Certificate of Compliance.

3.6.1. Evaluation Criteria. Consideration shall be given to the Bidder’s project approach and methodology, qualifications and experience, ability to provide the services within the defined timeline, cost, and/or success in completing similar projects, as applicable, and to the extent specified below.

Evaluation Criteria:	Consideration %
Approach and Experience: understanding of the need, overview of your offering and your organization	20%
Table: answers are complete and thorough, and the information contained in them support the State’s needs	20%
Vermont sample size proof of concept	10%
Geolocation Understanding statement	5%
Attribution overview and pricing	20%

Ongoing Service model – including expertise that will be made available to the State	20%
Value for Price	5%

- 3.6.2. *Contract Negotiation.* Upon completion of the evaluation process, the State may select one or more Vendors with which to negotiate a contract, based on the evaluation findings and other criteria deemed relevant for ensuring that the decision made is in the best interest of the State. In the event State is not successful in negotiating a contract with a selected Vendor, the State reserves the option of negotiating with another Vendor, or to end the proposal process entirely.
- 3.6.3. *Cost of Preparation.* Bidder shall be solely responsible for all expenses incurred in the preparation of a response to this RFP and shall be responsible for all expenses associated with any presentations or demonstrations associated with this request and/or any proposals made.
- 3.6.4. *Contract Terms.* The selected bidder(s) will be expected to sign a contract with the State, including the Standard Contract Form and Attachment C as attached to this RFP for reference. If IT Attachment D is included in this RFP, terms may be modified based upon the solution proposed by the Bidder, subject to approval by the Agency of Digital Services. Consult with the Agency of Digital Services about the inclusion of IT Attachment D Terms with the RFP.
- 3.6.5. *Business Registration.* To be awarded a contract by the State of Vermont a vendor (except an individual doing business in his/her own name) must be registered with the Vermont Secretary of State's office <http://www.sec.state.vt.us/tutor/dobiz/forms/fcregist.htm> and must obtain a Contractor's Business Account Number issued by the Vermont Department of Taxes <http://tax.vermont.gov/>.
- 3.6.6. The contract will obligate the bidder to provide the services and/or products identified in its bid, at the prices listed.
- 3.6.7. *Payment Terms.* All invoices are to be rendered by the Contractor on the vendor's standard billhead and forwarded directly to the institution or agency ordering materials or services and shall specify the address to which payments will be sent. Payment terms are Net 30 days from receipt of an error-free invoice with all applicable supporting documentation. Percentage discounts may be offered for prompt payments of invoices; however, such discounts must be in effect for a period of 30 days or more in order to be considered in making awards.
- 3.6.8. *Quality.* If applicable, all products provided under a contract with the State will be new and unused, unless otherwise stated. Factory seconds or remanufactured products will not be accepted unless specifically requested by the purchasing agency. All products provided by the contractor must meet all federal, state, and local standards for quality and safety requirements. Products not meeting these standards will be deemed unacceptable and returned to the contractor for credit at no charge to the State.

4. CONTENT AND FORMAT OF RESPONSES: The content and format requirements listed below are the minimum requirements for State evaluation. These requirements are not intended to limit the content of a Bidder's proposal. Bidders may include additional information or offer alternative solutions for the State's consideration. However, the State discourages overly lengthy and costly proposals, and Bidders

are advised to include only such information in their response as may be relevant to the requirements of this solicitation.

4.1. *Unsolicited Bidder-Confidential Information Prohibited.* Bidders are hereby expressly directed not to include any confidential information in their proposal submissions, except as specifically permitted below, and so marked. By submitting a proposal in response to this RFP, bidders acknowledge and agree to abide by the terms and conditions outlined in this document, including the prohibition on submitting confidential information. This prohibition reduces the burden on the State while preventing bidder-confidential information from entering the public record.

4.1.1. *Disclosure under Public Records Act.* All information received by the State in response to this RFP will become part of the contract file and subject to Vermont public records law. Responses by any bidder may become available to the public once a contract has been executed or otherwise following conclusion of this procurement process, in accordance with the State's Public Records Act, 1 V.S.A. § 315 et seq., or the State may choose to publicly post them.

4.1.2. *Unsolicited Confidential Materials.* This RFP does not solicit bidder confidential information and bidders are expressly prohibited from providing confidential information in response to this RFP. All materials furnished by bidders in response to this RFP, including those marked as confidential by bidders, are subject to disclosure if requested under the Public Records Act, or public posting.

4.1.3. *State Not Responsible for Disclosure of Unmarked Bidder-Confidential Information.* It is the sole responsibility of the bidder to ensure that, other than where specifically directed or permitted by this RFP and accordingly marked as described below, no information that should not be publicly disclosed is included in their proposal materials, including any 1) trade secrets or intellectual property, 2) proprietary financial or business information, 3) personal information, or 4) any other information that should not be disclosed to the public. For example, bidders should avoid including specific details of their proprietary technologies or methodologies that they consider confidential, and any references to previous client engagements should be presented in a manner that does not disclose the client's confidential information.

4.2. *Cover Letter.* Provide a cover letter, on company letterhead, to introduce the bidder, and provide a brief description of the business, its service offerings, specialties and longevity in the industry. In addition, the cover letter should briefly highlight key attributes ideally suited for the services sought in the RFP that will be explored further in the technical response

4.2.1. *Exceptions to Contract Terms and Conditions.* The State will not consider exceptions to contract terms and conditions included with this RFP.

4.3. *Technical Response.* In response to this RFP, Bidder shall address the following:

4.3.1. *Approach:* Describe your capabilities and particular experience relevant to the RFP requirements, including:

Articulate your understanding of the need and provide an overview of the offering, including an explanation of the types of questions that can be answered by your solution.

Specify the types of data provided with the solution offered.

Explain the capabilities of the dashboard, including screenshots of relevant features.

Elaborate on the distinction between features that are included in a base solution vs feature that require customization and/or are offered at additional price.

Explain any insights the State can gain from your offering or other points of product differentiation.

4.3.2. Experience: Provide details concerning your organization, including but not limited to:

Experience providing the services required, including years in this space of expertise and a representative list/description of previous clients and work completed.

Articulation of expertise in data development/normalization and specific staff involved.

Resumes/CVs of staff that will be assigned to this account.

Three references, including name, organization, description of service provided and email address.

4.3.3 TABLE: Please recreate exactly and populate the following table for each data set you are offering.

	Geolocation Data	Credit Card Data
Source of the data: where is this data coming from (i.e. Azira, Visa, proprietary sources, etc.). Please offer as much detail as possible, including what percentage of the total market this data represents (i.e. % of total devices in US and/or worldwide / % of total cardholders or spending in US and or worldwide)		
Are you able to see devices and/or spending from Canada and/or additional overseas origin markets?		
Are both residents and visitors available and able to be viewed separately in the data? (Y/N)		
How much history will be available (state CY years available)		
Sample size clearly marked? Will you clearly state the number of devices, cards, for each “query” in the dashboard?		
How do you “normalize” your data? Key points we need to know about how you filter out “noise” to make information relevant and usable. Please describe and offer some examples.		

How do you ensure privacy of device users or card holders?		
How often is data refreshed? Please give general guidelines but also answer this specific example: How soon after Labor Day weekend would data be available?		
What time intervals are available? Hourly, Daily, Monthly, Seasonally, quarterly, annually, etc.		
Dashboard features & visualizations		
Integrations offered		
Geofences and Points of Interest – how many can we set up and how long will it take to set up		

Please also fill out the above table for any other data sources you are offering as part of your solution.

4.3.4 Sample Size Proof of Concept for Vermont: We are concerned that it will be difficult to “see” devices or credit card data for our rural state where there is limited reception, or where people may not be using apps when they are visiting our attractions. This is partly why we are looking for data sources other than just geolocation. We are prepared that potentially we may need to expand areas or time periods in order to see statistically valid samples but would like the vendor to help set our expectations. Please help us understand what you can “see” in Vermont with the following parameters:

Time period: July 1 – August 31, 2024

	# of devices	# of cards/\$ spending
State of Vermont as a whole		
Chittenden County (example of a “busy” county)		
Orange County (example of a “typical” county)		
Town of Killington (example of a resort town)		
City of Montpelier (example of a resident/visitor mix location)		

Church Street Marketplace, Burlington (example of a busy area within a city that we will likely want to track)		
Kingdom Trails Biking Trails (https://www.trailforks.com/region/kingdom-trails/) (example of a rural attraction that we will likely want to track).		

If you are unable to provide the specific data above, please offer whatever you can to help us understand more about the availability of data within Vermont specifically.

4.3.5. Geolocation understanding and approach: We understand the industry is dealing with disruption in the data sources specific to geolocation. It is getting harder to track devices and privacy is of utmost concern. In your own words, please describe what is happening in this space and how it is impacting services like yours and/or how organizations like ours should be thinking about the role of geolocation in information gathering and decision-making. Please describe how your organization is dealing with the current situation and looking forward to the future.

4.3.6. Attribution Overview and Pricing: Please describe your offering related to marketing and advertising attribution, including:

How it works, including how you will work with our media buying agency

Examples of Insights the state can gain

Examples of actionable next steps the state can take

4.3.7. Ongoing Service model: Please describe how the state will be supported, specifically:

Will we have staff dedicated to us? How will you manage staff turnover?

If yes to dedicated staff, submit resume/CV of that assigned person(s) if not already part of the submission under “Experience”

Data development expertise within the organization and how it will be made available to us, beyond account management

Commitment of monthly calls at a minimum

Minimum Hours per month of analysis support and/or dashboard customization

4.4. Certificate of Compliance. This form must be completed and submitted as part of the response for the proposal to be considered valid.

4.5. Price Proposal. Bidders shall submit their pricing information in the Price Schedule attached to the RFP.

5. SUBMISSION INSTRUCTIONS:

- 5.1. **Closing Date.** Bids must be received by the State by the due date specified on the front page of this RFP. Late bids will not be considered.
- 5.1.1. The State may, for cause, issue an addendum to change the date and/or time when bids are due. If a change is made, the State will inform all bidders by posting at the webpage indicated on the front page of this RFP.
 - 5.1.2. There will not be a public bid opening. However, the State will record the name, city and state for any and all bids received by the due date. This information is available upon request to the single point of contact identified on the cover of this RFP..
- 5.2. **Bid Delivery Instructions.** All bid proposals must be submitted in digital format as described below. No hard copies, faxes or in-person delivery will be accepted.
- 5.2.1. Please submit proposals electronically via email to ACCD.Contracts@vermont.gov
Bids must be received by the closing date and tie found on the cover of this RFP
 - 5.2.2. The email subject line must read “**Big Data Dashboard, Data Analysis Support, and Marketing Attribution**”
 - 5.2.3. The email must contain a PDF attachment of the bid OR contain a viable download link.
 - 5.2.4. The bid document must be a single digitally searchable PDF with the following naming convention <<**Vendor Name- Big Data Dashboard, Data Analysis Support, and Marketing Attribution RFP**>> . The PDF attachment must contain all components of the bid. Multiple emails and/or multiple attachments will not be accepted.

6. BID SUBMISSION CHECKLIST: For your convenience, the following check list identifies required documents for submission:

- ü Cover Letter
- ü Technical Response (and if applicable, Redacted Technical Response)
- ü Signed Certificate of Compliance
- ü Price Schedule
- ü References

7. ATTACHMENTS:

- 7.1 Certificate of Compliance Form *(Required with Bid Submission)*
- 7.2 Price Schedule *(Required with Bid Submission)*
- 7.3 Sample State of Vermont Contract Document
 - State of Vermont Standard Contract for Services
 - Attachment A – Scope of Work
 - Attachment B – Payment Provisions
 - Attachment C – Standard State Provisions for Contracts & Grants
 - Attachment D – General Conditions for Construction Contracts

Attachment E – State of Vermont Federal Terms Supplement (Non-Construction)
Exhibit 1 - Worker Classification Compliance Requirement; Subcontractor Reporting Form
Appendix 1 – Performance Measures & Evaluation

The sample contract document is provided to afford the bidder awareness and understanding of the State's contract format, terms, conditions and standard provisions required of the awarded bidder. Be advised, some of the terms, conditions and provisions may impact the bidder's proposal. For example (though not exclusively), "Attachment C – Standard State Contract Provisions for Contracts & Grants" outlines the insurance requirements the awarded vendor will need to procure.

CERTIFICATE OF COMPLIANCE

This form must accompany your Bid Proposal

For a bid to be considered valid, this form must be completed in its entirety, signed and executed by a duly authorized representative of the bidder, and submitted as part of the response to the proposal.

1. **Non-collusion.** Bidder hereby certifies that the prices quoted have been arrived at without collusion and that no prior information concerning these prices has been received from or given to a competitive company. If there is sufficient evidence to warrant investigation of the bid/contract process by the Office of the Attorney General, bidder understands that this paragraph might be used as a basis for litigation.
2. **Contract Terms.** Bidder hereby acknowledges they have read, understands and agrees to the terms of this RFP, including all terms of [Attachment C: Standard State Contract Provisions](#), and any other contract attachments included with this RFP.
4. **Executive Order 05-16 – Climate Change Self-Certification:** Bidder certifies to the following (Bidder may attach any desired explanation or substantiation. Please also note that Bidder may be asked to provide documentation for any applicable claims):

1. Bidder owns, leases or utilizes, for business purposes, space that has received
 - Energy Star® Certification
 - LEED®, Green Globes®, or Living Buildings ChallengeSM Certification
 - Other internationally recognized building certification
2. Bidder has received incentives or rebates from an Energy Efficiency Utility or Energy Efficiency Program in the last five years for energy efficient improvements made at bidder’s place of business. Please explain:

3. Please Check all that apply:
 - Bidder can claim on-site renewable power or anaerobic-digester power (“cow-power”). Or bidder consumes renewable electricity through voluntary purchase or offset, provided no such claimed power can be double claimed by another party
 - Bidder uses renewable biomass or biofuel for the purposes of thermal (heat) energy at its place of business
 - Bidder’s heating system has modern, high-efficiency units (boilers, furnaces, stoves, etc.), having reduced emissions of particulate matter and other air pollutants

Bidder tracks its energy consumption and harmful greenhouse gas emissions. What tool is used to do this?

Bidder promotes the use of plug-in electric vehicles by providing electric vehicle charging, electric fleet vehicles, preferred parking, designated parking, purchase or lease incentives, etc.

Bidder offers employees an option for a fossil fuel divestment retirement account.

Bidder offers products or services that reduce waste, conserve water, or promote energy efficiency and conservation. Please explain:

4. Please list any additional practices that promote clean energy and take action to address climate change:

5. **Executive Order 02 – 22: Solidarity with the Ukrainian People.** Bidder certifies that none of the goods, products, or materials offered in response to this solicitation are Russian-sourced goods or produced by Russian entities. If Bidder is unable to check the box, it shall indicate in the table below which of the applicable offerings are Russian-sourced goods and/or which are produced by Russian entities. An additional column is provided for any note or comment that you may have.

Provided Equipment or Product	Note or Comment

6. Contractor certifies no products contain hydrofluorocarbons as prohibited in 10 V.S.A. § 586.

7. **Addenda.** Please acknowledge receipt of Addenda associated with this RFP, if any, and posted at <https://accd.vermont.gov/about-us/bidding-opportunities> :

Addendum #:	_____	Dated:	_____
Addendum #:	_____	Dated:	_____
Addendum #:	_____	Dated:	_____

8. **Vermont Tax Certificate.** To meet the requirements of Vermont Statute 32 V.S.A. § 3113, by law, no agency of the State may enter into, extend or renew any contract for the provision of goods, services or real estate space with any person unless such person first certifies, under the pains and penalties of perjury, that he or she is in good standing with the Department of Taxes. A person is in good standing if no taxes are due, if the liability for any tax that may be due is on appeal, or if the person is in compliance with a payment plan approved by the Commissioner of Taxes, 32 V.S.A. § 3113. In signing this bid, the bidder certifies under the pains and penalties of perjury that the company / individual is in good standing with respect to, or in full compliance with a plan to pay, any and all taxes due the State of Vermont as of the date this statement is made.

9. **Bidder Information.** Please provide the contact information for the bidder's primary point of contact best for conveying deadline-driven communication in relation to this bidding process.
(Provide an email address that is monitored frequently)

Vendor Name:	_____	Contact:	_____
Address:	_____	Telephone:	_____
City/State/Zip:	_____	Fax:	_____
email:	_____		
Vendor Website:	_____		
Signature:	_____	Date:	_____
Printed Name:	_____	Title:	_____

(End of Certificate of Compliance)

PRICE PROPOSAL

This form must accompany your Bid Proposal

1. **Price Proposal Considerations.**

- 1.1. Rates shall remain firm for the initial/base term of the contract which is one (1) year. Upon mutual agreement between both parties, the term may be extended for two (2) additional 12-month periods.
- 1.2. Expenses. Out-of-pocket expenses incurred in performance of the work described herein will not be reimbursed by the State.
- 1.3. Price quotation must be valid for a minimum of 90 days or upon contract execution.

2. **Price Proposals.**

2.1. **Pricing table:** Please provide your pricing in the following table:

	GEOLOCATION DATA		CREDIT CARD DATA	
	Your description/ additional details	Price	Your description/ additional details	Price
Base price – geolocation and credit card spending dashboard, including the state of Vermont as a base-level geofenced area, and including data for both visitors to and residents of Vermont.				
Immediate “slices”/filters along the following geofenced areas: <ul style="list-style-type: none"> ○ The state of Vermont ○ 14 counties of Vermont ○ 14 Tourism regions of Vermont ○ 50-100 Attractions 				

Additional Geofenced areas defined by the state (counties, tourism regions, specific attractions), if not included above				
Analysis/Support - dedicated account team and monthly calls, plus access to higher level data analysts as needed, if not included above				

	Your description / more info	Price
Attribution services: System to attribute Marketing and advertising to website visits and/or actual visitation in state		

	Your description / more info	Price
Any Additional services, features, or data that you think is applicable to this RFP and its intent		

STANDARD CONTRACT FOR SERVICES

1. **Parties.** This is a contract for services between the State of Vermont, **Department** (hereinafter called “State”), and **XXX**, with a principal place of business in **XXX**, (hereinafter called “Contractor”). Contractor’s form of business organization is **XXX**. It is Contractor’s responsibility to contact the Vermont Department of Taxes to determine if, by law, Contractor is required to have a Vermont Department of Taxes Business Account Number.
2. **Subject Matter.** The subject matter of this contract is **XXX**. Detailed services to be provided by Contractor are described in Attachment A.
3. **Maximum Amount.** In consideration of the services to be performed by Contractor, the State agrees to pay Contractor, in accordance with the payment provisions specified in Attachment B, **an annual sum of \$\$\$ not to exceed \$\$\$ over the duration of the contract term, inclusive of contract extensions contemplated herein.**
4. **Contract Term.** The period of Contractor’s performance shall begin on **START DATE** and end on **END DATE**. Upon mutual agreement, this contract may be extended for **three** additional twelve (12)-month periods.
5. **Prior Approvals.** This Contract shall not be binding unless and until all requisite prior approvals have been obtained in accordance with current State law, bulletins, and interpretations.
- 5A. **Sole Source Contract for Services.** This Contract results from a “sole source” procurement under State of Vermont Administrative Bulletin 3.5 process and Contractor hereby certifies that it is and will remain in compliance with the campaign contribution restrictions under 17 V.S.A. § 2950.
6. **Amendment.** Changes, modifications, or amendments to the terms and conditions of this contract shall be reduced to writing, numbered and signed by the duly authorized representative of the State and Contractor.
7. **Termination for Convenience.** This contract may be terminated by the State at any time by giving written notice at least thirty (30) days in advance. In such event, Contractor shall be paid under the terms of this contract for all services provided to and accepted by the State prior to the effective date of termination.
8. **Points of Contact.** Each Party shall designate one primary point of contact for this Agreement. The State’s point of contact is the Contract Manager. Changes or updates to points of contact shall be conveyed in writing and include, at a minimum: contact name, phone number and email. Updates and changes to the Points of Contact shall not alone warrant an Amendment to the Contract but shall be reflected when changes to the terms and conditions require an Amendment.

Party	Name	Phone	Email
State:			
Contractor:			

9. **Attachments.** This contract consists of [redacted] pages including the following attachments which are incorporated herein:

Attachment A – Scope of Work

Attachment B – Payment Provisions

Attachment C – [Standard State Provisions for Contracts and Grants](#) (rev. 12/07/23)

Attachment D – Additional Standard Provisions for Contracts and Grants

Attachment E – State of Vermont Federal Terms Supplement (Non-Construction) (rev. 07/19/23)

Appendix 1 – Performance Measures & Evaluation

10. **Order of Precedence.** Any ambiguity, conflict or inconsistency between the documents comprising this contract shall be resolved according to the following order of precedence:

1. Standard Contract

2. Attachment C – [Standard State Provisions for Contracts and Grants](#) (rev. 12/07/23)

3. Attachment D – Additional Standard Provisions for Contracts and Grants

4. Attachment E – State of Vermont Federal Terms Supplement (Non-Construction) (rev. 07/19/23)

5. Attachment A – Scope of Work

6. Attachment B – Payment Provisions

7. Appendix 1 – Performance Measures & Evaluation

WE THE UNDERSIGNED PARTIES AGREE TO BE BOUND BY THIS CONTRACT

STATE OF VERMONT

CONTRACTOR

Date: _____

Date: _____

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Dept: _____

<i>For internal use only:</i> Distribution: DeptId: Fund: Project: Class: Account:
--

ATTACHMENT A – STATEMENT OF WORK

1. Contractor shall

ATTACHMENT B – PAYMENT PROVISIONS

The maximum dollar amount payable under this contract is not intended as any form of a guaranteed amount. The Contractor will be paid for products or services actually delivered or performed, as specified in Attachment A, up to the maximum allowable amount specified herein.

1. **Required Documents.** Prior to commencement of work and release of any payments, Contractor shall submit to the State the following documents:
 - a. A current IRS Form W-9 (hand-signed and dated within the last six months)
 - b. Certificate of Insurance (COI) consistent with the requirements set forth in Attachment C, Section 8 (Insurance), and Attachment D, Section ##
2. **Payment Terms.** The maximum dollar amount shall not exceed \$\$\$ over the Contract term. The payment terms are Net 30 days from the date the State receives an error-free invoice with all necessary and complete supporting documentation.

Contract Year	Annual Amount Not to Exceed
Year 1	\$
Year 2	\$
Year 3	\$
Year 4	\$
Year 5	\$

3. **Payment Schedule.** (from RFP-awarded bid) Contractor shall be paid in accordance with the schedule below, submission of a satisfactory invoice and if applicable, upon satisfactory site inspection by the State’s project manager.

(Placeholder for payment schedule, hourly rates, time and material itemization, etc.)

4. **Invoices.** Contractor shall submit detailed invoices itemizing all work performed during the invoice period, including the dates of service, rates of pay, hours of work performed, and any other information and/or documentation appropriate and sufficient to substantiate the amount invoiced for payment by the State.
 - a. All invoices must include the Contract ##### for this contract.
 - b. Invoices shall be submitted to the State electronically to the following email address:

ATTACHMENT C: STANDARD STATE PROVISIONS FOR CONTRACTS AND GRANTS
REVISED OCTOBER 1, 2024

[“Attachment C – Standard State Provisions for Contracts and Grants” \(October 1, 2024\)](#) constitutes part of this Agreement and is hereby incorporated by reference as if fully set forth herein and shall apply to the purchase of all goods and/or services by the State under this Agreement. Should the embedded link become disabled, this document is available online at: <https://bgs.vermont.gov/purchasing-contracting/forms>.

ATTACHMENT D - ADDITIONAL STATE OF VERMONT CONTRACT & GRANT PROVISIONS

1. **Professional Liability Insurance.** Before commencing work on this Agreement and throughout the term of this Agreement, the Party shall procure and maintain professional liability insurance for services performed under this Agreement, with minimum coverage as required by the Agency of Administration but not less than \$1,000,000 per claim and \$2,000,000 policy aggregate.
2. **Ownership of Equipment.** Any equipment or IT software purchased by or furnished to the Contractor/Grantee by the State under this Agreement is provided on a loan basis only and remains the property of the State.
3. **Publications.** Any notices, information pamphlets, press releases, research reports, or similar other publications prepared in written or oral form by the Contractor/Grantee under this Agreement shall be reviewed and approved by the State prior to release.
4. **Copyright:** Upon full payment by the State, all products of the contractor's work, including but not limited to outlines, reports, charts, sketches, drawings, artwork, plans, photographs, specifications, estimates, computer programs, or similar documents, becomes the sole property of the State of Vermont and may not be copyrighted or resold by Contractor/Grantee. The Contractor/Grantee will exercise due care in creating or selecting material for publication to ensure that such material does not violate the copyright, trademark, or similar rights of others. To the extent the Contractor uses copyrighted materials in performance of work under this Contract/Grant, the Contractor/Grantee shall document and provide the state with the precise terms of the licensed use granted to the State by the owner of the copyright for future use of the copyrighted material. The Contractor/Grantee shall not use any copyright protected material in the performance of the work under this contract that would require the payment of any additional fee not contemplated herein for present or future use of the same by the State.

(End of Attachment D)

ATTACHMENT E - STATE OF VERMONT- FEDERAL TERMS SUPPLEMENT (Non-Construction)

(Revision date: July 19, 2023)

PROCUREMENT OF RECOVERED MATERIALS

In the performance of this contract, the Contractor shall make maximum use of products containing recovered materials that are EPA-designated Items unless the products cannot be acquired-

1. Competitively within a time frame providing for compliance with the contract performance schedule;
2. Meeting contract performance requirements; or
3. At a reasonable price

Information about this requirement, along with the list of EPA-designated items, is available at the EPA's Comprehensive Procurement Guidelines web site, <https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program>.

The Contractor also agrees to comply with all other applicable requirements of section 6002 of the Solid Waste Disposal Act.

CLEAN AIR ACT

1. The contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. § 7401 et seq.
2. The contractor agrees to report each violation to the State of Vermont and understands and agrees that the State of Vermont will, in turn, report each violation as required to assure notification to the Federal Emergency Management Agency, and the appropriate Environmental Protection Agency Regional Office.
3. The contractor agrees to include these requirements in each subcontract exceeding \$150,000 financed in whole or in part with Federal assistance provided by FEMA.

FEDERAL WATER POLLUTION CONTROL ACT

1. The contractor agrees to comply with all applicable standards, orders, or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq.
2. The contractor agrees to report each violation to the State of Vermont and understands and agrees that the State of Vermont will, in turn, report each violation as required to assure notification to the Federal Emergency Management Agency, and the appropriate Environmental Protection Agency Regional Office.
3. The contractor agrees to include these requirements in each subcontract exceeding \$150,000 financed in whole or in part with Federal assistance provided by FEMA. **a.** Standard. Non-Federal entities and contractors are subject to the debarment and suspension regulations implementing Executive Order 12549, *Debarment and Suspension* (1986) and Executive Order 12689, *Debarment and Suspension* (1989) at 2 C.F.R. Part 180 and the Department of Homeland Security's regulations at 2 C.F.R. Part 3000 (Nonprocurement Debarment and Suspension).

CONTRACTOR BREACH, ERRORS AND OMISSIONS

1. Any breach of the terms of this contract, or material errors and omissions in the work product of the contractor must be corrected by the contractor at no cost to the State, and a contractor may be liable for the State's costs and other damages resulting from errors or deficiencies in its performance.
2. Neither the States' review, approval or acceptance of nor payment for, the services required under this contract shall be construed to operate as a waiver of any rights under this contract or of any cause of action arising out of the performance of this contract.
3. The rights and remedies of the State provided for under this contract are in addition to any other rights and remedies provided by law or elsewhere in the contract.

TERMINATION FOR CONVENIENCE

1. General

- a. Any termination for convenience shall be effected by delivery to the Contractor an Order of Termination specifying the termination is for the convenience of the Agency, the extent to which performance of work under the Contract is terminated, and the effective date of the termination.
- b. In the event such termination occurs, without fault and for reasons beyond the control of the Contractor, all completed or partially completed items of work as of the date of termination will be paid for in accordance with the contract payment terms.
- c. No compensation will be allowed for items eliminated from the Contract.
- d. Termination of the Contract, or portion thereof, shall not relieve the Contractor of its contractual responsibilities for work completed and shall not relieve the Contractor's Surety of its obligation for and concerning any just claim arising out of the work performed.

2. Contractor Obligations

After receipt of the Notice of Termination and except as otherwise directed by the State, the Contractor shall immediately proceed to:

- a. To the extent specified in the Notice of Termination, stop work under the Contract on the date specified.
- b. Place no further orders or subcontracts for materials, services, and/or facilities except as may be necessary for completion of such portion(s) of the work under the Contract as is (are) not terminated.
- c. Terminate and cancel any orders or subcontracts for related to the services, except as may be necessary for completion of such portion(s) of the work under the Contract as is (are) not terminated.
- d. Transfer to the State all completed or partially completed plans, drawings, information, and other property which, if the Contract had been completed, would be required to be furnished to the State.
- e. Take other action as may be necessary or as directed by the State for the protection and preservation of the property related to the contract which is in the possession of the contractor and in which the State has or may acquire any interest.
- f. Make available to the State all cost and other records relevant to a determination of an equitable settlement.

3. Claim by Contractor

After receipt of the Notice of Termination from the state, the Contractor shall submit any claim for additional costs not covered herein or elsewhere in the Contract within 60 days of the effective termination date, and not thereafter. Should the Contractor fail to submit a claim within the 60-day period, the State may, at its sole discretion, based on information available to it, determine what, if any, compensation is due the Contractor and pay the Contractor the determined amount.

4. Negotiation

Negotiation to settle a timely claim shall be for the sole purpose of reaching a settlement equitable to both the Contractor and the State. To the extent settlement is properly based on Contractor costs, settlement shall be based on actual costs incurred by the Contractor, as reflected by the contract rates. Consequential damages, loss of overhead, loss of overhead contribution of any kind, and/or loss of anticipated profits on work not performed shall not be included in the Contractor's claim and will not be considered, allowed, or included as part of any settlement.

**APPENDIX 1
PERFORMANCE MEASURES & EVALUATION**

The Contractor will be evaluated on performance of the work contained herein. Low performance scores may result in no further grants/contracts with the State of Vermont Agency of Commerce & Community Development.

PERFORMANCE MEASURES & EVALUATION			
Benchmarks/Deliverables	Needs Improvement	Met Expectations	Exceeded Expectations
Dashboard availability: system is available and does not experience significant "downtime"			
Dashboard configuration and capabilities meet scope outlined in contract			
Contractor staff are knowledgeable and helpful in supporting the state's understanding of the data contained in the dashboard			
Contractor staff are responsive and provide good customer service			

Notes:

Name of person completing form

Title

Date