

REQUEST FOR PROPOSALS
WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION & COUNCIL for COMMUNITY and TECHNICAL COLLEGE EDUCATION
RFP#25229 MARKETING SERVICES
ADDENDUM #1 FEBRUARY 10, 2025

Question	RFP Section	RFP Paragraph	QUESTION	COMMISSION/COUNCIL RESPONSE
1			Will WVHEPC give preference to West Virginia-based companies?	The respondent should provide any information that demonstrates how being a WV based company impacts/improves the quality of the services requested in the RFP.
2			Does WVHEPC have an incumbent or preferred vendor in mind for this project? If so, what is prompting this search for a new supplier?	We have been in contract with Auge+Gray+Drake Collective Works for marketing services since April 2020 and the contract term will expire April 2025 - requiring a rebid of the contract.
3			What is the budget allocated for this project?	Budget will be determined based upon available resources in any given year and will hinge on services provided by the vendor.
4			The RFP mentions a 3% mark-up cap – does this apply to all third-party costs, or are there exceptions?	The 3% mark-up cap applies to all third-party costs.
5			Since we are required to include associated travel costs in our pricing, can you estimate how often the awarded agency will be expected to meet in person?	We anticipate very minimal travel required by the vendor; most meetings can be conducted virtually. Travel costs might be incurred if we have a project on a campus that requires photography or video.
6			Who will be directing/leading the agency partner on a daily basis?	The Senior Director of Communications.
7			How many full-time employees do you currently have within your marketing team?	4: a Senior Director of communications, a communications coordinator, and two communications staff dedicated to specific agency functions, which are student affairs and science and research.
8			What level of strategic input does WVHEPC expect from the agency? Are we leading the strategy or executing an existing plan?	The vendor will both provide guidance on strategic marketing planning, and execute existing ongoing projects.
9			In your opinion, what is your biggest challenge right now?	Increasing the state's college-going rate (the percentage of high school graduates who enroll in some form of education or training after high school) and the state's attainment rate (the percentage of of working-age adults with a credential) by increasing awareness of public higher education options, technical training opportunities, and state financial aid.
10			What strengths are important to you from your selected agency partner?	Key strengths include experienced staff who are experts in their fields; dedication to an open line of communication with the agency; a basic understanding of programs and initiatives outlined in the RFP, and of the structure of our public higher education office and system; and, transparency in creating value for the agency.
11			What are WVHEPC's primary goals or objectives for these campaigns?	To increase the state's college-going rate (the percentage of high school graduates who enroll in some form of education or training after high school) and the state's attainment rate (the percentage of of working-age adults with a credential) by increasing awareness of public higher education options, technical training opportunities, and state financial aid
12			What types of agency-led events will require marketing support? Are these primarily student-facing or institutional?	It is anticipated that need for support around events will be minimal; if and when needed, this would primarily include development of materials (agendas, presentations, signage, display items, etc.).
13			What level of public relations involvement is expected – press releases, media outreach, crisis communication?	Very minimal public relations involvement is anticipated; this work is primarily handled internally, though we may request consultation on an as-needed basis.
14			Are there existing PR relationships or partnerships that we should leverage?	Existing relationships with statewide media, higher education institutions, and community educational organizations would be added value.

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15			What role does social media currently play in WVHEPC’s outreach efforts? Are there platforms they prioritize?	The agency has several social media accounts representing different aspects of its work: WVHEPC as the agency (Facebook and X); WV Community & Technical College System (Facebook and X); College for WV (CFWV), which is our student-facing resource (Facebook, X, Instagram, Snapchat); GEAR UP (federal program offering student support in certain high-need counties) (Facebook, X, Instagram, Snapchat); and, WV STaR (Science, Technology and Research), which provides STEM education and leadership (Facebook and X).
16			Does WVHEPC expect the agency to manage social media accounts, or will we provide content for an internal team to execute?	The selected vendor may be asked to provide minimal content for an internal team to execute, but will not provide all content- nearly all is handled internally. The vendor will execute any paid campaigns through our social media accounts.
17			Can you please clarify WVHEPC’s expectations regarding branding and redesign? Are you looking for a full-scale rebrand or a lighter refresh?	We aren't looking for a full redesign. As new programs and initiatives are introduced or reformatted, we will need branding support.
18			Could you elaborate on what you’re seeking in terms of analysis, advice, and support for key Commission and Council programs and initiatives?	The agency has a multitude of current programs and initiatives, and we anticipate additional projects to be added throughout the course of this contract. As needed, we will seek consultation and services with the vendor around strategy, execution, branding and design, and performance measurement.
19			Are there existing digital tools or analytics platforms WVHEPC uses to track campaign performance?	Those are used and analytics are provided by our current agency of record.
20			How does WVHEPC currently segment and track engagement with different target audiences?	Campaign and digital engagement is currently segmented and tracked by our agency of record; internally, we track student and family engagement through attendance at events (such as financial aid workshops) and engagement on our student-facing website, CFWV.com.
21			Beyond high school students, are there any niche audiences (e.g., first-generation students, rural communities, adult learners, veterans) that require specific outreach strategies?	Additional audiences include those you have mentioned- first-generation college students, adult learners, those in rural communities; in addition, we work to reach populations for specific career tracks that identify an economic or societal need in the state- such as teaching, health care, tourism, and manufacturing.
22			Can you provide more details on the scope of website consultation and creative application?	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimaged.
23			Will we be responsible for website content updates, or does WVHEPC have an internal team managing that?	Our internal team handles website content updates.
24			As part of the creative concept development, are you looking for a full brand campaign? We define this as an advertising campaign that includes a central concept, a suite of ads in various formats (digital, traditional, etc.), and a managed campaign with a dedicated media budget. Or are you simply seeking creative support from the awarded agency?	We are seeking full brand campaigns for specific initiatives, such as FAFSA completion awareness and free community college awareness, as they arise; this includes concept development, ad suites, and campaign budgeting and management.

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25			Does WVHEPC have a CRM or marketing automation platform we'll integrate with for lead generation and nurturing?	Our Division of Financial Aid, through which all state financial aid programs are administered, utilizes Salesforce.
26			Are you able to specify the annual budget for the agency services to be provided for the term of this engagement? Agency services, and therefore fees, could vary substantially depending on what the marketing budget is likely to be. Understanding the financial scope of the Commission's marketing programs will allow us to make the cost proposal most advantageous to the Commission.	Budget will be determined based upon available resources in any given year and will hinge on services provided by the vendor.
27			What has been the Commission's media advertising spending (paid media activities) for the last three years? Can you share with us a ballpark breakdown between traditional and digital media?	The total spend from Jan 1, 2022 through Jan 31, 2025 is \$2,438,512.08. The specific breakdowns of services is not stored in our system.
28			What is the total dollar amount of the marketing spending for these agency services and programs over the past three years? How much of that total annual spending has been allocated to agency services and how much has been allocated to paid media?	The total spend from Jan 1, 2022 through Jan 31, 2025 is \$2,438,512.08. The specific breakdowns of services is not stored in our system.
29			Why is the Commission seeking competitive proposals from qualified vendors for a full-service advertising agency partner? For example, has the current contract reached the maximum number of annual extensions? Or has the decision been made to issue this RFP at this time for reasons other than the expiration of the current contract?	The current contract has reached the maximum number of annual renewals.
30			Does the Commission/Council have an incumbent or preferred vendor in mind for this contract? What is prompting this search for a new advertising contractor?	We have been in contract with Auge+Gray+Drake Collective Works for marketing services since April 2020 and the contract term will expire April 2025 - requiring a rebid of the contract.
31			Is it the Commission's and Council's expectation the contractor will make payment in advance to all third-party vendors for all services provided under this agreement before invoicing the Commission/Council for those services?	Payments for goods/services will be made in arrears only upon receipt of a proper invoice, detailing the goods/services provided or receipt of the goods/services, whichever is later. No recurring services should be negotiated without written approval from WVHEPC/WVCCTE procurement.
32			Under what specific circumstances would the contractor be required to make advance payment to a third-party vendor on the Commission's behalf?	Payments for goods/services will be made in arrears only upon receipt of a proper invoice, detailing the goods/services provided or receipt of the goods/services, whichever is later. No recurring services should be negotiated without written approval from WVHEPC/WVCCTE procurement.
33			Is the contractor required to pay media vendors (such as television and radio stations, print publications, Google, Facebook, or any other media provider) before the Commission/Council pays the contractor's media invoices?	Payments for goods/services will be made in arrears only upon receipt of a proper invoice, detailing the goods/services provided or receipt of the goods/services, whichever is later. No recurring services should be negotiated without written approval from WVHEPC/WVCCTE procurement.
34			What is the name of the contractor who holds this contract currently and how long have they served as the advertising agency for the Commission?	We have been in contract with Auge+Gray+Drake Collective Works for marketing services since April 2020.
35			When was this contract awarded to the current contractor?	The current contract was issued in April of 2020 with an initial three year term with two renewals.
36	4.6		Section 4.6 of the RFP asks the bidder to "provide a proposed schedule that ensures completion of the services" described in the RFP. Could you clarify the information or assurances you are looking for the contractor to provide in this section of their proposal? (Without detailed knowledge of the Commission's marketing program, as well as details on the role the contractor will play in providing agency services to execute the Commission's advertising activities, it is impossible to provide a meaningful work schedule. Please help us better understand the question and what you are looking for here.)	Define Key Services; Set Priorities; Estimate Time for Each Task, Set Milestones. The respondent should include any information that demonstrates their approach to a project similar to that provided in EXHIBIT H that will demonstrate their qualifications to provide the services as requested in the RFP.

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37			The contractor's primary responsibility is to develop and implement advertising programs following direction from the Commission and Council for the financial aid programs and student-focused initiatives listed in the RFP. What can you tell us about the emphasis that will be placed on the promotion of each program, among all the priority programs and additional programs that are identified in the RFP?	Emphasis will be placed on programs based on current application numbers, program needs and circumstances. For example, if FAFSA completion rates are especially low or expected to be a challenge, a campaign may be necessary to increase awareness of the support our office provides to students. Currently, we are emphasizing the WV Invests Grant Program to increase awareness of tuition-free community college.
38			What specific, quantifiable goals do the Commission and Council aim to achieve through the scope of work and the marketing and advertising services under this RFP? For example, what are the target numbers or benchmarks for inquiries, application submissions, awareness levels, reputation, website analytics, or other KPIs used to measure the success of your marketing and advertising programs?	Goals depend on the campaign; for a FAFSA campaign, for example, success will be measured on FAFSA completion rates. A Promise Scholarship campaign would be measured on application numbers. More broadly, the Commission and Council are working to increase the state's college-going rate and college attainment rate.
39			What specific KPIs are used to measure the performance and success of your advertising campaigns and marketing programs?	Success is measured upon financial aid applications, attendance at financial aid and college awareness events, FAFSA completions, the annual college-going rate, and the state's college attainment rate, among other metrics.
40			What target audience segments are the priority for the priority programs and additional programs listed in the RFP?	Target audiences include current high school students, adult learners, potential first-generation college students, adults in the workforce looking to retrain.
41			Who will serve as our main point of contact for day-to-day communications and project oversight at the Commission?	The Senior Director of Communications.
42			Could you describe how Commission representatives interact with the contractor to plan marketing activities and to manage the day-to-day relationship with the contractor?	We interact frequently with the vendor via virtual and in-person meetings, email and phone calls to keep marketing activities on track.
43			What are the primary challenges or pain points you are currently facing in your marketing and advertising programs?	Current challenges include increasing awareness of tuition-free community college (WV Invests Grant) and technical programs that lead to in-demand careers in West Virginia.
44			Specifically, what challenges and pain points do you face in the placement of your paid media?	We are seeking to make West Virginia Invests a household name, much like the Promise Scholarship.
45			With a stated goal for all the programs that fall under the umbrella of West Virginia's Climb initiative being to arm 60 percent of working-aged West Virginians with a credential beyond high school by 2030, where does West Virginia stand on reaching that goal currently? How much has the achievement of the 60% goal changed over the past five years? The past 10 years?	More information and data can be found at https://wvclimb.com/ and https://www.luminafoundation.org/stronger-nation/report2025/#/progress
46			In one year, how will you know if you've selected the right agency for WWHEPC/WVCTC?	Please see Amended Terms and Conditions. The initial term of the contract will be three (3) years with a possible (5) five 1-year renewals
47			How does WWHEPC and WVCTC measure success as an organization from year to year? What are your KPIs (including website events and conversions, if any)?	Success is measured upon financial aid applications, attendance at financial aid and college awareness events, FAFSA completions, the annual college-going rate, and the state's college attainment rate, among other metrics.
48			In what ways is the WWHEPC and WVCTC changing?	The Commission and Council are adapting to meet students where they are by providing programs and initiatives that prepare them for the workforce and for careers that are in high demand in West Virginia, according to input from business and industry.
49			Why is this currently out for bid?	The current contract has reached the maximum number of annual renewals.

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50			What are the WVHEPC/WVCTC's expectations around "website consultation and creative application"? (section 3, scope of services)	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimagined.
51	4.1		Vendor Information and Qualifications, - Can you describe what information or materials we need to provide in the response for "...description of vetting process to validate subject matter expertise.?	The respondent should provide clear and detailed information about how the qualifications and expertise of the individuals or teams involved in the organization are confirmed.
52	4.6		Provide a proposed schedule that ensures completion of the services. To provide the information WVHEPC/WVCTC is seeking- what information should be provided with no specific projects listed?	Define Key Services; Set Priorities; Estimate Time for Each Task, Set Milestones. The respondent should include any information that demonstrates their approach to a project similar to that provided in EXHIBIT H that will demonstrate their qualifications to provide the services as requested in the RFP.
53			Who is the current Agency of Record for WVHEPC/WVCTC?	We have been in contract with Auge+Gray+Drake Collective Works for marketing services since April 2020.
54			Can you describe what you envision the tasks and responsibilities to be for these roles as referenced in the RFP in Exhibit H: Senior Ad Executive, Ad Executive, Administrative	Senior Advertising Executives are typically responsible for overseeing campaigns, managing client relationships, and managing the budget. Ad Executives could be involved in similar tasks as the Sr.as well as the design phase and drafting examples for client review. Administrative hours would be tasks performed in general support of the project. This information is only provided as an example and not all inclusive or required. The respondent should include any information that demonstrates their qualifications to provide the services as requested in the RFP.
55			What is the yearly budget for this work?	Budget will be determined based upon available resources in any given year and on actual services provided by the vendor.
56			What are your current rates for:Senior Ad Executive, Ad Executive, Graphic Artist, Administrative Hours, Mark-up Rate	Purchasing documents are public record. A FOIA request for any public document for WVHEPC or WVCCTE can be submitted to Cindy.Anderson@wvhepc.edu.
57			Does the response need to be structured in the same order as labeled (section 4.1, 4.2,etc) in the RFP or may the response integrate the content from all the sections?	Each respondent should format their proposal in a way that best demonstrates their qualifications to provide the services as requested in the RFP.
58			Do you currently have use cases/profiles (socioeconomic, geographic, demographic data and the like) for students of West Virginia higher education institutions to help with targeting advertising efforts?	Yes.
59			Do you currently use dedicated landing pages for digital marketing campaigns?	Yes.
60	3		Can you please define what activities you consider to be:	
			•Direct marketing consultation	The chosen vendor will help design, implement, and optimize direct marketing strategies through various channels - from strategy development to campaign design and execution.
			•Website consultation and creative application	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimagined.

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			•Budget Control and shared responsibilities for cost control	This refers to the process of managing and monitoring expenditures so they do not exceed the allocated budget for a specific campaign. The goal is to ensure funds are used efficiently.
	3		•Digital services – does WVHEPC seek social media planning/asset creation, or 24/7 management of engagement, comments, inquiries, etc.?	The Commission and Council manage social media accounts in-house; the vendor will only be asked to create, place and manage social content for paid campaigns.
			•PR Support & Event Planning + Agency led events – Approximately how many events per year or per quarter are currently held by the Commission and/or Council?	It is anticipated that need for support around events will be minimal; if and when needed, this would primarily include development of materials (agendas, presentations, signage, display items, etc.).
61			•Under scope of service, what is the frequency of consultation required for web and applications?	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimagined.
62			•Under scope of service, will the contractor be responsible for development of the Commission Council?	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimagined.
63			•Under scope of service, will the contractor be responsible for creating new application for the Commission and Council?	We have several websites, most of which have been recently updated or overhauled. We anticipate needing website consultation and creative application if and when new programs are created or existing programs are reimagined.
64	7		Instructions to Bidders Section 7 – there is a bid opening date and time but no location. Will the bid opening be streamed?	A formal bid opening is not held because the cost is not opened until vendors are evaluated on their technical proposal. Once the full evaluation is performed vendors will be notified of the results.
65	Exhibit F		Exhibit F states that costs shall be provided in a separate envelope – however the submission process calls for digital submission via email. Should the cost sheet be sent as a separate email (with detailed subject line)?	Please see Amended Exhibit F with updated text.
66			What is the historical and projected annual advertising budget for this contract?	Budget will be determined based upon available resources in any given year and will hinge on services provided by the vendor.
67			Can the Commission and Council further break down the annual advertising budget by quarter?	Budget will be determined based upon available resources in any given year and will hinge on services provided by the vendor.
68			Are there defined campaign goals or key performance indicators (e.g., FAFSA completion, scholarship applications, enrollments)?	Defined campaign goals depend on the project; the examples noted in this question are in line with our historic and anticipated campaign goals and performance measures.
69			Can the Commission and Council elaborate on how the 3% markup cap applies?	The 3% mark up is applied as a percentage of the total for associated media placements and vendor service fees. 3% is the highest markup that is allowed.
70			Can vendors list past collaborations with Commission and Council staff as references?	Yes.
71			Can the Commission and Council provide a copy of the winning bid's proposal submitted for RFP #20115 ?	Purchasing documents are public record. A FOIA request for any public document for WVHEPC or WVCCTE can be submitted to Cindy.Anderson@wvhepc.edu.
72			How has advertising success been measured over the past five years? What areas exceeded or fell short of expectations?	Advertising success has been measured based upon specific goals, including increasing FAFSA completion rates and increasing awareness of the WV Invests grant (tuition-free community college).

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73			What is the assumed timeframe for the sample project workload totaling 2,400 hours?	Each respondent should format their proposal in a way that best demonstrates their qualifications to provide the services as requested in the RFP.
74			Which form(s), if any, require notarization?	The only form that would require notarization is the purchasing affidavit and the Disclosure of interested parties that would be required from the successful bidder after award. No notarization is required for RFP documents unless specified in the RFP instructions.
75			Is there an estimated or historical budget range for this contract, or can you provide past spending levels for similar services?	Budget will be determined based upon available resources in any given year and will hinge on services provided by the vendor.
76			Does the 3% markup cap apply only to media placements, or does it also include vendor service fees (e.g., any printing, manufacturing, shipping, and other costs)?	The markup cap includes vendor service fees.
77			How should vendors structure their cost proposals if offering scalable service tiers or optional add-ons?	The respondent should include any value-added services in an addendum to their technical or cost proposal as appropriate. No pricing information should be included in the technical proposal.
78			Does the Commission have existing relationships with preferred media vendors that the selected agency should use, or is full discretion given to the contractor?	Discretion is given to the contractor in consultation with the Commission and Council.
79			Will the selected vendor be responsible for handling all media purchasing directly, or does the Commission/Council have an in-house media buying team that will oversee placements?	The vendor will be responsible for all media buys.
80			Can you clarify if state procurement policies will impact the selection of media vendors and ad placements?	WVHEPC Procurement policies will not impact selection of media vendors and ad placements if the third party is invoicing the successful bidder. No recurring commitments should be made with any third party without prior written approval from WVHEPC procurement.
81			How will success be measured and evaluated for this contract (e.g., enrollment rates, FAFSA completion increases, engagement metrics)?	Success will be measured differently depending on the campaign; for a FAFSA campaign, for example, success will be measured on FAFSA completion rates.
82			Are vendors expected to provide monthly, quarterly, or annual performance reports? What level of reporting detail is required?	Performance reports are expected periodically throughout and at the conclusion of individual marketing campaigns and large projects.
83			Will there be an initial strategic planning phase, or will services begin immediately upon contract execution?	There will be initial planning with the vendor, while certain services will be needed immediately.
84			Are there existing branding guidelines, messaging frameworks, or creative assets that must be followed, or will the selected vendor be responsible for developing new ones?	We have existing branding guidelines, messaging and assets that will be followed and built upon.
85			Will content need to be produced in multiple languages, or will English be the sole language requirement?	English is the sole language.
86			Are there any restrictions on using stock imagery and/or videos, AI-generated content, or vendor-provided assets for campaign materials?	There are no restrictions on stock materials; however, we have a library of content from campuses that we can use and build upon.
87			Will the vendor work primarily with one point of contact, or will multiple stakeholders be involved in approvals?	The vendor will work primarily with the Senior Director of Communications, and with other members of the team as needed.
88			How frequently are status meetings or check-ins expected (e.g., weekly, biweekly, monthly)?	This depends on current campaigns; during large campaigns, weekly meetings are needed, at minimum.
89			Will the vendor be expected to coordinate directly with colleges/universities, or will the Commission/Council serve as the intermediary for outreach initiatives?	We will serve as the intermediary with institutions.
90			Are there any specific licensing or insurance requirements vendors must meet before the contract is executed?	Please refer to Exhibit B (General Terms and Conditions) for insurance requirements. The successful bidder will be required to provide a copy of their insurance certificate.

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91			Will the contract allow for scope flexibility if additional services are needed throughout the term?	Yes.
92			What are the payment terms (e.g., net 30, net 60) for invoicing and reimbursement?	Payments for goods/services will be made in arrears only upon receipt of a proper invoice, detailing the goods/services provided or receipt of the goods/services, whichever is later.

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Exhibit B

GENERAL TERMS AND CONDITIONS:

1. CONTRACTUAL AGREEMENT: Issuance of a Purchase Order signed by the Commission/Institution's Chief Procurement Officer or Director of Purchasing, or their designee, and approved as to form by the Attorney General's Office constitutes acceptance by the Commission/Institution of this Contract made by and between the Commission/Institution and the Vendor. Vendor's signature on its bid, or on the Contract if the Contract is not the result of a bid RFP/RFB, signifies vendor's agreement to be bound by and accept the terms and conditions contained in this Contract.

2. DEFINITIONS: As used in this RFP/RFB/Contract, the following terms shall have the meanings attributed to them below. Additional definitions may be found in the specifications included with this RFP/RFB/Contract.

2.1. "Agency" or "Agencies" means the agency, institution, board, commission, or other entity of the State of West Virginia that is identified on the first page of the RFP/RFB or any other public entity seeking to procure goods or services under this Contract.

2.2. "Bid" or "Proposal" means the vendors submitted response to this RFP/RFB.

2.3. "Chief Procurement Officer" or "Director of Purchasing" means the individual authorized to sign Purchase Order/Contracts.

2.4. "Commission/Institution" means the entity identified on the first page of the RFP/RFB who is issuing the solicitation.

2.5. "Contract" or "Purchase Order" means the binding agreement that is entered into between the Commission /Institution and the vendor to provide the goods or services requested in the RFP/RFB.

2.6. "Award Document" means the document signed by the Commission/Institution and approved as to form by the Attorney General, that identifies the vendor as the contract holder.

2.7. "RFP/RFB" means the official notice of an opportunity to supply the Commission/Institution with goods or services.

2.8. "State" means the State of West Virginia and/or any of its agencies, institutions, commissions, boards, institutions etc. as context requires.

2.9. "Vendor" or "Vendors" means any entity submitting a bid in response to the RFP/RFB, the entity that has been selected as the lowest responsible bidder, or the entity that has been awarded the Contract as context requires.

3. CONTRACT TERM; RENEWAL; EXTENSION: The term of this Contract shall be determined in accordance with the category that has been identified as applicable to this Contract below:

Form Origination Date: 03/30/2022

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Term Contract

Initial Contract Term: The Initial Contract Term will be for a period of three (3) years . The Initial Contract Term becomes effective on the effective start date listed on the first page of this Contract and the Initial Contract Term ends on the effective end date also shown on the first page of this Contract.

Renewal Term: This Contract may be renewed upon the mutual written consent of the Commission/Institution, and the Vendor, with approval of the Attorney General’s Office (Attorney General approval is as to form only) for five (5) successive years. Any request for renewal should be delivered to the Commission/Institution thirty (30) days prior to the expiration date of the contract.

Automatic renewal of this Contract is prohibited.

Delivery Order Limitations: In the event that this contract permits delivery orders, a delivery order may only be issued during the time this Contract is in effect. Any delivery order issued within one year of the expiration of this Contract shall be effective for one year from the date the delivery order is issued. No delivery order may be extended beyond one year after this Contract has expired.

One-Time Purchase: The term of this Contract shall run from the issuance of the Purchase Order until all of the goods contracted for have been delivered, but in no event will this Contract extend for more than one fiscal year.

Other: Contract Term specified in _____

4. AUTHORITY TO PROCEED: Vendor is authorized to begin performance of this contract upon receipt of a signed Purchase Order.

5. QUANTITIES: The quantities required under this Contract shall be identified in the RFP/RFB/Purchase Order.

6. INSURANCE: The apparent successful Vendor shall furnish proof of the insurance identified by a checkmark below and must include the Commission/Institution as an additional insured on each policy prior to Contract award. The insurance coverages identified below must be maintained throughout the life of this contract. Thirty (30) days prior to the expiration of the insurance policies, vendor shall provide the Commission/Institution with proof that the insurance mandated herein has been continued. Vendor must also provide the Commission/Institution with immediate notice of any changes in its insurance policies, including but not limited to, policy cancelation, policy reduction, or change in insurers. The apparent successful vendor shall also furnish proof of any additional insurance requirements contained in the specifications prior to Contract award.

Vendor must maintain:

Commercial General Liability/Errors and Omissions Insurance in at least an amount of: \$1,000,000.00 per occurrence.

Automobile Liability Insurance in at least an amount of: _____ per occurrence.

Form Origination Date: 03/30/2022

EXHIBIT F

RFP 25229 MANDATORY REQUIREMENTS CHECKLIST

Note: Requirements have been abbreviated for use in this checklist. Full language of the requirements is contained in the RFP document.

MANDATORY BID REQUIREMENTS

REQUIREMENT	PAGE REFERENCE	MET	NOT MET
Professional capability (Section 4)			
Experience (Section 4)			
Similar services (Section 4)			
Comply with time schedules set by the Commission/Council (Section 4)			
Ownership of all artwork, etc. (Section 3)			
Vendor payment for services in advance and invoices to the Commission/Council showing proof of payment (Section 3)			
Travel costs must be included in pricing (Section 3)			
Provide cost estimates prior to work being performed (Section 3)			
Mark-up fee no greater than 3%. (Section 3)			
Costs provided in a separate email			