



ACADIAN DIAGNOSTIC LABORATORIES, LLC
Request for Proposals (RFP)

RFP No. 18-04

PROJECT TITLE: Website Design & Development

PROPOSAL DUE DATE: April 27, 2018—4:00 pm, Central Standard Time, Baton Rouge, LA, USA
E-mailed bids ONLY.

ESTIMATED TIME PERIOD FOR CONTRACT: May 16, 2018-June 29, 2018

CONSULTANT ELIGIBILITY: This procurement is open to those consultants that satisfy the minimum qualifications stated herein and that are available for work in Louisiana State.

CONTENTS OF THE REQUEST FOR PROPOSALS:

1. Introduction
2. General Information for Consultants
3. Proposal Contents
4. Evaluation and Award
5. Exhibits
 - a. Certifications and Assurances

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1. INTRODUCTION

1.1 PURPOSE AND BACKGROUND

Acadian Diagnostic Laboratories, LLC hereafter called "COMPANY," is initiating this Request for Proposals (RFP) to solicit proposals from firms interested in providing website design and development services for the COMPANY.

On November 20, 2012, Acadian Diagnostic Laboratories, L.L.C. was founded.

In February 2014, the Company moved into its current location and constructed an advanced laboratory environment equipped and designed to meet the unique needs of their clients across the United States. By continually looking for ways to streamline testing methods and reporting, increase panel offerings and simplify collection processes, the Company is able to provide services to clients in numerous states including Louisiana. By developing successful client and employee relationships, the Company is realizing its mission and vision through honesty, teamwork, value, reliability and exceptional customer service.

What Acadian does:

- Full Service Clinical Reference Lab
- Hematology
- Endocrinology
- Microbiology
- Pharmacogenomics
- CGX
- Toxicology
- Education
- Community Awareness
- Advancing Continuum of Care
- Patient Advocacy
- Research

In order to build on COMPANY's growth and successes, the COMPANY has chosen to undertake a process to improve the website functionality and purpose while still staying within the established brand. Key points we are looking for are:

- A. A fully comprehensive resource reference library
 1. Physicians & Associates
 2. Patients
 3. Community
- B. Separate sections for patients, healthcare providers, etc.
- C. Multiple user portals, links, and interfaces
- D. A focus on education and community outreach

COMPANY intends to award one contract to provide the services described in this RFP.

1.2 OUTCOMES AND SCOPE OF WORK

Expected Outcomes:

- A. A functional and intuitive website design
- B. A creatively executed reference library
- C. Educational pages and format
- D. Interactive community links

1. Development

All website design and development work will be conducted by the contractor. The COMPANY's website will need:

- Hosting and Content Management System – The contractor will arrange individual COMPANY-owned hosting on a commonly available Content Management System platform (such as WordPress).
 - Site & Hosting will be handed over to COMPANY at completion of the project with training and a user manual.
- Navigation – Navigation will be intuitive for a general public audience possessing basic web-browsing skills.
- Pages – We anticipate the site to have many pages with minimal back-end data.
- User-centered – Employ best practices in user-centered design, responsive web design, and be optimized for mobile use.
- Social media integration – Pages should include share/follow buttons for major social media platforms.

2. Search Engine Optimization (OPTIONAL – this cost can be quoted outside of the \$20,000USD)

- Integrate data metrics with Google Analytics. Include website traffic, visitor characteristics, click-thru traffic patterns, and other key metrics.
- Full online visibility: organic and paid. (The use of long-tail keywords is necessary and expected.)

1.3 MINIMUM QUALIFICATIONS

Minimum qualifications include:

- Licensed to do business in the state of Louisiana or provide a commitment that it will become licensed in Louisiana within thirty (30) calendar days of being selected as the Apparent Successful Contractor.
- At least five (5) years of experience designing and developing websites.

Bidders who do not meet these minimum qualifications will be rejected as non-responsive and will not receive further consideration. Any proposal that is rejected as non-responsive will not be evaluated or scored.

Preferred qualifications include:

- Working knowledge of the medical/diagnostic laboratory and/or healthcare field.
- Ability to communicate appropriately to gather information needed.
- Proven creative ability to showcase the COMPANY's reference libraries, educational knowledge, and community outreach.

1.4 FUNDING

The COMPANY has budgeted an amount not to exceed *twenty thousand dollars USD* (\$20,000USD) for this project. Proposals in excess of \$20,000USD will be considered non-responsive and will not be evaluated.

Any contract awarded as a result of this procurement is contingent upon the availability of funding.

1.5 PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about May 16, 2018 and to end on June 29, 2018.

Amendments extending the period of performance, if any, shall be at the sole discretion of the COMPANY.

The COMPANY reserves the right to extend the contract for up to three (3) months at the sole discretion of the COMPANY.

The Apparent Successful Contractor has the potential for a website management contract with the COMPANY on a yearly basis dependent upon the completion of the website design and development contract.

1.6 DEFINITIONS

Definitions for the purposes of this RFP include:

COMPANY – Acadian Diagnostic Laboratory, LLC is the company of the state of Louisiana that is issuing this RFP.

APPARENT SUCCESSFUL CONTRACTOR – The consultant selected as the entity to perform the anticipated services, subject to completion of contract negotiations and execution of a written contract.

CONSULTANT – Individual or company interested in the RFP and that may or does submit a proposal in order to attain a contract with the COMPANY.

CONTRACTOR – Individual or company whose proposal has been accepted by the COMPANY and is awarded a fully executed, written contract.

PROPOSAL – A formal offer submitted in response to this solicitation.

PROPOSER – Individual or company that submits a proposal in order to attain a contract with the COMPANY.

REQUEST FOR PROPOSALS (RFP) – Formal procurement document in which a service or need is identified but no specific method to achieve it has been chosen. The purpose of an RFP is to permit the consultant community to suggest various approaches to meet the need at a given price.

1.7 ADA

The COMPANY complies with the Americans with Disabilities Act (ADA). Consultants may contact the RFP Coordinator to receive this Request for Proposals in Braille or on tape.

2. GENERAL INFORMATION FOR CONSULTANTS

2.1 RFP COORDINATOR

The RFP Coordinator is the sole point of contact in the COMPANY for this procurement. All Communication between the Consultant and the COMPANY upon release of this RFP shall be with the RFP Coordinator, as follows:

NAME	Jess Genung
E-MAIL ADDRESS	jgenung@acadianlab.com
PHONE NUMBER	225.224.8126

Any other communication will be considered unofficial and non-binding on the COMPANY. Consultants are to rely on written statements issued by the RFP Coordinator. Communication directed to parties other than the RFP Coordinator may result in disqualification of the Consultant.

2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

ISSUE REQUEST FOR PROPOSAL	4/10
QUESTION & ANSWER PERIOD	4/10 – 4/17
ISSUE LAST ADDENDUM TO RFP	4/20
PROPOSALS DUE	4/27 @ 4pm CST
EVALUATE PROPOSALS	4/30 – 5/4
CONDUCT ORAL INTERVIEWS WITH FINALISTS, IF REQUIRED	5/7 – 5/8
ANNOUNCE “APPARENT SUCCESSFUL CONTRACTOR” AND SEND NOTIFICATION VIA EMAIL TO UNSUCCESSFUL PROPOSERS	5/10
NEGOTIATE CONTRACT	5/11 – 5/15
BEGIN CONTRACT WORK	5/16

The COMPANY reserves the right to revise the above schedule.

2.3 SUBMISSION OF PROPOSALS

ELECTRONIC PROPOSALS:

The proposal must be **received by the RFP Coordinator** no later than **4:00 pm Central Standard Time** in Baton Rouge, Louisiana on **April 27, 2018**.

Proposals must be submitted electronically as an attachment to an e-mail to Jess Genung, the RFP Coordinator, at the e-mail address listed in Section 2.1.

Attachments to e-mail shall be in Microsoft Word format or PDF. The cover submittal letter and the Certifications and Assurances form must have a scanned signature of the individual within the organization authorized to bind the consultant to the offer.

The COMPANY does not assume responsibility for problems with consultant’s e-mail. If the COMPANY’s email is not working, appropriate allowances will be made.

Proposals may not be transmitted using facsimile transmission or mailed.

Consultants should allow sufficient time to ensure timely receipt of the proposal by the RFP Coordinator. Late proposals will not be accepted and will be automatically disqualified from further consideration, unless the COMPANY’s e-mail is found to be

at fault. All proposals and any accompanying documentation become the property of the COMPANY and will not be returned.

2.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Proposals submitted in response to this competitive procurement shall become the property of the COMPANY. All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the CEO or CFO, or his designee, and the apparent successful contractor; thereafter, the proposals shall be deemed public record.

Any information in the proposal that the consultant desires to claim as proprietary and exempt from disclosure must be clearly designated. The information must be clearly identified and the particular exemption from disclosure upon which the consultant is making the claim must be cited. Each page containing the information claimed to be exempt from disclosure must be clearly identified by the words, "Proprietary Information" printed on the lower right-hand corner of the page. Marking the entire proposal exempt from disclosure or as Proprietary Information will not be honored.

2.5 REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided via e-mail to all individuals, who have made the RFP Coordinator aware of their interest.

For this purpose, the published questions and answers and any other pertinent information shall be provided as an addendum to the RFP and will be sent via e-mail. The COMPANY also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

2.6 ACCEPTANCE PERIOD

Proposals must provide ninety (90) days for acceptance (and Proposer's pricing must be valid) by COMPANY from the due date for receipt of proposals.

2.7 RESPONSIVENESS

All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. The consultant is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

The COMPANY also reserves the right at its sole discretion to waive minor administrative irregularities.

2.8 MOST FAVORABLE TERMS

The COMPANY reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the consultant can propose. There will be no best and final offer procedure. The COMPANY does reserve the right to contact a consultant for clarification of its proposal.

The apparent successful contractor should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some or all of the consultant's proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to the COMPANY.

2.9 BACKGROUND CHECKS

As the COMPANY is bound by local, state, and federal HIPPA compliance; the COMPANY reserves the right to run background checks and exercise due diligence.

2.10 CONTRACT

The apparent successful contractor will be expected to enter into a contract.

2.11 COSTS TO PROPOSE

The COMPANY will not be liable for any costs incurred by the consultant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

2.12 NO OBLIGATION TO CONTRACT

This RFP does not obligate the COMPANY to contract for services specified herein.

2.13 REJECTION OF PROPOSALS

The COMPANY reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

2.14 COMMITMENT OF FUNDS

The director of the COMPANY or his delegate are the only individuals who may legally commit the COMPANY to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

2.15 ELECTRONIC PAYMENT

The COMPANY prefers to utilize electronic payment in its transactions. The successful contractor will be provided a form to complete with the contract to authorize such a payment method.

2.16 INSURANCE COVERAGE

The contractor is to furnish COMPANY with a certificate(s) of insurance executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth below.

The contractor shall, at its own expense, obtain and keep in force insurance coverage which shall be maintained in full force and effect during the term of the contract. The contractor shall furnish evidence in the form of a Certificate of Insurance that insurance shall be provided, and a copy shall be forwarded to COMPANY within fifteen (15) days of the contract effective date.

Liability Insurance

1. Commercial General Liability Insurance: Contractor shall maintain commercial general liability (CGL) insurance and, if necessary, commercial umbrella

insurance, with a limit of not less than \$1,000,000 per each occurrence. If CGL insurance contains aggregate limits, the General Aggregate limit shall be at least twice the "each occurrence" limit. CGL insurance shall have products-completed operations aggregate limit of at least two times the "each occurrence" limit. CGL insurance shall be written on ISO occurrence form CG 00 01 (or a substitute form providing equivalent coverage). All insurance shall cover liability assumed under an insured contract (including the tort liability of another assumed in a business contract) and contain separation of insureds (cross-liability) condition. Additionally, the contractor is responsible for ensuring that any subcontractors provide adequate insurance coverage for the activities arising out of subcontracts.

2. **Professional Liability, Errors and Omissions Insurance.** The contractor shall maintain Professional Liability or Errors and Omissions Insurance. The contractor shall maintain minimum limits of no less than \$1,000,000 per occurrence to cover all activities by the contractor and licensed staff employed or under contract to the contractor. The state of Louisiana, its agents, officers, and employees need not be named as additional insureds under this policy.

Additional Provisions

The above insurance policy shall include the following provisions:

1. **Cancellation** – COMPANY shall be provided written notice before cancellation or non-renewal of any insurance referred to therein. The insurer shall give the state 45 days advance notice of cancellation or non-renewal. If cancellation is due to non-payment of premium, the COMPANY shall be given 10 days advance notice of cancellation.
2. **Identification** – Policy must reference the COMPANY's contract number and the agency name.
3. **Excess Coverage** – By requiring insurance herein, COMPANY does not represent that coverage and limits will be adequate to protect contractor and such coverage and limits shall not limit contractor's liability under the indemnities and reimbursements granted to the COMPANY in this contract.

3. PROPOSAL CONTENTS

ELECTRONIC PROPOSALS:

Proposals must be written in English and submitted electronically to the RFP Coordinator in the order noted below:

1. Letter of Submittal, including signed Certifications and Assurances (Exhibit A to this RFP)
2. Technical Proposal
3. Management Proposal
4. Cost Proposal

Proposals must provide information in the same order as presented in this document with the same headings. This will not only be helpful to the evaluators of the proposal but should assist the consultant in preparing a thorough response. Items marked "mandatory" must be included as part of the proposal for the proposal to be considered responsive, however, these items are not scored. Items marked "scored" are those that are awarded points as part of the evaluation conducted by the evaluation team.

3.1 LETTER OF SUBMITTAL (MANDATORY)

The Letter of Submittal and the attached Certifications and Assurances form (Exhibit A to this RFP) must be signed and dated by a person authorized to legally bind the consultant to a contractual relationship, e.g., the President or Executive Director of a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship. Along with introductory remarks, the Letter of Submittal is to include by attachment the following information about the consultant and any proposed subcontractors:

1. Name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity or individual with whom contract would be written.
2. Name, address, and telephone number of each principal officer (President, Vice President, Treasurer, Chairperson of the Board of Directors, etc.)
3. Legal status of the consultant (sole proprietorship, partnership, corporation, etc.) and the year the entity was organized to do business as the entity now substantially exists.
4. Federal Employer Tax Identification number or Social Security number.
5. Location of the facility from which the consultant would operate.

3.2 TECHNICAL PROPOSAL (SCORED)

The Technical Proposal must contain a comprehensive description of services including the following elements:

- A. Project Approach/Methodology** – Include a complete description of the consultant's proposed approach and methodology for the project. This

section should convey the consultant's understanding of the proposed project.

- B. Work Plan** – Include all project requirements and the proposed tasks, services, activities, deadlines, etc. necessary to accomplish the scope of the project defined in this RFP. This section of the technical proposal must contain sufficient detail to convey to members of the evaluation team the consultant's knowledge of the subjects and skills necessary to successfully complete the project. Include any required involvement of the COMPANY staff. The consultant may also present any creative approaches that might be appropriate and may provide any pertinent supporting documentation.
- C. Risks** – The consultant must identify potential risks that are considered significant to the success of the project. Include how the consultant would propose to effectively monitor and manage these risks, including reporting of risks to the COMPANY's contract manager.
- D. Deliverables** – Fully describe deliverables to be submitted under the proposed contract. Deliverables must support the requirements set forth in Section 1.2 – Outcomes and Scope of Work.

3.3 MANAGEMENT PROPOSAL

A. Project Management (SCORED)

- 1. Project Team Structure/Internal Controls** – Provide a description of the proposed project team structure and internal controls to be used during the course of the project, including any subcontractors. Provide an organizational chart of your firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the firm. This chart must also show lines of authority to the next senior level of management. Include who within the firm will have prime responsibility and final authority for the work.
- 2. Staff Qualifications/Experience** – Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel and include the amount of time each will be assigned to the project. Provide resumes for the named staff which include information on the individual's particular skills related to this project, education, experience, significant accomplishments, and any other pertinent information. The consultant must commit that staff identified in its proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the COMPANY.

B. Experience of the Consultant (SCORED)

1. Indicate the experience the consultant and any subcontractors have in the following areas associated with:
 - a. A functional and intuitive website design
 - b. A creatively executed reference library
 - c. Educational pages and format
 - d. Interactive community links
2. Indicate other relevant experience that indicates the qualifications of the consultant, and any subcontractors, for the performance of the potential contract.
3. Include a list of contracts the consultant has had during the last five (5) years that relate to the consultant's ability to perform the services needed under this RFP. List contract reference numbers, contract period of performance, contact persons, telephone numbers, and e-mail addresses.

C. Related Information (MANDATORY)

1. If the consultant or any subcontractor contracted with Delta Subsidiaries or connected companies during the past 24 months; indicate the name of the agency, the contract number, and project description and/or other information available to identify the contract.
2. If the consultant has had a contract terminated for default in the last Five (5) years, describe such incident. Termination for default is defined as notice to stop performance due to the consultant's non-performance or poor performance and the issue of performance was either (a) not litigated due to inaction on the part of the proposer, or (b) litigated and such litigation determined that the proposer was in default.
3. Submit full details of the terms for default including the other party's name, address, and phone number. Present the consultant's position on the matter. The COMPANY will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience. If no such termination for default has been experienced by the consultant in the past five (5) years, so indicate.

D. References (MANDATORY)

List names, addresses, telephone numbers, and e-mail addresses of three (3) business references for the consultant and three (3) business references for the lead staff person for whom work has been accomplished and briefly describe the type of service provided. Do not include current COMPANY staff as references. By submitting a proposal in response to this Work Request, the vendor and team members grant permission to COMPANY to contact these references and others, who from COMPANY's perspective, may have pertinent information. COMPANY may or may not, at COMPANY's discretion, contact

references. The COMPANY may evaluate references at the COMPANY's discretion.

3.4 COST PROPOSAL

The maximum fee for this contract must be twenty thousand dollars (\$20,000USD) or less to be considered responsive to this RFP.

The evaluation process is designed to award this procurement not necessarily to the consultant of least cost, but rather to the consultant whose proposal best meets the requirements of this RFP. However, consultants are encouraged to submit proposals which are aimed to conserve COMPANY's financial resources.

A. Identification of Costs (SCORED)

Identify all costs in U.S. dollars including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. The consultant is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Consultants are required to collect and pay Louisiana state taxes, as applicable.

Costs for subcontractors are to be broken out separately.

B. Computation

The score for the cost proposal will be computed by dividing the lowest cost bid received by the consultant's total cost. Then the resultant number will be multiplied by the maximum possible points for the cost section.

4. EVALUATION AND CONTRACT AWARD

4.1 EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team(s), to be designated by the COMPANY, which will determine the ranking of the proposals.

COMPANY, at its sole discretion, may elect to select the top-scoring firms as finalists for an oral presentation.

The RFP Coordinator may contact the consultant for clarification of any portion of the consultant's proposal.

4.2 EVALUATION WEIGHTING AND SCORING

The following weighting and points will be assigned to the proposal for evaluation purposes:

Technical Proposal – 50%	50 points
Project Approach/Methodology 13 points (maximum)	
Quality of Work Plan 25 points (maximum)	
Project Deliverables 12 points (maximum)	
Management Proposal – 25%	25 points
Project Team Structure and Internal Controls 7 points (maximum)	
Staff Qualifications/Experience 8 points (maximum)	
Experience of the Consultant 10 points (maximum)	
Cost Proposal – 25%	25 points
TOTAL	100 POINTS

** COMPANY reserves the right to award the contract to the consultant whose proposal is deemed to be in the best interest of the COMPANY.

4.3 ORAL PRESENTATIONS MAY BE REQUIRED

The COMPANY may, after evaluating the written proposals, elect to schedule oral presentations of the finalists. Should oral presentations become necessary, the COMPANY will contact the top-scoring firm(s) from the written evaluation to schedule a date, time, and location. Commitments made by the consultant at the oral interview, if any, will be considered binding.

The oral presentation will determine the Apparent Successful Contractor.

4.4 NOTIFICATION TO PROPOSERS

The COMPANY will notify the Apparently Successful Contractor of their selection by e-mail upon completion of the evaluation process. Individuals or firms whose proposals were not selected for further negotiation or award will be notified separately by e-mail.

5. RFP EXHIBITS

Exhibit A Certifications and Assurances

CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which it is attached, understanding that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract:

1. I/we declare that all answers and statements made in the proposal are true and correct.
2. The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
3. The attached proposal is a firm offer for a period of 90 days following receipt, and it may be accepted by the COMPANY without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 90-day period.
4. I/we understand that the COMPANY will not reimburse me/us for any costs incurred in the preparation of this proposal. All proposals become the property of the COMPANY, and I/we claim no proprietary right to the ideas, writings, items, or samples, unless so stated in this proposal.
5. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the Proposer and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other Proposer or to any competitor.
6. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
7. No attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
8. I/we grant the COMPANY the right to contact references and other, who may have pertinent information regarding the ability of the Consultant and the lead staff person to perform the services contemplated by this RFP.

We (circle one) **are / are not** submitting proposed Contract exceptions. (See Section 2.10, Contract and General Terms and Conditions.) If Contract exceptions are being submitted, I/we have attached them to this form.

On behalf of the Consultant submitting this proposal, my name below attests to the accuracy of the above statement. If electronic, also include: We are submitting a scanned signature of this form with our proposal.

Signature of Proposer _____

Title _____ Date _____