



CITY OF COPPELL
REQUEST FOR PROPOSALS
FOR
CITY OF COPPELL BRAND EQUITY MEASUREMENT
DUE: 10 AM, March 27, 2012

PURCHASING DIVISION
PO BOX 9478
255 PARKWAY BLVD.
COPPELL, TX 75019

CITY OF COPPELL
NOTICE TO PROPOSERS

NOTICE IS HEREBY GIVEN that the CITY OF COPPELL, Texas, will receive written sealed bids only, for CITY OF COPPELL BRAND EQUITY MEASUREMENT as stated in the proposal.

WORKSCOPE: The CITY OF COPPELL is requesting proposals from qualified firms able to provide brand equity research services.

Said proposals must be in the hands of the Purchasing Manager at Coppell Town Center, 255 PARKWAY BLVD., Coppell, Texas 75019, **NO LATER THAN 10 AM, March 27, 2012.** Proposals that are postmarked but not received until after this deadline will not be accepted. Bids received after the cut-off time will not be accepted.

All RFP's are to be marked clearly on the outside "RFP 0112 FOR CITY OF COPPELL BRAND EQUITY MEASUREMENT." RFP's will be received **NO LATER THAN 10 AM, March 27, 2012** in the Purchasing Department at Coppell Town Center.

Documents may be obtained at the CITY OF COPPELL Purchasing Department, 255 PARKWAY BLVD, COPPELL, TEXAS 75019. RFP's may also be requested by e-mail. Send requests to Jerod Anderson Purchasing Manager at janders@coppelltx.gov or may also be downloaded from www.bidsync.com. The CITY OF COPPELL will not receive or entertain RFP's in any electronic format. RFP documents and specifications will be ready for pick up on and after.

The right is reserved to reject any and all Proposals or to accept the Proposal which is deemed by the CITY OF COPPELL to be in the best interest of the CITY OF COPPELL. The City also reserves the right to waive any irregularities and/or informalities in the bid process.

For further information, contact CITY OF COPPELL Purchasing at (972) 304-3698.

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CITY OF COPPELL
REQUEST FOR PROPOSALS

1. Introduction

1.1. *About Coppel*

- 1.1.1. Conveniently located in the center of the Dallas/Ft. Worth Metroplex, Coppel is described as a beautiful, quiet and safe city. With a population of just under 40,000, the average age of a resident is 31.4 years, is married, owns a single family home and holds Associate's degree or higher. Approximately 33.7% of the population is under the age of 18. Median household income is \$106,872 and the median home value is estimated at \$263,175. Recognized as one of the *Top Ten Cities* by *D Magazine* in July 2004, Coppel was also named one of the *Best Places to Live* by *Money Magazine* in 2007.
- 1.1.2. Coppel is just five miles north of DFW International Airport, and less than 30-minutes from both downtown Ft. Worth and downtown Dallas. Its geographic location to airports and highways is attractive to residents, employers, retailers and distributors. Efficient and effective local traffic flow within Coppel contributes to acceptable travel times. Streets are safe for vehicles, bikes and pedestrians. There are safe sidewalks along major corridors and within neighborhoods. Multi-use trails, bikeways and pathway systems connect the community neighborhoods, business sectors and surrounding cities. Convenient vehicular access to light rail links the city to the metropolitan area and DFW Airport.
- 1.1.3. A community that is well designed and well maintained, property values remain stable with the proven ability to weather a volatile economy. Attractive and consistently maintained corridors, streets, alleys and streetscapes add value to the community. It is our desire that you will visually know when you are entering and exiting Coppel. Commercial buildings are designed with consistent architectural integrity and incorporate "green" concepts. City facilities and properties are being designed to incorporate xeriscape landscaping for low water usage, including medians and public areas. Attractive, well-maintained parks and public spaces are walkable and available for use by both residents and daytime employment base.
- 1.1.4. A tremendous asset to this community is the highly rated school district. Education of children is viewed as a community priority as evidenced in many cooperative programs between the City of Coppel and the Coppel Independent School District. The funding of school resource officers and crossing guards, Coppel Education Development Corporation grants, and

the unprecedented passage of a half-cent sales tax increase for educational purposes illustrates the city's commitment to education. Parental involvement and active community and business partnerships are also critical components to the success of Coppell ISD. The CISD Education Foundation, Partners in Education, and Parent Teacher Organizations are just some of the many groups who commit their time and resources to support the students and CISD staff in their pursuit of educational excellence. Families new to the DFW area and the United States are choosing Coppell as their community of choice because of the quality school system, as well as the close proximity to Dallas Ft. Worth Airport.

- 1.1.5. Community members have access to convenient shopping in the city for daily necessities. Attractive, small commercial areas blend with adjacent neighborhoods, while large community commercial centers are located at major intersections. A variety of restaurants are frequented by residents, employees of local businesses and surrounding communities. Grocery stores, drug stores and other major retailers serve as anchors. Personal and professional services are readily available.
- 1.1.6. Coppell has a diverse local economy and tax base. Capitalizing on the excellent geographic location, the city is a major distribution hub for the Dallas-Ft. Worth region and beyond. Regional and corporate headquarters are located in Coppell. Top quality business parks and major retail centers are located along Interstate Highway 635. Daily averages of 55,000 vehicles travel this stretch of roadway. To the west, State Highway 121 provides critical, undeveloped highway frontage for current and future businesses. A major construction project along this stretch of highway, due to be complete in 2014 is hampering traffic flow and as a result, confident traffic count numbers can be misleading.
- 1.1.7. Coppell is thought by most to be near residential build out with only 25 acres zoned single family and ready for development. However, with the strategies included in the 2030 Comprehensive land use plan additional residential development is likely. At about 2,200 acres, the southwest side of Coppell is zoned light industrial, historic and highway commercial. Approximately 800 acres are still available for development. Home to light industrial warehouses, banking services, printers, postal services, restaurant food service suppliers and more, the business parks also house corporate and regional headquarters. Businesses in this corridor include, but are not limited to, The Container Store corporate headquarters and distribution warehouse, Samsung Telecommunications America product assembly warehouse, American Home Mortgage Servicing call center and Uline Shipping Specialist distribution center.
- 1.1.8. Adopted in 2011, the City of Coppell Comprehensive Land Use Master

Plan recognized the citizens' desire for a mixed-use town center to provide a "sense of place" and a community focal point. Using the historic crossroads intersection of Coppell and Bethel Roads, the City embarked on the development of Old Town Coppell. This historic district will eventually provide pedestrian friendly businesses, shopping and residential living area. The site is currently the home of the Coppell Farmers Market and Heritage Park.

- 1.1.9. During the fall of 2008, the City formed a 2030 Vision Committee to draft future objectives that would eventually guide the community through the next two decades. The year-long planning process was a collaborative effort led by more than 100 volunteers representing residents, business members, and civic leaders. Coppell Vision 2030 was developed to ensure that the high standard of living present in Coppell today will be maintained tomorrow in this growing community in a changing world. This unique plan provides strategies to manage future opportunities and challenges for Coppell for the next twenty years. Qualitative research methods were used to accumulate the perceptions and visions of the community and is a basis for the current tagline, *A Family Community For A Lifetime*. In addition, the aforementioned Master Plan incorporates elements of the 2030 Vision. This master plan was subsequently awarded the best comprehensive plan in Texas in 2011 by the American Planning Association.
- 1.1.10. Coppell strives to maintain a small town atmosphere while positioning itself to grow, develop, and redevelop within the guidelines of the recently adopted comprehensive land use plan. The new comprehensive plan is designed to invite new development contemplated in the Coppell 2030 Vision, including new mixed use and higher density residential in key locations. Excellent city services, outstanding parks and facilities, safe neighborhoods, strong churches, and exemplary schools all provide for a quality lifestyle and a sense of community. The City desires to improve its already high community of choice position for residents and businesses. Our desire is to embrace and sustain quality growth that is responsible, robust and sustainable insuring our relevance as a vibrant and vital part of the dynamic DFW Metroplex.

1.2. *General Information*

- 1.1.1. The City of Coppell is requesting proposals from qualified firms to provide unique brand equity measurement services for the city.
- 1.1.2. There is no expressed or implied obligation for the city to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

1.1.3. To be considered, one original (so marked) and five copies of a proposal, as well as a pdf file of the proposal must be received by 10:00am, March 27, 2012. The city reserves the right to reject any or all proposals submitted.

1.1.4. The Coppel City Council is the governing body. Proposals submitted will be evaluated by an Evaluation Committee comprised of City staff. The Evaluation Committee will make its recommendation to the Coppel City Council for approval.

During the evaluation process, the Evaluation Committee and the city reserve the right, where it may serve the city's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the Evaluation Committee, firms submitting proposals may be requested to participate in an oral interview as part of the evaluation process.

1.1.5. The city reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City of Coppel and the firm selected.

1.1.6. It is anticipated the selection of finalist will be announced the week of April 2, 2012. Presentations by the finalists will be scheduled following the announcement. The recommendation for selection of the consultant will be scheduled for presentation to the Coppel City Council on April 24, 2012. Following the notification of the selected firm it is expected a contract will be executed between both parties following Coppel City Council's approval.

1.2. *Term of Engagement*

The anticipated term of engagement is to be decided upon at a later date, provided the city and the consultant are working to complete an agreement and negotiate a plan for implementation of the branding project.

1.3. *Subcontracting*

Any subcontractors must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of the City.

2. Nature of Services to be Provided

2.1. *Objective*

The City of Coppell is a positive and progressive community. We know who we are and what we believe. We have a clear vision for our future. This vision has been forged through a consensus process conducted with our citizens, City's leadership, our Chamber of Commerce, employers and businesses, community organizations, and individuals who are committed to our future. Each day, throughout our community, people are working to make this vision a reality. Now we are ready to become more intentional about defining our brand to our community and to promote our presence in the greater Dallas Fort Worth area. We want to be better known and understood by leaders, decision makers and influencers in the Metroplex. We want to connect with companies throughout the U.S. who are, or maybe considering relocation. We want to talk with people ready to start clean businesses in a city like ours, open retail stores, enrich communities, and provide opportunities for our people. Our vision is long term and generational in its design. Our leadership wants what is best for Coppell, now and in the years to come. Our desire is for quality growth that is responsible, robust and sustainable.

Therefore, the City of Coppell is seeking a thorough understanding of the makeup and structure of the market in which we operate, as well as a complete understanding as to where we stand within our current brand. Our first step will be to issue this RFP for Brand Equity Measurement to accurately obtain our current brand image as is perceived by citizens, business community, and those outside Coppell. This will involve a strategic marketing research study that seeks to answer who are our current target markets, or market segments, how are we perceived, what does our brand represent, how effectively are we communicating through the current branding effort, and how do we compare with our surrounding communities. The proposal will include the determination of the current brand inventory, analysis of the intended brand, how the brand is perceived, and a recommendation for future brand strategies.

Our second step will be to issue a RFP for Marketing Strategy Implementation that will incorporate the results of the study from the this RFP that establishes the benchmarks necessary as a starting point for a measurable re-branding effort to take place after the market study is complete.

2.2. *Scope of Services*

The City of Coppell expects the basic Scope of Work to include the following at a minimum:

2.2.1. Develop an accurate and detailed brand equity, brand inventory, and brand

analysis measurement that answers the following questions:

- Who are our current target markets, or market segments and why?
- How we are perceived and what does our brand represent?
- How effectively are we communicating through the current branding efforts?
- How does our brand compare with our surrounding communities?
- What drives our brand today and why?
- What are the three most important things we should think about, pay attention to, and be sure to do, as we move forward?
- What are the questions we are not asking that need to be answered as we move forward?

2.2.2. Identify all steps in the proposed market research process with justification for each.

2.2.3. Identify the minimum steps in the proposed market research process with justification for each.

2.2.4. Establish and maintain a project timeline to complete the market research study process.

3. Procedures for Submission of Proposals

3.1. *Proposal Submission Instructions*

3.1.1. Submit one (1) original (marked as such), five (5) copies, and one (1) pdf file (cd) to:

Purchasing Manager
City of Coppell
Purchasing Division
255 Parkway Blvd.
Coppell, TX 75019

3.1.2. Proposals must be received by: **10 AM, March 27, 2012**

Any proposal received after this deadline may be returned to the proposer as unacceptable. All proposals are to be clearly marked on the outside “Response to RFP 0112 for City of Coppell Brand Equity Measurement.”

3.2. *Proposal Contents*

The following information must be supplied as part of a complete proposal.

3.2.1. Consultant team composition, qualifications and experience. Describe the

consultant team and identify the specific personnel that will be assigned to the project and their roles, qualifications and relevant experience. Identify the supervisory and management staff. Identify and describe the roles of any sub-consultants and provide relevant qualifications and experience. Indicate how the quality of staff over the term of the agreement will be assured.

Key personnel assigned to the project may be changed. However, the city retains the right to approve or reject replacements.

- 3.2.2. Description of the consulting firm's past and current experience providing research services to cities and counties; governmental regions, special districts, agencies, or similar entities; and/or major residential, economic, and commercial, entertainment or historic development centers. For at least three (3) clients, address the type of project, the dates for provision of services, and the results of the information gathered. Include any unusual challenges faced during the completion of the research.
- 3.2.3. Description of the consultant's experience within the North Texas regional market or comparable markets, and any relevant experience within the submarket or comparable submarkets.
- 3.2.4. At least three (3) references (including name, title, agency, address, and telephone numbers) for persons who can provide information related to the qualifications, capacity and past experience of the consultant team, including any key sub-consultants.
- 3.2.5. Description of the work plan the consultant is proposing to accomplish the items in the Scope of Services.
- 3.2.6. A narrative describing any changes or additions to the Scope of Work you would recommend to strengthen the overall goal.
- 3.2.7. Description of any known or potential conflicts of interest with regard to this project.
- 3.2.8. Description of any pending or past litigation (last 5 years) initiated by or against the consultant by or against a past or former client related to actions by the client or the performance, alleged misconduct, or impropriety of the consultant, sub-consultants, their principals or associates.
- 3.2.9. A cost proposal that explains how the consultant proposes to structure consulting fees and other related charges for proposed services. As described in 2.2 above. The consultant is therefore instructed to provide

sufficient information in their cost proposal for the city to estimate the consultant fees for any of the various services

4. Selection Process and Evaluation Criteria

4.1. *Selection Process*

The city will utilize an Evaluation Committee comprised of City staff. The Evaluation Committee will recommend a consultant to the City Council for approval. Staff anticipates this recommendation may be considered for action by the Council at their April 24, 2012 meeting. Following the notification of the selected firm it is expected a contract will be executed between both parties.

During the evaluation process, the Evaluation Committee reserves the right, where it may serve the city's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the Evaluation Committee, firms submitting proposals will be requested to participate in an oral interview as part of the evaluation process.

4.2. *Evaluation Criteria*

The Evaluation Committee will evaluate proposals based upon information in the offeror's proposal, information from oral interviews, reference checks and other pertinent factors. Evaluation criteria, and their relative importance, are as follows:

- 4.2.1. The overall qualifications and experience of the consultant and sub-consultants, with particular emphasis on the relevant experience of the specific personnel to be assigned to the project and verified reputation of work quality. (35%)
- 4.2.2. The consultant's experience within the market or comparable markets and any relevant experience within the submarket or comparable submarkets. (15%)
- 4.2.3. The consultant's proposed approach and the perceived effectiveness of the work plan to accomplish the Scope of Work. (30%)
- 4.2.4. Cost proposal providing the best value in comparison with other, similar proposals. (20%)

PROPOSER WARRANTIES

- A. Proposer warrants that it is willing and able to comply with State of Texas laws.
- B. Proposer warrants that it is willing and able to obtain an errors and omissions insurance policy providing a prudent amount of coverage for the willful or negligent acts, or omissions of any officers, employees or agents thereof.
- C. Proposer warrants that it will not delegate or subcontract its responsibilities under an agreement without the prior written permission of the City of Coppel.
- D. Proposer warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Official:

Name (typed):

Title:

Firm:

INSTRUCTIONS TO PROPOSERS

OBJECTIVES OF THE REQUEST FOR PROPOSAL

The primary objectives of this RFP shall be as follows:

1. Provide data necessary for the evaluation of competitive proposals submitted by qualified proposers.
2. Provide a fair method of analyzing submitted proposals.
3. Result in an Agreement between the successful proposer (unless all proposals are rejected) and the City of Coppell that shall meet the objectives as identified below.

PROPOSER'S REVIEW

Proposers are expected to examine the plans, specifications, and all related documents of the Project Proposal. Failure to do so will be at the proposer's risk.

A DULY AUTHORIZED REPRESENTATIVE OF THE PROPOSING FIRM SHALL SIGN THE PROPOSAL DOCUMENT. AN UNSIGNED PROPOSAL MAY BE DISQUALIFIED.

Any questions concerning the Request For Proposal process should be referred to the CITY OF COPPELL Purchasing Manager at (972) 304-3643 at least 72 hours prior to RFP due time. Changes in the RFP which might arise out of such referral will then be forwarded to all RFP holders of record prior to the time set for RFP receipt in the form of an addendum.

SUBMISSION OF REQUEST FOR PROPOSAL

ONE ORIGINAL AND FIVE DUPLICATE COPIES AS WELL AS A PDF FILE of the entire proposal submission package shall be delivered by the time and to the place stipulated in the Notice of Request for Proposal. It is the proposer's sole responsibility to see that their proposal is received at the place, date and time specified. Any proposal received after the scheduled closing time for receipt of proposals will be returned to the proposer as unacceptable. Oral, facsimile, telegraph, computer or telephone modifications will not be considered.

1. The proposal may be withdrawn by the proposer or a properly authorized representative by written request delivered to the place stipulated in the Proposal prior to the scheduled closing time for receipt of proposals.
2. Unauthorized conditions, limitations or provisions attached to a proposal may render it non-responsive and cause for its rejection.

3. Modifications or withdrawals received after the time set for receipt will not be considered.
4. Vendor proposals must be valid for at least ninety (90) days from proposal submission date.

Altering the proposal language or any document or form may render your proposal non-responsive. Omission of any part of the Proposal Submission Package may render your proposal non-responsive.

AWARD OF CONTRACT

Any or all Request for Proposal Responses received in response to a RFP may be rejected by the City of Coppell if the City of Coppell determines that any such proposer is not responsive or responsible or if the public interest would be served by such a rejection.

The City of Coppell reserves the right to waive any irregularities and/or informalities in the submitted proposal forms. Should the City elect to waive a right it will not constitute an automatic waiver of that right in the future nor will it impact any other right or remedy.

Signed copies of all Addenda and/or bulletins issued to prospective providers should be enclosed with the Proposal. Failure of the proposer to enclose said addenda or bulletins may be considered grounds for rejection of the RFP.

Should the successful proposer fail to deliver the materials or perform the services in accordance with the stipulated schedule, including any extensions authorized by the City of Coppell, the City may declare the successful proposer in default of contract and recover all damages, costs and fees (including Attorney's fees) allowable by law.

In the case of default by the successful Proposer, the City of Coppell may procure the service(s) from another source and hold the defaulting Proposer responsible for an excess cost occasioned thereby, debar the defaulting proposer for not less than one year or pursue other applicable legal remedies. The successful vendor may not assign their rights and duties under this award without written consent of the City. Such consent shall not relieve the assignor of liability in event of default of their assignee.

METHOD OF AWARD

Proposals submitted by interested Proposers will be reviewed by the City's RFP Evaluation Committee.

The City of Coppell reserves the right to make an award without further discussion of the Proposal submitted without a best and final offer procedure. Therefore, the proposal shall be initially submitted on the most favorable terms the vendor can offer.

QUESTIONS / INFORMATION

Questions concerning any aspects of the Proposal process should be addressed to Jerod Anderson, Purchasing Manager at (972) 304-3643, janders@coppelltx.gov

PROPOSAL, AGREEMENT AND DISPOSITION

The contents of the proposal and any clarifications thereto submitted by the successful proposer and accepted by the City of Coppell shall become part of the contractual obligation and incorporated by reference into any ensuing Agreement.

1. All proposals shall become the property of the City of Coppell and shall not be returned to the proposer.
2. All proposals submitted shall become public record under the laws of the State of Texas, and the public may be given access thereto after the formal process has been completed.

EVALUATION OF OFFERS

MEETINGS WITH PROPOSERS

The City of Coppell reserves the right to meet with proposers to discuss or clarify their proposal responses. All expenses incurred as a result of said meetings shall be the responsibility of the proposers.

EVALUATION CRITERIA

Proposal evaluation shall be based on the factors identified in section 4.2 Evaluation Criteria; but other factors shall be considered if need shall arise during the evaluation process. Vendors should note that proposals will be evaluated on factors other than price, and there is no assurance that a proposal will win the contract based solely on lowest price. The City desires to select the proposal providing, in its judgment, the best value for the City.

The recommendation for award to the Coppell City Council shall be based upon the proposal that represents the most responsive and advantageous overall proposal for the City of Coppell.

REJECTION OF A PARTICULAR PROPOSAL

The City may reject an offer, in whole or in part, in its best interest, which may include, but not be limited to, the following:

- The Proposer misstates or conceals any material fact in its Proposal;
- The Proposer's Proposal does not strictly conform to the law or requirements of the Proposal;
- The Proposal expressly requires or implies a conditional award that conflicts with the method of award stipulated in the Request for Proposal;
- The Proposal does not include documents, including but not limited to Certificates, licenses, information or specification sheets, bonds, and/or samples, which are required for submission with the Proposal in conjunction with the Specifications; or the Proposal has not been executed by the Proposer through an authorized signature on the Proposal Response Form.

REJECTION OF ALL PROPOSALS

The City may, at its sole and absolute discretion:

- Reject any and all, or parts of any or all, Proposals submitted by prospective Proposers;
- Re-advertise this Solicitation;
- Postpone or cancel the Proposal process for this Solicitation;
- Waive any irregularities or technicalities that are not qualified as a requirement for responsiveness in this Solicitation or in Proposals received in conjunction with this Solicitation; and/or
- Determine the criteria and process whereby Proposals are evaluated and awarded.

No damages shall be recoverable by any challenger as a result of these determinations or decisions by the City; provided, however, that in the event a Court of competent jurisdiction determines that the actions of the City were arbitrary, capricious or void, then said challenger may recover only actual, necessary and reasonable Proposal-preparation costs, including any attorney or consultant fees relating to the preparation of the Proposal. No attorney fees or costs associated with the recovery of the Proposal-preparation costs, including costs for litigation against the City, shall be recoverable by any challenger.

ELIMINATION FROM CONSIDERATION

A Proposal may not be accepted from, nor any contract be awarded to, any person or firm that is in arrears to the City upon any debt or Contract or which is a defaulter as surety or otherwise upon any obligation to the City.

A proposal may not be accepted from, nor any Contract awarded to, any person or firm that has failed to perform faithfully any previous contract with the City, State or Federal governments for a minimum period of one (1) year after this previous Contract was terminated for cause.

A Proposal may not be accepted from, nor any Contract awarded to, any person or firm that has pending litigation against the City on the date and time that the proposal opens.

NEGOTIATION(S)

The City of Coppell shall reserve the right to negotiate any terms and conditions of proposals received, with the final candidate(s) prior to acceptance/rejection of said proposal(s).

GENERAL LIABILITY INSURANCE

The successful proposer shall procure and maintain during the term of the resultant Agreement: General Liability Insurance in the amount of not less than \$1,000,000.00 combined single limit per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, the general aggregate limit shall be increased to equal twice the required occurrence limit or revised to apply separately to this project or location.

The City, its officers, agents, employees and volunteers are to be covered as additional insured as respects: liability arising out of activities performed by on or behalf of successful proposer, including the insured's general supervision of successful proposer; products and completed operations of successful proposer; or premises owned, occupied or used by successful proposer. The coverage shall contain no special limitations on the scope of protection afforded to City, its officers, agents, employees or volunteers.

The successful proposer's insurance coverage shall be primary insurance as additional insured as respects the City, its officers, agents, employees and volunteers. Any insurance or self-insurance maintained by the City, its officers, agents, employees or volunteers shall be excess of successful proposer's insurance and shall not contribute with it in any way.

Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its officers, agents, employees or volunteers.

Successful proposer's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.

Successful proposer's insurance coverage shall be endorsed to state that coverage shall not be suspended, voided, canceled or non-renewed by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City except for nonpayment of premium.

PROFESSIONAL LIABILITY INSURANCE

Successful proposer will maintain professional liability insurance during the term of this agreement and for a period of three (3) years thereafter. Such coverage shall be a minimum amount of \$500,000 per occurrence and as an annual aggregate. Premium costs incurred shall be borne by the Proposer at no cost to the City.

VERIFICATION OF INSURANCE COVERAGE

Successful proposer shall furnish the City with certificates of insurance and with original endorsements affecting coverage required by this exhibit. The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates are to be on forms approved by the City. **All certificates and endorsements are to be addressed to the Purchasing Division and be received and approved by the City before any work commences.** The City reserves the right to required complete, certified copies of all required insurance policies at any time. Correspondence shall be sent to the Purchasing Division, PO Box 9478, Coppell, TX 75019.

FUNDING OUT CLAUSE

In the event the City of Coppell fails to obligate requisite funds for any ensuing fiscal year(s) for payment of amounts due against an Agreement resultant from this Request for Proposal, necessitating cancellation of the resultant agreement, the successful proposer shall agree to hold the City of Coppell free from any charge or penalty.

STAFFING

Staffing shall consist of professionals having a broad-based knowledge of and association with community. The Contractor shall assume complete and total liability and responsibility for all aspects of their employees or subcontractors performance, project parameters, and its operation/management as outlined in the special terms and conditions of this Request for Proposal.

**RFP 0112 FOR CITY OF COPPELL BRAND EQUITY MEASUREMENT
CITY OF COPPELL, TEXAS
RFP
DISCLOSURE OF PRINCIPALS**

PRINT OR TYPE

COMPANY NAME: _____

ADDRESS: _____

Date Business Started Operations: _____

NAMES OF OFFICERS, MEMBERS, OR OWNERS OF CONCERN, PARTNERSHIP ET CETERA...

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET _____ CITY _____ STATE ____ ZIP CODE _____

SIGNATURE OF PROPOSER: _____ DATE: _____

CONFLICT OF INTEREST QUESTIONNAIRE FORM CIQ For vendor or other person doing business with local governmental entity	
This questionnaire is being filed in accordance with chapter 176 of the Local Government Code by a person doing business with the governmental entity. By law this questionnaire must be filed with the records administrator of the local government not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code. A person commits an offense if the person violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.	OFFICE USE ONLY Date Received
1 Name of person doing business with local governmental entity.	
2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than September 1 of the year for which an activity described in Section 176.006(a), Local Government Code, is pending and not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)	
3 Name each employee or contractor of the local governmental entity who makes recommendations to a local government officer of the governmental entity with respect to expenditures of money AND describe the affiliation or business relationship.	
4 Name each local government officer who appoints or employs local government officers of the governmental entity for which this questionnaire is filed AND describe the affiliation or business relationship.	

CONFLICT OF INTEREST QUESTIONNAIRE

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For vendor or other person doing business with local governmental entity

5 Name of local government officer with whom filer has affiliation or business relationship. (Complete this section only if the answer to A, B, or C is YES.

This section, item 5 including subparts A, B, C & D, must be completed for each officer with whom the filer has affiliation or other relationship. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income from the filer of the questionnaire? ☐ Yes ☐ No

B. Is the filer of the questionnaire receiving or likely to receive taxable income from or at the direction of the local government officer named in this section AND the taxable income is not from the local governmental entity? ☐ Yes ☐ No

C. Is the filer of this questionnaire affiliated with a corporation or other business entity that the local government officer serves as an officer or director, or holds an ownership of 10 percent or more? ☐ Yes ☐ No

D. Describe each affiliation or business relationship.

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Signature of person doing business with the governmental entity

Date