



MONTGOMERY COUNTY COUNCIL
ROCKVILLE, MARYLAND

April 1, 2025

The Montgomery County Council is interested in retaining the services of a qualified contractor providing media monitoring services. The contractor will provide County staff and government offices with tools to monitor Montgomery County content and public policy issues across platforms. This service should provide clients with real-time alerts and overall media channels, including online, print, broadcast (TV & Radio), and social media. In addition to monitoring national media coverage across all mediums, the contractor must also provide a service to find journalists that will amplify Montgomery County Messaging.

If you would be interested in providing this service, please send your proposal, including your plan to accomplish tasks outlined in the scope of work and the rate you would charge per hour. Payment would be made upon submission of an invoice for projects completed within a specific number of hours and satisfactorily performed as determined by me.

If this solicitation is of interest to you, please respond to Stephen Mathany by 5:00 p.m. on April 16, 2025, with your proposal. Responses can be sent by e-mail (stephen.mathany@montgomerycountymd.gov).

It is the intent of the Council to award this contract to the offeror with the greatest experience who is both responsible and responsive to this solicitation. If you have any questions, please contact Stephen Mathany at (240) 777-7905 or by e-mail at stephen.mathany@montgomerycountymd.gov.

Craig Howard

Craig Howard
Executive Director
Montgomery County Council

Attachments:

Scope of Work

General Conditions

Fee Schedule

Mandatory Insurance Requirements

Informal Solicitation #1180365



**INFORMAL MINI SOLICITATION
#1181725**

MEDIA AND ISSUE MONITORING SERVICES

ISSUE DATE: April 1 2025
SUBMISSION DEADLINE: April 16, 2025 –
5:00 PM ET

The Montgomery County Council is soliciting proposals for MEDIA AND ISSUE MONITORING SERVICES. Proposals must be submitted no later than the date and time listed above. If an offeror is interested in submitting a proposal but cannot make the submission deadline, the offeror must email the County Council at Stephen.Mathany@montgomerycountymd.gov to see if an extension may be granted.

The following pages contain the terms, conditions and scope of services for this Informal Solicitation.

Submit proposals to STEPHEN MATHANY, Stephen.Mathany@montgomerycountymd.gov.

Should you have any questions regarding the information, or the scope of services contained in this solicitation, contact STEPHEN MATHANY, Stephen.Mathany@montgomerycountymd.gov.

TABLE OF CONTENTS

INFORMAL MINI SOLICITATION	1
TABLE OF CONTENTS.....	2
ACKNOWLEDGMENT PAGE	3
SECTION A. INSTRUCTIONS, CONDITIONS AND NOTICES.....	4
SECTION B. GENERAL CONDITIONS OF CONTRACT BETWEEN COUNTY & CONTRACTOR	5
SECTION C. SPECIAL TERMS AND CONDITIONS	16
SECTION D. SCOPE OF SERVICES	19
SECTION E. METHOD OF AWARD/EVALUATION CRITERIA	20
SECTION F. SUBMISSIONS	21
WEB-LINKS FOR DOCUMENTS AND FORMS:.....	21
ATTACHMENT A, FEE SCHEDULE	22
ATTACHMENT C, REFERENCES.....	25
ATTACHMENT D, County's Information Resources Security Procedure (6-7)	

Informal Solicitation #1180365

Montgomery County, Maryland

ACKNOWLEDGMENT PAGE

ACKNOWLEDGMENT

The offeror must include a signed acknowledgment that all the provisions, terms and conditions of this solicitation are agreeable to the offeror and may, at the County's option, be made applicable in any contract issued as a result of this solicitation. Offers that do not include such an acknowledgment may be rejected. Executing and returning (with the offer) the acknowledgment shown below will satisfy this requirement.

The undersigned agrees that all the provisions, terms and conditions of this solicitation may, at the County's option, be made applicable in any contract issued as a result of this solicitation.

Business Firm's Legal Name (printed): _____	
Printed Name, Title and E-Mail of Person Authorized to Sign Proposal: _____	
Signature: _____	Date: _____

NAME AND SIGNATURE REQUIREMENTS FOR PROPOSALS AND CONTRACTS

The correct and full legal business name of the offeror must be used in proposals received and on all contracts issued as a result of this solicitation. A trade name (i.e., a shortened or different name under which the firm does business) must not be used when the legal name is different. Corporations must have names that comply with State law, which requires a suffix indicating the corporate status of the business (e.g., Inc., Incorporated, etc.). Trade names may be indicated by individuals or corporations with the individual or corporate name followed by "t/a" (trading as) or "d/b/a" (doing business as), respectively. The offeror's signature on the proposal, contract, amendment(s) or related correspondence, must conform to the following:

All signatures must be made by an authorized officer, partner, manager, member, or employee. The signing of this offer or a contract is a representation by the person signing that the person signing is authorized to do so on behalf of the offeror or contractor.

ACKNOWLEDGMENT OF SOLICITATION AMENDMENTS

The Offeror acknowledges receipt of the following amendment(s) to the solicitation:

Amendment Number	Date

SECTION A. INSTRUCTIONS, CONDITIONS AND NOTICES

1. INTENT

The Intent of this Informal Solicitation is to solicit proposals for the procurement of MEDIA AND ISSUE MONITORING SERVICES for Montgomery County, Maryland, as per the Terms, Conditions, Specifications, and Scope of Work, and Fee Schedule contained herein.

2. PROPOSAL SUBMISSION

Proposals must be submitted no later than 5 pm EST, April 16, 2025 to:

Stephen.Mathany@montgomerycountymd.gov

Proposals submitted after 5 pm EST, April 16, 2025 will not be considered.

3. VERBAL EXPLANATIONS

Verbal explanations or instructions given by a Montgomery County employee to an offeror in regard to this Informal Solicitation will not be binding on the County. Any information given to an offeror, in response to a request, will be furnished to all offerors as Solicitation Amendment to this Informal Solicitation, if such information is deemed necessary for the preparation of proposals, or if the lack of such information would be detrimental to the uninformed offerors. Only such amendments issued by the Contracting Officer will be considered as being binding on the County.

4. AWARD OR REJECTION OF OFFERS

The County reserves the right to accept or reject any or all offers, or portions thereof, to waive minor irregularities and to award the Contract in the best interests of the County. Conditional or qualified proposals are subject to rejection. The County reserves the right to reject the offer of an offeror who has previously failed to perform properly or to complete in a timely manner, contracts of a similar nature, or if investigation shows the offeror is unable to perform the requirements of the contract.

5. METHOD OF AWARD

This Informal Solicitation will be awarded to the "highest ranked offeror".

6. MINORITY, FEMALE, DISABLED PERSON PROGRAM COMPLIANCE

Under County law, this solicitation is subject to the Montgomery County Code and the Montgomery County Procurement Regulations regarding participation in the Minority, Female, Disabled Person (MFD) Procurement Program. Further information regarding the County's MFD program is contained within this solicitation (see the provision entitled "Minority-Owned Business Addendum to the General Conditions of Contract between County and Contractor" and its companion document entitled "Minority, Female, and Disabled-Person Subcontractor Performance Plan").

7. MONTGOMERY COUNTY CODE AND PROCUREMENT REGULATIONS

The Montgomery County and Procurement Regulations are applicable to this solicitation and any contract awarded pursuant to this solicitation.

8. NAME AND SIGNATURE REQUIREMENTS FOR Proposals AND CONTRACTS

The correct and full legal business name of the entity involved must be used on proposals received and on contract(s) issued as a result of this solicitation. A trade name, i.e., a shortened or different name under which the firm does business, must not be used when the full legal name is different. Corporations must have names that comply with State law, which requires a suffix indicating the corporate status of that business (e.g., Inc., Incorporated, etc.). Trade names may be indicated by individuals or corporations with the individual or corporate name followed by "t/a" (trading as) or "d/b/a" (doing business as), respectively. The signature on the bid, contract, amendment, or related correspondence must conform to the following:

Informal Solicitation #1180365

All signatures must be made by an authorized officer, partner, manager, member, or employee. The signing of an offer or a contract is a representation by the person signing that the person signing is authorized to do so on behalf of the offeror or contractor.

No proposals will be accepted unless submitted in ink or typewritten. Changes made to the prices prior to the opening must be done legibly and initialed by the offeror making the changes.

9. PROMPT PAYMENT DISCOUNT TERMS

Proposers please note: Prompt payment discounts will be considered in the evaluation of your proposal if the discount on payments is not conditioned on payment being made in less than thirty (30) days from receipt of invoice.

10. OFFERORS' PAYMENT TERMS

The County will reject as non-responsive a proposal under this Informal Solicitation, which is conditioned on payment of proper invoices in less than thirty (30) days. However, this does not preclude an offeror from offering a prompt payment discount for payment of invoices in less than thirty (30) days.

11. QUALIFICATION OF OFFERORS

Offerors may be required to furnish satisfactory evidence that they are qualified dealers or manufacturers of the items listed, or are regularly engaged in performing the services on which they are submitting a proposal, and in both cases maintain a regularly established place of business. An authorized representative of the County may visit and inspect any prospective Contractor's plant, manufacturing facility or place of business, etc. where the goods, services or construction are performed to determine ability, capacity, reliability, financial stability, and other factors necessary to perform the contract.

12. PROPOSAL PREPARATION EXPENSES

All costs incurred in the preparation and submission of proposals will be borne by the offeror and shall not be incurred in anticipation of receiving reimbursement from the County.

SECTION B. GENERAL CONDITIONS OF CONTRACT BETWEEN COUNTY & CONTRACTOR

1. ACCOUNTING SYSTEM AND AUDIT, ACCURATE INFORMATION

The contractor certifies that all information the contractor has provided or will provide to the County is true and correct and can be relied upon by the County in awarding, modifying, making payments, or taking any other action with respect to this contract including resolving claims and disputes. Any false or misleading information is a ground for the County to terminate this contract for cause and to pursue any other appropriate remedy. The contractor certifies that the contractor's accounting system conforms with generally accepted accounting principles, is sufficient to comply with the contract's budgetary and financial obligations, and is sufficient to produce reliable financial information.

The County may examine the contractor's and any first tier subcontractor's records to determine and verify compliance with the contract and to resolve or decide any claim or dispute arising under this contract. The contractor and any first tier subcontractor must grant the County access to these records at all reasonable times during the contract term and for 3 years after final payment. If the contract is supported to any extent with federal or state funds, the appropriate federal or state authorities may also examine these records. The contractor must include the preceding language of this paragraph in all first-tier subcontracts.

Informal Solicitation #1180365

2. AMERICANS WITH DISABILITIES ACT

The contractor agrees to comply with the nondiscrimination requirements of Titles II and III, and other provisions, of the Americans with Disabilities Act of 1990, Pub. Law 101-336, and ADA Amendments Act of 2008, Pub. Law 110-325, as amended, currently found at 42 U.S.C., § 12101, et seq., and 47 U.S.C., ch. 5.

3. APPLICABLE LAWS

This contract must be construed in accordance with the laws and regulations of Maryland and Montgomery County. The Montgomery County Procurement Regulations are incorporated by reference into, and made a part of, this contract. In the case of any inconsistency between this contract and the Procurement Regulations, the Procurement Regulations govern. The contractor must, without additional cost to the County, pay any necessary fees and charges, obtain any necessary licenses and permits, and comply with applicable federal, state and local laws, codes and regulations. Through signature of this contract, the contractor certifies that the contractor has filed an initial statement with the Maryland State Board of Elections in compliance with MD Code Ann., Election Law, §14-104(b)(1), or is not required to file an initial statement as per MD Code Ann., Election Law, §14-104(c)(2).

For purposes of litigation involving this contract, except for contract Disputes discussed in paragraph 8 below, exclusive venue and jurisdiction must be in the Circuit Court for Montgomery County, Maryland or in the District Court of Maryland for Montgomery County.

The County's prevailing wage law, as found at §11B-33C of the County Code, applies to certain construction and mechanical systems service contracts. To the extent applicable, the County's prevailing wage requirements are enumerated within this solicitation/contract in the "Prevailing Wage Requirements for Construction Contract Addendum to the General Conditions of Contract between County and Contractor." If applicable to this contract, the Addendum will be attached to the contract, and will be incorporated herein by reference, and made a part thereof.

Furthermore, certain non-profit and governmental entities may purchase supplies and services, similar in scope of work and compensation amounts provided for in a County contract, using their own contract and procurement laws and regulations, pursuant to the Md. State Finance and Procurement Article, Section 13-101, et. seq.

Contractor and all of its subcontractors must comply with the provisions of County Code §11B-35A and must not retaliate against a covered employee who discloses an illegal or improper action described in §11B-35A. Furthermore, an aggrieved covered employee under §11B-35A is a third-party beneficiary under this Contract, who may by civil action recover compensatory damages including interest and reasonable attorney's fees, against the contractor or one of its subcontractors for retaliation in violation of that Section.

The contractor agrees to comply with the requirements of the Displaced Service Workers Protection Act, which appears in County Code, Chapter 27, Human Rights and Civil Liberties, Article X, Displaced Service Workers Protection Act, §§ 27-64 through 27-66.

Montgomery County's Earned Sick and Safe Leave Law, found at Sections 27-76 through 27-82 of the County Code, became effective October 1, 2016. An employer doing business in the County, as defined under the statute, must comply with this law. This includes an employer vendor awarded a County contract. A vendor may obtain information regarding this law at <http://www.montgomerycountymd.gov/humanrights/>.

4. ASSIGNMENTS AND SUBCONTRACTS

The contractor must not assign or transfer this contract, any interest herein or any claim hereunder, except as expressly authorized in writing by the Director, Office of Procurement. Unless performance is separately and expressly waived in writing by the Director, Office of Procurement, an assignment does not release the contractor from responsibility for performance of this contract. Unless otherwise provided in the contract, the contractor may not contract with any other party for furnishing any of the materials or services herein contracted for without the written approval of the Director, Office of Procurement. Any subcontract for any work hereunder must comport with the terms of this Contract and County law, and must include any other terms and conditions that the County deems necessary to protect its interests. The contractor must not employ any subcontractor that is a debarred or suspended person under County Code §11B-37. The contractor is fully responsible to the County for the acts and omissions of itself, its subcontractors and any persons either directly or indirectly employed by them. Nothing contained in the contract documents shall create any contractual relation between any subcontractor and the County, and nothing in the contract documents is intended to make any subcontractor a beneficiary of the contract between the County and the contractor.

5. CHANGES

The Director, Office of Procurement, may unilaterally change the work, materials and services to be performed. The change must be in writing and within the general scope of the contract. The contract will be modified to reflect any time or money adjustment the contractor is entitled to receive. Contractor must bring to the Contract Administrator, in writing, any claim about an adjustment in time or money resulting from a change, within 30 days from the date the Director, Office of Procurement, issued the change in work, or the claim is waived. Any failure to agree upon a time or money adjustment must be resolved under the "Disputes" clause of this contract. The contractor must proceed with the prosecution of the work as changed, even if there is an unresolved claim. No charge for any extra work, time or material will be allowed, except as provided in this section.

6. CONTRACT ADMINISTRATION

A. The contract administrator, subject to paragraph B below, is the Department representative designated by the Director, Office of Procurement, in writing and is authorized to:

- 1) serve as liaison between the County and the contractor;
- 2) give direction to the contractor to ensure satisfactory and complete performance;
- 3) monitor and inspect the contractor's performance to ensure acceptable timeliness and quality;
- 4) serve as records custodian for this contract, including wage and prevailing wage requirements;
- 5) accept or reject the contractor's performance;
- 6) furnish timely written notice of the contractor's performance failures to the Director, Office of Procurement, and to the County Attorney, as appropriate;
- 7) prepare required reports;
- 8) approve or reject invoices for payment;
- 9) recommend contract modifications or terminations to the Director, Office of Procurement;
- 10) issue notices to proceed; and
- 11) monitor and verify compliance with any MFD Performance Plan.

B. The contract administrator is NOT authorized to make determinations (as opposed to recommendations) that alter, modify, terminate or cancel the contract, interpret ambiguities in contract language, or waive the County's contractual rights.

7. COST & PRICING DATA

Chapter 11B of the County Code and the Montgomery County Procurement Regulations require that cost & pricing data be obtained from proposed awardees/contractors in certain situations. The

Informal Solicitation #1180365

contractor guarantees that any cost & pricing data provided to the County will be accurate and complete. The contractor grants the Director, Office of Procurement, access to all books, records, documents, and other supporting data in order to permit adequate evaluation of the contractor's proposed price(s). The contractor also agrees that the price to the County, including profit or fee, may, at the option of the County, be reduced to the extent that the price was based on inaccurate, incomplete, or noncurrent data supplied by the contractor.

8. DISPUTES

Any dispute arising under this contract that is not disposed of by agreement must be decided under the Montgomery County Code and the Montgomery County Procurement Regulations. Pending final resolution of a dispute, the Contractor must proceed diligently with contract performance. Subject to subsequent revocation or alteration by the Director, Office of Procurement, the head of the County department, office or agency ("Department Head") of the contract administrator is the designee of the Director, Office of Procurement, for the purpose of dispute resolution. The Department Head, or his/her designee, must forward to the Director, Office of Procurement, a copy of any written resolution of a dispute. The Department Head may delegate this responsibility to another person (other than the contract administrator). A contractor must notify the contract administrator of a claim in writing, and must attempt to resolve a claim with the contract administrator prior to filing a dispute with the Director, Office of Procurement or designee. The contractor waives any dispute or claim not made in writing and received by the Director, Office of Procurement, within 30 days of the event giving rise to the dispute or claim, whether or not the contract administrator has responded to a written notice of claim or resolved the claim. The Director, Office of Procurement, must dismiss a dispute that is not timely filed. A dispute must be in writing, for specific relief, and any requested relief must be fully supported by affidavit of all relevant calculations, including cost and pricing information, records, and other information. At the County's option, the contractor agrees to be made a party to any related dispute involving another contractor.

9. DOCUMENTS, MATERIALS, AND DATA

All documents, materials, or data developed as a result of this contract are the County's property. The County has the right to use and reproduce any documents, materials, and data, including confidential information, used in the performance of, or developed as a result of, this contract. The County may use this information for its own purposes, including reporting to state and federal agencies. The contractor warrants that it has title to or right of use of all documents, materials or data used or developed in connection with this contract. The contractor must keep confidential all documents, materials, and data prepared or developed by the contractor or supplied by the County.

10. DURATION OF OBLIGATION

The contractor agrees that all of contractor's obligations and warranties, including all requirements imposed by the Minority Owned Business Addendum to these General Conditions, if any, which directly or indirectly are intended by their nature or by implication to survive contractor performance, do survive the completion of performance, termination for default, termination for convenience, or termination by mutual consent of the contract.

11. ENTIRE AGREEMENT

There are no promises, terms, conditions, or obligations other than those contained in this contract. This contract supersedes all communications, representations, or agreements, either verbal or written, between the parties hereto, with the exception of express warranties given to induce the County to enter into the contract.

12. ETHICS REQUIREMENTS/POLITICAL CONTRIBUTIONS

The contractor must comply with the ethics provisions contained in Chapters 11B and 19A, Montgomery County Code, which include the following:

- a) a prohibition against making or offering to make certain gifts. Section 11B-51(a).

Informal Solicitation #1180365

- b) a prohibition against kickbacks. Section 11B-51(b).
 - c) a prohibition against a person engaged in a procurement from employing or offering to employ a public employee. Section 11B-52(a).
 - d) a prohibition against a contractor that is providing a recommendation to the County from assisting another party or seeking to obtain an economic benefit beyond payment under the contract. Section 11B-52(b).
 - e) a restriction on the use of confidential information obtained in performing a contract. Section 11B-52(c).
 - f) a prohibition against contingent fees. Section 11B-53.
- Furthermore, the contractor specifically agrees to comply with Sections 11B-51, 11B-52, 11B-53, 19A-12, and/or 19A-13 of the Montgomery County Code. In addition, the contractor must comply with the political contribution reporting requirements currently codified under the Election Law at Md. Code Ann., Title 14.

13. GUARANTEE

- A. Contractor guarantees for one year from acceptance, or for a longer period that is otherwise expressly stated in the County's written solicitation, all goods, services, and construction offered, including those used in the course of providing the goods, services, and/or construction. This includes a guarantee that all products offered (or used in the installation of those products) carry a guarantee against any and all defects for a minimum period of one year from acceptance, or for a longer period stated in the County's written solicitation. The contractor must correct any and all defects in material and/or workmanship that may appear during the guarantee period, or any defects that occur within one (1) year of acceptance even if discovered more than one (1) year after acceptance, by repairing, (or replacing with new items or new materials, if necessary) any such defect at no cost to the County and to the County's satisfaction.
- C. Should a manufacturer's or service provider's warranty or guarantee exceed the requirements stated above, that guarantee, or warranty will be the primary one used in the case of defect. Copies of manufacturer's or service provider's warranties must be provided upon request.
- D. All warranties and guarantees must be in effect from the date of acceptance by the County of the goods, services, or construction.
- E. The contractor guarantees that all work shall be accomplished in a workmanlike manner, and the contractor must observe and comply with all Federal, State, County and local laws, ordinances and regulations in providing the goods, and performing the services or construction.
- F. Goods and materials provided under this contract must be of first quality, latest model and of current manufacture, and must not be of such age or so deteriorated as to impair their usefulness or safety. Items that are used, rebuilt, or demonstrator models are unacceptable, unless specifically requested by the County in the Specifications.

14. HAZARDOUS AND TOXIC SUBSTANCES

Manufacturers and distributors are required by federal "Hazard Communication" provisions (29 CFR 1910.1200), and the Maryland "Access to Information About Hazardous and Toxic Substances" Law, to label each hazardous material or chemical container, and to provide Material Safety Data Sheets to the purchaser. The contractor must comply with these laws and must provide the County with copies of all relevant documents, including Material Safety Data Sheets, prior to performance of work or contemporaneous with delivery of goods.

15. HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA) COMPLIANCE

In addition to the provisions stated above in Section 3. "Applicable Laws," contractor must comply with all requirements in the federal Health Insurance Portability and Accountability Act (HIPAA), to the extent that HIPAA is applicable to this contract. Furthermore, contractor must enter into the County's standard Business Associate Agreement or Qualified Service Organization Agreement when contractor or the County, as part of this contract, may use or disclose to one another, to the

Informal Solicitation #1180365

individual whose health information is at issue, or to a third-party, any protected health information that is obtained from, provided to, made available to, or created by, or for, the contractor or the County.

16. IMMIGRATION REFORM AND CONTROL ACT

The contractor warrants that both the contractor and its subcontractors do not, and shall not, hire, recruit or refer for a fee, for employment under this contract or any subcontract, an alien while knowing the alien is an unauthorized alien, or any individual without complying with the requirements of the federal Immigration and Nationality laws, including any verification and record keeping requirements. The contractor further assures the County that, in accordance with those laws, it does not, and will not, discriminate against an individual with respect to hiring, recruitment, or referral for a fee, of an individual for employment or the discharge of an individual from employment, because of the individual's national origin or, in the case of a citizen or prospective citizen, because of the individual's citizenship status.

17. INCONSISTENT PROVISIONS

Notwithstanding any provisions to the contrary in any contract terms or conditions supplied by the contractor, this General Conditions of Contract document supersedes the contractor's terms and conditions, in the event of any inconsistency.

18. INDEMNIFICATION

The contractor is responsible for any loss, personal injury, death and any other damage (including incidental and consequential) that may be done or suffered by reason of the contractor's negligence or failure to perform any contractual obligations. The contractor must indemnify and save the County harmless from any loss, cost, damage and other expenses, including attorney's fees and litigation expenses, suffered or incurred due to the contractor's negligence or failure to perform any of its contractual obligations. If requested by the County, the contractor must defend the County in any action or suit brought against the County arising out of the contractor's negligence, errors, acts or omissions under this contract. The negligence of any agent, subcontractor or employee of the contractor is deemed to be the negligence of the contractor. For the purposes of this paragraph, County includes its boards, agencies, agents, officials and employees.

19. INDEPENDENT CONTRACTOR

The contractor is an independent contractor. The contractor and the contractor's employees or agents are not agents of the County.

20. INSPECTIONS

The County has the right to monitor, inspect and evaluate or test all supplies, goods, services, or construction called for by the contract at all reasonable places (including the contractor's place of business) and times (including the period of preparation or manufacture).

21. INSURANCE

Prior to contract execution by the County, the proposed awardee/contractor must obtain at its own cost and expense the minimum insurance specified in the applicable table (See Tables A and B) or attachment to these General Conditions, with one or more insurance company(s) licensed or qualified to do business in the State of Maryland and acceptable to the County's Division of Risk Management. The minimum limits of coverage listed shall not be construed as the maximum as required by contract or as a limitation of any potential liability on the part of the proposed awardee/contractor to the County, nor shall failure by the County to request evidence of this insurance in any way be construed as a waiver of proposed awardee/contractor's obligation to provide the insurance coverage specified. Contractor must keep this insurance in full force and effect during the term of this contract, including all extensions. Unless expressly provided otherwise, Table A is applicable to this contract. The insurance must be evidenced by one or more

Informal Solicitation #1180365

Certificate(s) of Insurance and, if requested by the County, the proposed awardee/contractor must provide a copy of any and all insurance policies to the County. At a minimum, the proposed awardee/contractor must submit to the Director, Office of Procurement, one or more Certificate(s) of Insurance prior to award of this contract, and prior to any contract modification extending the term of the contract, as evidence of compliance with this provision. The contractor's insurance must be primary. Montgomery County, MD, including its officials, employees, agents, boards, and agencies, must be named as an additional insured on all liability policies. Contractor must provide to the County at least 30 days written notice of a cancellation of, or a material change to, an insurance policy. In no event may the insurance coverage be less than that shown on the applicable table, attachment, or contract provision for required insurance. After consultation with the Department of Finance, Division of Risk Management, the Director, Office of Procurement, may waive the requirements of this section, in whole or in part.

Please disregard TABLE A. and TABLE B., if they are replaced by the insurance requirements as stated in an attachment to these General Conditions of Contract between County and Contractor.

TABLE A. INSURANCE REQUIREMENTS

(See Paragraph #21 under the General Conditions of Contract between County and Contractor)

CONTRACT DOLLAR VALUES (IN \$1,000's)				
	Up to 50	Up to 100	Up to 1,000	Over 1,000
Workers Compensation (for contractors with employees)				
Bodily Injury by				
Accident (each)	100	100	100	See Attachment
Disease (policy limits)	500	500	500	
Disease (each employee)	100	100	100	
Commercial General Liability for bodily injury and property damage per occurrence, including contractual liability, premises and operations, and independent contractors	300	500	1,000	See Attachment
Minimum Automobile Liability (including owned, hired and non-owned automobiles)				
Bodily Injury				
each person	100	250	500	See Attachment
each occurrence	300	500	1,000	
Property Damage				
each occurrence	300	300	300	
Professional Liability*	250	500	1,000	See Attachment
for errors, omissions and negligent acts, per claim and aggregate, with one-year discovery period and maximum deductible of \$25,000				
<u>Certificate Holder</u>				
Montgomery County Maryland (Contract #)				

Informal Solicitation #1180365

CONTRACT DOLLAR VALUES (IN \$1,000's)				
	<u>Up to 50</u>	<u>Up to 100</u>	<u>Up to 1,000</u>	<u>Over 1,000</u>
Office of Procurement 27 Courthouse Square, Suite 330, Rockville, MD 20850				
*Professional services contracts only				

TABLE B. INSURANCE REQUIREMENTS

(See Paragraph #21 under the General Conditions of Contract between County and Contractor)

CONTRACT DOLLAR VALUES (IN \$1,000's)				
	<u>Up to 50</u>	<u>Up to 100</u>	<u>Up to 1,000</u>	<u>Over 1,000</u>
Commercial General Liability minimum combined single limit for bodily injury and property damage per occurrence, including contractual liability, premises and operations, independent contractors, and product liability	300	500	1,000	See Attachment
<u>Certificate Holder</u> Montgomery County Maryland (Contract #) Office of Procurement 27 Courthouse Square, Suite 330, Rockville, MD 20850				

22. INTELLECTUAL PROPERTY APPROVAL AND INDEMNIFICATION – INFRINGEMENT

If contractor will be preparing, displaying, publicly performing, reproducing, or otherwise using, in any manner or form, any information, document, or material that is subject to a copyright, trademark, patent, or other property or privacy right, then contractor must: obtain all necessary licenses, authorizations, and approvals related to its use; include the County in any approval, authorization, or license related to its use; and indemnify and hold harmless the County related to contractor's alleged infringing or otherwise improper or unauthorized use. Accordingly, the contractor must protect, indemnify, and hold harmless the County from and against all liabilities, actions, damages, claims, demands, judgments, losses, costs, expenses, suits, or actions, and attorneys' fees and the costs of the defense of the County, in any suit, including appeals, based upon or arising out of any allegation of infringement, violation, unauthorized use, or conversion of any patent, copyright, trademark or trade name, license, proprietary right, or other related property or privacy interest in connection with, or as a result of, this contract or the performance by the contractor of any of its activities or obligations under this contract.

23. INFORMATION SECURITY

A. Protection of Personal Information by Government Agencies:

In any contract under which Contractor is to perform services and the County may disclose to Contractor personal information about an individual, as defined by State law, Contractor must implement and maintain reasonable security procedures and practices that: (a) are appropriate to the nature of the personal information disclosed to the Contractor; and (b) are reasonably designed to help protect the personal information from unauthorized access, use, modification, disclosure, or destruction. Contractor's requirement to implement and maintain reasonable security practices and procedures must include requiring any third-party to whom it discloses personal information that was originally disclosed to Contractor by the County to also implement and maintain reasonable security practices and procedures related to protecting the personal information. Contractor must notify the County of a breach of the security of a system if the unauthorized acquisition of an individual's personal information has occurred or is reasonably likely to occur, and also must share with the County all information related to the breach. Contractor must provide the above notification to the County as soon as reasonably practicable

Informal Solicitation #1180365

after Contractor discovers or is notified of the breach of the security of a system. Md. Code Ann., State Gov't. § 10-1301 through 10-1308 (2013).

B. Payment Card Industry Compliance:

In any contract where the Contractor provides a system or service that involves processing credit card payments (a "Payment Solution"), the Payment Solution must be Payment Card Industry Data Security Standard Compliant ("PCI-DSS Compliant"), as determined and verified by the Department of Finance, and must (1) process credit card payments through the use of a Merchant ID ("MID") obtained by the County's Department of Finance by and in the name of the County as merchant of record, or (2) use a MID obtained by and in the name of the Contractor as merchant of record.

24. NON-CONVICTION OF BRIBERY

The contractor hereby declares and affirms that, to its best knowledge, none of its officers, directors, or partners or employees directly involved in obtaining contracts has been convicted of bribery, attempted bribery, or conspiracy to bribe under any federal, state, or local law.

25. NON-DISCRIMINATION IN EMPLOYMENT

The contractor agrees to comply with the non-discrimination in employment policies and/ or provisions prohibiting unlawful employment practices in County contracts as required by Section 11B 33 and Section 27 19 of the Montgomery County Code, as well as all other applicable state and federal laws and regulations regarding employment discrimination.

The contractor assures the County that, in accordance with applicable law, it does not, and agrees that it will not, discriminate in any manner on the basis of race, color, religious creed, ancestry, national origin, age, sex, marital status, disability, or sexual orientation.

The contractor must bind its subcontractors to the provisions of this section.

26. PAYMENT AUTHORITY

No payment by the County may be made, or is due, under this contract, unless funds for the payment have been appropriated and encumbered by the County. Under no circumstances will the County pay the contractor for legal fees, late fees, or shipping fees that are not provided for in the contract. The contractor must not proceed to perform any work (provide goods, services, or construction) prior to receiving written confirmation that the County has appropriated and encumbered funds for that work. If the contractor fails to obtain this verification from the Office of Procurement prior to performing work, the County has no obligation to pay the contractor for the work.

If this contract provides for an additional contract term for contractor performance beyond its initial term, continuation of contractor's performance under this contract beyond the initial term is contingent upon, and subject to, the appropriation of funds and encumbrance of those appropriated funds for payments under this contract. If funds are not appropriated and encumbered to support continued contractor performance in a subsequent fiscal period, contractor's performance must end without further notice from, or cost to, the County. The contractor acknowledges that the County Executive has no obligation to recommend, and the County Council has no obligation to appropriate, funds for this contract in subsequent fiscal years. Furthermore, the County has no obligation to encumber funds to this contract in subsequent fiscal years, even if appropriated funds may be available. Accordingly, for each subsequent contract term, the contractor must not undertake any performance under this contract until the contractor receives a purchase order or contract amendment from the County that authorizes the contractor to perform work for the next contract term.

27. P-CARD OR SUA PAYMENT METHODS

The County is expressly permitted to pay the vendor for any or all goods, services, or construction under the contract through either a procurement card ("p-card") or a Single Use Account ("SUA") method of payment, if the contractor accepts the noted payment method from any other person. In that event, the County reserves the right to pay any or all amounts due under the contract by using either a p-card (except when a purchase order is required) or a SUA method of payment, and the contractor must accept the County's p-card or a SUA method of payment, as applicable. Under this paragraph, contractor is prohibited from charging or requiring the County to pay any fee, charge, price, or other obligation for any reason related to or associated with the County's use of either a p-card or a SUA method of payment.

28. PERSONAL PROPERTY

All furniture, office equipment, equipment, vehicles, and other similar types of personal property specified in the contract, and purchased with funds provided under the contract, become the property of the County upon the end of the contract term, or upon termination or expiration of this contract, unless expressly stated otherwise.

29. TERMINATION FOR DEFAULT

The Director, Office of Procurement, may terminate the contract in whole or in part, and from time to time, whenever the Director, Office of Procurement, determines that the contractor is:

- a) defaulting in performance or is not complying with any provision of this contract;
- b) failing to make satisfactory progress in the prosecution of the contract; or
- c) endangering the performance of this contract.

The Director, Office of Procurement, will provide the contractor with a written notice to cure the default. The termination for default is effective on the date specified in the County's written notice. However, if the County determines that default contributes to the curtailment of an essential service or poses an immediate threat to life, health, or property, the County may terminate the contract immediately upon issuing oral or written notice to the contractor without any prior notice or opportunity to cure. In addition to any other remedies provided by law or the contract, the contractor must compensate the County for additional costs that foreseeably would be incurred by the County, whether the costs are actually incurred or not, to obtain substitute performance. A termination for default is a termination for convenience if the termination for default is later found to be without justification.

30. TERMINATION FOR CONVENIENCE

This contract may be terminated by the County, in whole or in part, upon written notice to the contractor, when the County determines this to be in its best interest. The termination for convenience is effective on the date specified in the County's written notice. Termination for convenience may entitle the contractor to payment for reasonable costs allocable to the contract for work or costs incurred by the contractor up to the date of termination. The contractor must not be paid compensation as a result of a termination for convenience that exceeds the amount encumbered to pay for work to be performed under the contract.

31. TIME

Time is of the essence.

32. WORK UNDER THE CONTRACT

Contractor must not commence work under this contract until all conditions for commencement are met, including execution of the contract by both parties, compliance with insurance requirements, encumbrance of funds, and issuance of any required notice to proceed.

33. WORKPLACE SAFETY

The contractor must ensure adequate health and safety training and/or certification, and must comply with applicable federal, state and local Occupational Safety and Health laws and regulations.

THIS FORM MUST NOT BE MODIFIED WITHOUT THE PRIOR APPROVAL OF THE OFFICE OF THE COUNTY ATTORNEY.

Rev. 07/2022

SECTION C. SPECIAL TERMS AND CONDITIONS

1. GENERAL CONDITIONS

The General Conditions of Contract between County & Contractor (Section B) are incorporated and made part of this Informal Solicitation and any resultant contract.

2. COMPENSATION

The County will pay the Contractor in accordance with ATTACHMENT A, Fee Schedule. The maximum amount of compensation under this contract must not exceed \$30,000.

3. CONTRACT ADMINISTRATOR

The Contract Administrator, or designee, is responsible for inspecting all work and authorizing payment upon acceptance.

The designated Contract Administrator for the County Council is Stephen Mathany,
Stephen.Mathany@montgomerycountymd.gov

4. CONTRACT TERM

The term of the contract is for one (1) year from the date of signature by the Director, Office of Procurement. Before the contract term ends, the Director may (but is not required to) renew this contract, if the Director determines that renewal is in the best interests of the County. The Contractor's satisfactory performance does not guarantee renewal of this Contract. The Director may exercise this option to renew for two additional one-year periods. The contract will automatically terminate once \$99,999 has been spent.

5. ANNUAL PRICE ADJUSTMENT

Prices quoted are firm for a period of one year after execution of the contract. Any request for a price adjustment after this one-year period, is subject to the following:

- A. Approval or rejection by the Director, Office of Procurement or designee.
- B. **Must be submitted in writing to the Director, Office of Procurement, and accompanied by supporting documentation justifying the Contractor's request.** A request for any price adjustment may not be approved unless the contractor submits to the County sufficient justification to support that the Contractor's request is based on its net increase in costs in delivering the goods/services to the County under the contract terms.
- C. Must be submitted sixty (60) days prior to the contract expiration date, if the contract is being amended.
- D. May not be approved in an amount that exceeds the annual percentage change of the Consumer Price Index (CPI) for the twelve-month period immediately prior to the date of the request. **The request must not exceed the CPI for all urban consumers issued for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan area by the United States Department of Labor, Bureau of Labor Statistics for ALL ITEMS.** The County will approve only one price adjustment for each contract term, if a price adjustment is approved.
- E. Should be effective sixty (60) days from the date of receipt of the contractor's request.
- F. Must be executed by written contract amendment.

6. ETHICS

As a result of being awarded a contract resulting from this solicitation, the successful contractor may be ineligible for the award of related contracts. In this regard, Montgomery County Code Sections 11B-52 (b) and (c) state the following:

A contract providing an analysis or recommendation to the County concerning a particular matter must not, without first obtaining the written consent of the Chief Administrative Officer:

Informal Solicitation #1180365

- b) *Assist another part in the matter or another person if the person has a direct and substantial interest in the matter; or*
- c) *Seek or obtain an economic benefit from the matter in addition to payment to the contractor by the County.*

7. INDEPENDENT CONTRACTOR/CONTRACTOR CONDUCT

- A. For the purposes of this Contract, the Contractor's personnel and the personnel retained by any approved subcontractor engaged by the Contractor are the employees, consultants, workers and contractors of the Contractor or subcontractor, as applicable. The Contractor's personnel and the personnel of any subcontractor engaged by the Contractor are not employees of Montgomery County. The Contractor's personnel and the personnel of any subcontractor engaged by the Contractor must not represent themselves as an employee of the County in their interaction with the public, other contractors, or County employees. In situations where the Contractor's personnel or the personnel of any subcontractor engaged by the Contractor may be mistaken for a County employee, the Contractor's personnel and the personnel of any subcontractor engaged by the Contractor must disclose that they are working under a County contract and that they are not a County employee. Persons assigned to work for the County under this Contract must not set policies for the County or independently interpret County policies.
- B. The Contractor must provide administrative oversight for, and coordinate the recruitment, hiring/subcontracting, termination and placement of, qualified individuals who will provide the services as stipulated in this Contract. The Contractor must also provide overall supervision, control over, and direction of all personnel who work under this Contract in the provision of the services described in this Contract.
- C. The Contractor and any subcontractor engaged by the Contractor must abide by all federal, state and local labor laws and regulations and all applicable federal, state, and local tax laws and regulations in the hiring and management of all personnel employed or retained to provide services to the County under this Contract. For purposes of this Contract, "personnel" means the employees, consultants, contractors, or other worker retained by the Contractor or any subcontractor engaged by the Contractor to provide the services under this Contract.
- D. The Contractor or any subcontractor engaged by the Contractor, as applicable, must be responsible for all taxes, as well as other obligations or benefits related to its workers, including F.I.C.A., federal, and state withholdings, unemployment, and workers' compensation for persons who work for the Contractor or the subcontractor engaged by the Contractor under this Contract in the provision of the services described in this Contract.
- E. The Contractor's personnel and the personnel of any subcontractor engaged by the Contractor to provide services under this Contract are not entitled to the use of, and must not use, County vehicles.
- F. The Contractor's personnel and the personnel of any subcontractor engaged by the Contractor are not entitled to benefits available to County employees, including but not limited to credit union membership, administrative leave, access to deferred compensation benefits, affirmative action initiatives, personnel services, employee training, and other County employee benefits.
- G. The Contractor or any subcontractor engaged by the Contractor, as applicable, is solely responsible for all costs or expenses related to personnel costs of its personnel, including those related to wages, benefits, training, mileage, travel, parking, fringe benefits and paid leave.

Informal Solicitation #1180365

- H. Upon request by the County, the Contractor must provide the County with access to any materials, records or reports produced by any of the Contractor's or the subcontractor's personnel, including, but not limited to pamphlets, surveys, evaluations, training materials and customized software. Any materials, records, or reports produced by the Contractor's personnel or the personnel of any subcontractor engaged by the Contractor performing work under this Contract are the County's property.
- I. The County will own all work products produced by the Contractor or any subcontractor engaged by the Contractor to provide services under this Contract when those work products are produced: 1) while assigned to the County Contract; 2) during the time and/or in the space used for County contract work; and 3) within the general scope of work assigned under the Contract. The County has the sole right to own, license, sell or use such work products. The Contractor's or subcontractor's personnel, and the personnel of any contractor or subcontractor engaged by the Contractor will have no such rights to work products produced for the County.
- J. All original content and work products developed under this Contract, including, but not limited to, graphics, data, content, information, photos and other products developed as a result of the work performed under the Contract are the sole and exclusive property of Montgomery County, Maryland; are for the exclusive, unlimited use of the County; and must not be used or distributed by the Contractor without prior written permission of the County.
- K. The Contractor must: ensure that any third-party references, graphics, or resource materials used are royalty-free; have licenses for use of such materials when applicable; and properly credit such materials to their source when so required by the source.
- L. The Contractor must not use, publish, or release any information relative to the Contract without the prior written approval of the Contract Administrator, including, but not limited to, mailing lists, brochures, pamphlets, catalogs, data, drawings, photos, reports, video or media clips, descriptions and correspondence. Any such information generated by the Contractor specifically for use in performing the work under the Contract must not be issued, published, or released by the Contractor without prior written consent of the Contract Administrator.

8. INVOICES

All true and correct invoices and all inquiries regarding payment are to be sent to Sonya Healy, Legislative Information Officer, sonya.healy@montgomerycountymd.gov and Lucia Jimenez, Public Information Officer, lucia.jimenez@montgomerycountymd.gov. **Failure to promptly comply with this requirement must delay payment.**

9. PURCHASE OF GOODS BY NON-PROFIT ORGANIZATIONS

Pursuant to the requirements set forth in the Montgomery County Code, Chapter 11B-49, the Contractor agrees to extend the same terms, conditions, and prices for the goods provided by the Contractor pursuant to this contract to those Non-Profit organizations which may need the goods in order to perform a contract with the County. Non-Profit Organizations are defined as those organizations that are exempt from taxation under Section 501(c)(3) of the Internal Revenue Code but are not defined as a "public entity" under subsection (n) of Chapter 11B-1 of the Montgomery County Code.

10. TRAVEL TIME

No payment for travel time to or from a job site shall be charged. Charges begin when the Contractor arrives at each job site and end when the Contractor leaves each job site. The Project Coordinator or Contract Administrator will verify time records.

SECTION D. SCOPE OF SERVICES

1. BACKGROUND

The Montgomery County Council is interested in retaining the services of a qualified contractor providing media monitoring services. The contractor will provide County staff and government offices with tools to monitor Montgomery County content and public policy issues across platforms. This service should provide clients with real-time alerts from media channels, including online, print, broadcast (TV & Radio), and social media.

In addition to monitoring national media coverage across all mediums, the contractor must also provide a service to find journalists that will amplify Montgomery County messaging

2. SCOPE OF SERVICES

The service must provide:

- Instant notifications: The service should send alerts every time a piece of content matches the keywords that the County Council has identified. The alerts can be shared via email and/or text.
- A mechanism to view a full picture of what is being said about the Council across overall media channels, including online, print, broadcast (TV & Radio), and social media.
- Real-time data on social media activity, including share counts and data specific on the content being pushed out, which will allow the Council to see what is resonating with audiences on Twitter, Facebook, and Instagram.
- A tool to monitor coverage across multiple countries and languages using speech-to-text recognition technologies.
- A simple way to discover television and radio clips that will be of interest to the Council, and the ability to store, edit and share those clips when needed.
- Analytics through reporting tools that quickly measure the Council's work and community impact.
- A keyword search that can identify media contacts based on the content of their work and position in media organizations. The Council must be able to identify media contacts via a scanning tool to keep media contact lists current.
- Access to databases with up-to-date media contacts; up to date is herein defined as a database that is updated at least once a month.
- A tool to engage with media contacts and track the Council's outreach efforts. The tool must provide built-in analytics, which include open and click through rates, measuring the length of time each media contact spent reading the Council's outreach emails.
- A tool to track how Council content is read, absorbed and re-purposed. A robust customer service accessibility tool and customer service line.
- A defined training plan on the system's capabilities to train the staff members ("users") that will have logins to use the system.

3. COUNTY'S RESPONSIBILITIES

The Legislative Information Office will provide general direction to the contractor.

4. REPORTS

Any required reports will be provided by the Contractor within the Scope of Services and at the direction of the Legislative Information Officer.

5. CONTRACTOR'S QUALIFICATIONS

The Contractor must demonstrate the following:

Informal Solicitation #1180365

- Experience in county government, policy research, and/or policy analysis, with an emphasis on media monitoring evaluation in these sectors.
- It has sufficient tool(s) that monitor and provide real-time alerts on overall medial channels (online, print, TV & radio broadcasts, social media), including examples of alerts sent on predefined content matches and keywords from past projects.
- Experience interacting with diverse groups of clients and in multiple languages.

6. INFORMATION SECURITY

The Contractor must use commercially responsible efforts to ensure that the County's information resources, including electronic data assets, are protected from theft, unauthorized destruction, use, modification, or disclosure as deemed necessary under the County's Information Resources Security Procedure (AP 6-7). To the extent the County has access to the County's network, the Contractor must adhere to the County's Information Resources Security Procedure (6-7). (Attachment D)

SECTION E. METHOD OF AWARD/EVALUATION CRITERIA

1. PROCEDURES

- Upon receipt of proposals, the Subject Matter Experts (SME) will review and evaluate all proposals in accordance with the evaluation criteria listed below. The SME will also review for responsibility.
- Vendor interviews will be conducted with each contractor who submits a proposal that scores a minimum of **seventy (70)** points based on the below evaluation criteria.
- The SME will make its award recommendation of the highest ranked offeror based on the written score and interview scores combined and its responsibility determination.
- After the successful conclusion of negotiations, the using department will forward the contract to the Director, Office of Procurement will execute the awarded contract.

2. EVALUATION CRITERIA

A. **Written Evaluation Criteria**

	<u>MAX POINTS</u>
1. Overall quality, clarity, and responsiveness of the proposal and understanding of the work to be performed in accordance with the Council's needs.	<u>30 Points</u>
2. Documentation of examples of experience in either: county government, policy research, policy analysis, with an emphasis on media monitoring evaluation in these sectors.	<u>20 Points</u>
3. Demonstration of tool(s) that monitor and provide real-time alerts on overall media channels (online, print, TV & radio broadcasts, social media, etc.), including examples of alerts sent on predefined content matches and keywords from past projects.	<u>20 Points</u>
4. Examples of experience interacting with diverse groups of clients and in multiple languages.	<u>20 Points</u>
5. Fee Schedule (Attachment A)	<u>10 Points</u>
Total Written	<u>100 Points</u>

B. **Interview Evaluation**

	<u>MAX POINTS</u>
1. Overall quality, clarity, and responsiveness of the proposal and understanding of the work to be performed in accordance with the Council's needs.	<u>30 Points</u>

Informal Solicitation #1180365

2. Documentation of examples of experience in either: county government, policy research, policy analysis, with an emphasis on media monitoring evaluation in these sectors.	20 Points
3. Demonstration of tool(s) that monitor and provide real-time alerts on overall media channels (online, print, TV & radio broadcasts, social media, etc.), including examples of alerts sent on predefined content matches and keywords from past projects.	20 Points
4. Examples of experience interacting with diverse groups of clients and in multiple languages.	20 Points
5. Fee Schedule (Attachment A)	10 Points
Total Interview	100 Points

SECTION F. SUBMISSIONS

- A. Offerors must submit their proposal in the format below. Written proposals will be evaluated on only material that is submitted. The offeror must submit sufficient information to enable the Evaluation Committee to evaluate the offeror's capabilities and experience. Proposals must include the following information:
1. A cover letter with a brief description of the business entity, including the offeror's name, address, telephone number, and email address.
 2. The completed Acknowledgement Page of this solicitation, signed by a person authorized to bind the offeror to the proposal.
 3. At least three references that may be contacted to attest to the quality and timeliness of the offeror's work of similar nature and scope as that required by the County in this solicitation. (Attachment C)
 4. The offeror must submit the appropriate Wage Requirements Law forms (PMMD-177, see #3 below Web-links).
 5. Minority, Female, Disabled Persons Subcontractor Performance Plan (PMMD-65, see #2 below Web-links).
 6. A resume demonstrating qualifications to perform the Scope of Services.
 7. Fee Schedule (Attachment A)

WEB-LINKS FOR DOCUMENTS AND FORMS:

1. Central Vendor Registration System, www.mcipcc.net.
2. Minority, Female, Disabled Person Subcontractor Performance Plan and Sample MFD Report of Payments Received, www.montgomerycountymd.gov/PRO/Resources/Files/SolForm/PMMD-65.pdf, www.montgomerycountymd.gov/PRO/Resources/Files/SolForm/PMMD-97.pdf.
3. Wage Requirements for Services Contracts Addendum and Wage Requirements Certification Form and 501(c)(3) Nonprofit Organization's Employee's Wage and Health Insurance Form, www.montgomerycountymd.gov/PRO/Resources/Files/SolForm/PMMD-177.pdf.

**ATTACHMENT A,
FEE SCHEDULE**

For the requirements included in this Informal Mini including services as described in the SCOPE OF SERVICES (Section D); the hourly rate must include any and all costs for the performance of work outlined herein, and be fully burdened including overhead, profit, insurance, etc.

Media Issue Monitoring Services

\$ _____

ATTACHMENT B, MANDATORY INSURANCE REQUIREMENTS

MANDATORY MINIMUM INSURANCE REQUIREMENTS – Media Monitoring Services - Tools to monitor and provide real-time alerts on overall media channels (online, print, TV & Radio broadcast, and Social Media - send alerts on predefined content matches and keywords, Real-time data on social media activity - Discover clips of interest to the Council

Prior to the execution of the contract by the County, the proposed awardee/contractor must obtain, at their own cost and expense, the following *minimum* (not maximum) insurance coverage with an insurance company/companies licensed to conduct business in the State of Maryland and acceptable to the Division of Risk Management. This insurance must be kept in full force and effect during the term of this contract, including all extensions. The insurance must be evidenced by a certificate of insurance, and if requested by the County, the proposed awardee/contractor shall provide a copy of the insurance policies and additional insured endorsements. The minimum limits of coverage listed below shall not be construed as the maximum as required by contract or as a limitation of any potential liability on the part of the proposed awardee/contractor to the County nor shall failure to request evidence of this insurance in any way be construed as a waiver of proposed awardee / contractor's obligation to provide the insurance coverage specified. The Contractor's insurance shall be primary with the County's being non-contributory.

Commercial General Liability

A minimum limit of liability of **one million dollars (\$1,000,000), per occurrence** for bodily injury, personal injury and property damage coverage per occurrence including the following coverages:

- Contractual Liability
- Premises and Operations
- Independent Contractors & Subcontractors
- Products and Completed Operations

Technology Errors & Omissions

To the extent that Contractor/Supplier provides software, hardware, software or system development, consulting services, or Internet/Application Service Provider services (e.g., outsourced functions such as web-hosting), Technology Errors & Omissions (or technology professional liability coverage) insurance, including coverage for loss or disclosure of electronic data, media and content rights infringement and liability, network security failure and software copyright infringement liability due to the failure of Supplier's products or Services with limits of not less than **one million dollars (\$1,000,000) per claim**. If the policy is written on a claims-made basis, the coverage must remain in force for a period of at least two (2) years following the provision or performance of the Deliverables.

Subcontractor Requirements

Unless otherwise stated below the proposed awardee/contractor shall require all subcontractors to obtain, and maintain, insurance with limits equal to, or greater, than those limits required within the contract.

Additional Insured

Montgomery County, Maryland, its elected and appointed officials, officers, consultants, agents and employees, must be included as an additional insured on an endorsement to Contractor's **commercial general**, and **contractor's excess/umbrella** insurance policies, if used to satisfy the Contractor's minimum insurance requirements under this contract, for liability arising out of contractor's products, goods and services provided under this contract. The stipulated limits of coverage above shall not be construed as a limitation of any potential liability of the contractor. Coverage pursuant to this Section shall not include any provision that would bar, restrict, or preclude coverage for claims by Montgomery County against Contractor, including but not limited to "cross-liability" or "insured vs insured" exclusion provisions.

Policy Cancellation

Should any of the above policies be cancelled before the expiration date thereof, written notice must be delivered to the County in accordance with the policy provisions.

Informal Solicitation #1180365

Certificate Holder

Montgomery County, Maryland
Office of the Montgomery County Council / Stephen Mathany
100 Maryland Ave., 4th Fl.
Rockville, MD 20850

**ATTACHMENT C,
REFERENCES**
(must submit at least three)

You are requested to provide references to the County with your proposal. The three (3) references must be from individuals or firms for whom work of a similar scope has been performed within the last three years. Names for references shall be of individuals who directly supervised or had direct knowledge of the services or goods provided.

NAME OF FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____ CELL PH _____

NAME OF FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____ CELL PH _____

NAME OF FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____ CELL PH _____

	MONTGOMERY COUNTY ADMINISTRATIVE PROCEDURE Offices of the County Executive-101 Monroe Street-Rockville, Maryland 20850	NO. 6-7
		PAGE 1 of 3
		DATE: 8/1/19
Title	Information Security	

1.0 Purpose

To establish an Administrative Procedure (AP) for the Users of the County's Information System(s) to ensure that the County's Information System(s) is used and administered in a manner that protects it from unauthorized or inadvertent access, use, destruction, modification, disclosure, theft, or denial of service.

2.0 Definitions

- 2.1 Compliance-Mandated Departments or Information Systems – Departments or Information Systems that process, store, and/or transmit data subject to security restrictions imposed by the Federal and State governments, Health Insurance Portability and Accountability Act (HIPAA), FBI Criminal Justice Information Services Division (FBI CJIS), and the Payment Card Industry Data Security Standard (PCI-DSS).
- 2.2 Department of Technology Services (DTS) – An Executive Branch department responsible for County Government enterprise information systems and telecommunications.
- 2.3 Enterprise Information Security Office EISO – An office within DTS that is responsible for the security of the County's Information System(s).
- 2.4 Information System – A discrete set of information resources organized for the collection, processing, maintenance, use, sharing, dissemination, or disposition of information.
- 2.5 Information System Registry – a central repository containing information on Information System(s).
- 2.6 Users – Individual or (system) process acting on behalf of an individual, authorized to access a system.
- 2.7 Using Department ("Department") – a department or office that owns or uses an Information System.

3.0 Policy

- 3.1 Montgomery County Government will implement security policies following security controls and associated assessment procedures defined in the most current revision of NIST SP 800–53 Recommended Security Controls for Federal Information Systems and Organizations, as adapted for County use.
- 3.2 Users must review and abide by the AP 6–7 Information Security Rules of Behavior Handbook. The handbook describes the rules associated with user's responsibilities in the use of an Information System.
- 3.3 All Departments, System owners, and data owners must review and abide by the AP 6–7 Information Security System and Data Owners Handbook, and must develop, document, and disseminate to their departments' Users procedures that implement this Administrative Procedure and associated Handbooks.
- 3.4 Compliance-Mandated Departments, System owners, and data owners must use this Administrative Procedure as baseline policy, and develop, document, and disseminate to their users Information System policies and procedures based on compliance specific guidelines. The policies and procedures must be managed by a designated official within the Department.
- 3.5 DTS must maintain and publish the Information Security Rules of Behavior Handbook and the Information Security System and Data Owners Handbook addressing the following NIST SP 800–53 Recommended Security Controls families:
 - 3.5.1 Information Access Control
 - 3.5.2 Information Security Awareness and Training
 - 3.5.3 Audit and Accountability
 - 3.5.4 Information Security Assessment, Authorization and Monitoring
 - 3.5.5 Configuration Management

	MONTGOMERY COUNTY ADMINISTRATIVE PROCEDURE Offices of the County Executive-101 Monroe Street-Rockville, Maryland 20850	NO. 6-7
		PAGE 2 of 3
		DATE: 8/1/19
Title	Information Security	

- 3.5.6 Contingency Planning
- 3.5.7 Identification and Authentication
- 3.5.8 Incident Response
- 3.5.9 Maintenance
- 3.5.10 Media Protection
- 3.5.11 Physical and Environmental Protection
- 3.5.12 Planning
- 3.5.13 Personnel Security
- 3.5.14 Risk Assessment
- 3.5.15 System and Services Acquisition
- 3.5.16 System and Communication Protection
- 3.5.17 System and Information Integrity
- 3.5.18 Program Management
- 3.5.19 Exemption from Administrative Procedure
- 3.6 Exemptions – Any deviations from this policy, including Information Security Rules of Behavior Handbook and Information Security System and Data Owners Handbook, require an Exemption Request to be submitted in writing by the Using Department and approved in by DTS EISO. The request must describe a) the business case justification, b) compensating controls, c) duration, and d) the specific user, system, or application to be exempted. DTS EISO must track and report on exemptions granted.
- 3.7 Information System Registration – Using Departments must register all Information Systems with DTS and keep the registry updated at all times.
- 3.8 Information System Authorization – A Risk Assessment must be performed and approved by DTS, before any new Information System is put in production. Periodic Risk Assessments must be performed for existing Information Systems, as determined by DTS. Operations of any Information System not approved by DTS must have an approved exemption or be removed from operations.
- 3.9 Violation of this procedure is prohibited and may lead to disciplinary action, including dismissal, and other legal remedies available to the County. A County employee who violates this administrative procedure may be subject to disciplinary action, in accordance with Montgomery County law and executive regulations, including without limitation, the Personnel laws and regulations, the Ethics Laws, currently codified at Chapter 33, COMCOR Chapter 33, and Chapter 19A of the County Code, respectively, and applicable collective bargaining agreements, as amended.
- 3.10 In any contract where a contractor or business partner may have remote access to, or otherwise work or interface with, Information System(s), the following language, or language of similar import, must be included in the solicitation document and the contract, and AP 6–7 must be attached:

The Contractor may be afforded remote access privileges to Information Systems, or otherwise work on or interface with Information Systems, and must ensure that the Information Systems, including electronic data assets, are protected from unauthorized or inadvertent access, use, destruction, modification, disclosure, theft, or denial of service. The Contractor must adhere to the County's Information Security Procedure (AP 6–7), which is attached to, incorporated by reference into, and made a part of this contract.

4.0 Responsibilities

	MONTGOMERY COUNTY ADMINISTRATIVE PROCEDURE Offices of the County Executive-101 Monroe Street-Rockville, Maryland 20850	NO. 6-7
		PAGE 3 of 3
		DATE: 8/1/19
Title	Information Security	

4.1 User – User uses Information System(s) for County business purposes only and in compliance with this administrative procedure.

4.2 Department

- 4.2.1 Ensures users participate in the County's Information Security Awareness Training Program and comply with the County's information technology security procedures including this administrative procedure and the Information Security Rules of Behavior Handbook and the Information Security System and Data Owners Handbook.
- 4.2.2 Enunciates department-specific information security policies and procedures and train users on them.
- 4.2.3 Reviews and updates department-specific information security policies and procedures annually.
- 4.2.4 Incorporates this administrative procedure in contracts if a contractor's employees or its agents are provided access to the Information Systems.
- 4.2.5 Cooperates with DTS in the vulnerability testing and remediation process of department-operated Information Systems assets.
- 4.2.6 Reports security incidents per procedure and assist in their investigation and prevention.
- 4.2.7 Assists DTS with maintaining Information Systems in compliance with this administrative procedure.
- 4.2.8 Ensures that all Information Systems are registered with DTS and updated annually.
- 4.2.9 Reports on compliance to handbooks as referenced in the **Information Security Rules of Behavior Handbook and the Information Security System and Data Owners Handbook.**

4.3 DTS

- 4.3.1 Provides information security awareness training.
- 4.3.2 Reports Information Security risk and compliance status to the CAO.
- 4.3.3 Advises Departments on information security issues.
- 4.3.4 Assists Departments in the remediation of identified vulnerabilities.
- 4.3.5 Advises Departments in the secure design of Information Systems.
- 4.3.6 Periodically conducts security scans and vulnerability testing to identify vulnerabilities.
- 4.3.7 Leads investigations and responses to Information System security incidents.
- 4.3.8 Monitors Information System security threats and manages countermeasures.
- 4.3.9 Reviews Information System solicitations/contracts for inclusion of Information Security procedure and policy.
- 4.3.10 Performs/Evaluates Risk Assessments for all new Information Systems, and periodically for all existing Information Systems identified as critical/sensitive by the Using Department and or DTS.
- 4.3.11 Maintains and implements enterprise Information System security measures; reviews and updates information security policies and handbooks.
- 4.3.12 Manages the exemption process.
- 4.3.13 Monitors and reports on Data Owners' and Departments' compliance with this AP.

5.0 Departments Affected

All Executive Branch departments and offices

6.0 Appendices

Information Security Rules of Behavior Handbook

Information Security System and Data Owners Handbook