



COMMISSIONERS COURT
COMMUNICATION

COURT ORDER NUMBER _____

PAGE 1 OF 18

DATE: 10/1/2024

SUBJECT: CONSIDERATION OF CONTRACT - RFP NO. F2024026 - ANNUAL CONTRACT FOR MARKETING SERVICES - COUNTYWIDE - PROSCALAR, LLC

***** CONSENT AGENDA *****

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court consider a contract for RFP No. F2024026, Annual Contract for Marketing Services, Countywide, with Proscalar, LLC.

BACKGROUND

On January 23, 2024, the Commissioners Court, through Court Order #142495, awarded RFP No. F2024026, Annual Contract for Marketing Services, Countywide, to the following vendors at the per contact terms:

Primary Belmont Icehouse, LLC
Proscalar, LLC

This request is to allow Proscalar, LLC to develop a public-facing website for the County Clerk’s Office, which will educate the public about the role of the County Clerk in Tarrant County. This website will showcase historical documents and notable artifacts about the County Clerk.

The term of the contract is effective through January 22, 2025.

The Statement of Work is attached for approval and signature. The Criminal District Attorney’s Office reviewed this contract as to form.

FISCAL IMPACT

Funding in the amount of \$18,000.00 is available in account 21300-2025 Records Preservation-Restoration/4820111000 Preservation/569011 Professional Services.

SUBMITTED BY	Purchasing	PREPARED BY:	Kehinde Olugbile
		APPROVED BY:	Christopher Lax, CPSM, CPSD, CPCP

76

CO# 144029



COMMISSIONERS COURT
COMMUNICATION

COURT ORDER NUMBER _____
PAGE 1 OF 18
DATE: 10/1/2024

SUBJECT: **CONSIDERATION OF STATEMENT OF WORK - RFP NO. F2024026 - ANNUAL CONTRACT FOR MARKETING SERVICES - COUNTYWIDE - PROSCALAR, LLC**

***** CONSENT AGENDA *****

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court consider Statement of Work for RFP No. F2024026, Annual Contract for Marketing Services, Countywide, with Proscalar, LLC.

BACKGROUND

On January 23, 2024, the Commissioners Court, through Court Order #142495, awarded RFP No. F2024026, Annual Contract for Marketing Services, Countywide, to the following vendors at the per contact terms:

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		APPROVED BY:	Christopher Lax, CPSM, CPSD, CPCP

// STATEMENT OF WORK

// Overview



Tarrant County,
County Clerk



*Virtualization
Preservation & Research
Website*

This Statement of Work ("SOW") is made and entered into by and between Proscalar, LLC, a Texas-registered Limited Liability Corporation with an office at 2415 W Grapevine Mills Ct, Suite 593, Grapevine, TX 76051 (together with its affiliates and subsidiaries, "Proscalar"), and the Tarrant County, County Clerk, with an office at 100 W. Weatherford St., Room B80, Fort Worth, TX 76196 ("Tarrant County" or "Client").

This SOW outlines the product marketing services to be provided to the Tarrant County Clerk's Office by Proscalar for developing a historical research and archive Virtualization Website Project with a Not To Exceed cost of \$18,000 excluding any Change Orders or additional deliverables to support extended project reviews, approvals, or extra status meetings. Core categories of support with this SOW include architecture and design research, minimal viable product pilot website development, website story development, supporting website analytics implementation, and launch promotion planning. This SOW is subject to the terms and conditions outlined in the Tarrant County RFP No. F2024026, Annual Contract for Marketing Services & RFP Response to RFP F2024026.

Except for provisions expressly stated herein, all other conflicts between this SOW and the RFP F2024026 & RFP Response to RFP F2024026 shall be governed by the terms and conditions of the RFP F2024026 & RFP Response to RFP F2024026. Capitalized terms not defined herein shall have the meaning given to them in the RFP F2024026 & RFP Response to RFP F2024026. The captions and headings of this SOW are for convenience of reference only and shall not affect the interpretation of this SOW.

// 1. Project Management & Contacts

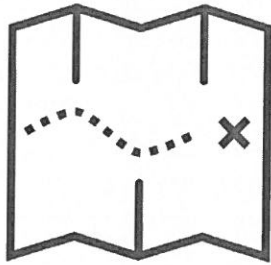
The Tarrant County project manager and work approver ("Tarrant County Contact") is:

Tarrant County Clerk's Office
Aaron C. Strickland
Official Public Records Manager
100 W. Weatherford St., Room B80
Fort Worth, TX 76196
Phone: 817-884-1061
Email: ACStrickland@tarrantcountytexas.gov

The Contractor's project manager and work contact ("Proscalar Contact") is:

Proscalar, LLC
Eric Cato
2415 W Grapevine Mills Ct, Suite 593
Grapevine, Texas 76051-2096
Phone: 817-713-1521
Email: eric.cato@proscalar.com

2. PROJECT OVERVIEW



Proscalar's SOW provides a two-phase minimal viable product (MVP) approach to begin the visualization website project. The first phase, with a single-story pilot website project, will be used to gain feedback, determine data integration options for showcasing historical documents, and confirm the technical architecture while identifying the time required for story research and content creation. The second phase will plan the minimal promotion needed for the initial launch. The launch priority will be gaining feedback and community support for site usage and expansion.

The **Phase 1 - Pilot Project** will be divided into the following delivery stages:

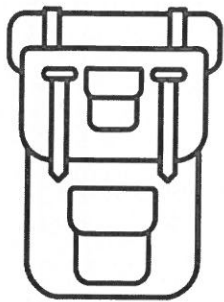
1. **Website Content** to identify a set of initial stories to research available artifacts and content while also determining methods for engaging website display.
2. **Website Technology** will provide a pilot user interface and determine data integration needs, content & image display layouts, ADA compliance, and responsive access over desktop and mobile browsers.
3. **Supporting Technology** to implement website analytics and usage tracking through Google Analytics (GA4) and other Search Engine Optimization (SEO) technology. Website usage tracking is critical to understanding the environment's results and observing user behavior on the pilot website.
4. **Story Development:** Develop one story to provide the content, an online view of historical artifacts, and details to use in building a minimal viable visualization website on one aspect of Tarrant County's rich history. The production development of this one story will also provide an understanding of the scope required for expanding site usage with numerous research stories and preservation documents.

The **Phase 2 - Launch Planning** will focus on the following three deliverables to plan a solid promotion of the new site.

1. Site usage goals & success metrics
2. Stakeholder identification & support input
3. Launch communication & marketing promotion plan

The completion of these deliverables will provide the insight needed for the **Phase 3 - Production Blueprint**, a robust estimate on future expansion activity using the knowledge learned during these minimal viable product work phases.

3. WORKPLAN, ACTIVITIES & DELIVERABLES



The list below outlines Activities and Deliverables to be provided under this SOW. Work on the project will commence upon the issuance of a Tarrant County Purchase Order or requisition confirming SOW acceptance to the terms set forth in this SOW (“Effective Date”). Proscalar will use their four-step project management method across each of the deliverable areas.



THE APPROACH

Focus during The Approach stage of the project journey is identifying example content, confirming technical standards, developing brand name concept, and finalizing project planning.

- **Project Management:** Hold project kickoff meeting to confirm assumptions & project status tracking, schedule status meetings & other research activities, and coordinate project timeline
- **Website Content:** Coordinate with Tarrant County and identify 3 to 5 potential topics for use at some point in the web virtualization project
- **Website Content:** Perform manual walk through of current research methods and resources available against the 3 to 5 identified topics
 - Identify and categorize example artifacts and content available for the identified topics
 - Artifact categorization will include ideas for virtualization methods, applicable audiences, and potential engagement methods
- **Website Technology:** IT technology review and planning discussion
 - Review and identify data integration options for artifact and document access with pros & cons for use in final integration decisions
 - Review technology and security plans with IT, collect questions, and document responses and overall technology architecture plan
 - Confirm ADA compliance requirements with IT or other required organizations
- **Website Technology:** Summarize engagement ideas from content research and identify web technology approaches to implement the ideas
- **Website Technology:** Develop list of web domain names (brand name) for use with the website and confirm availability
- **Supporting Technology:** Confirm ADA testing and audit documentation requirements with IT or required organizations (planned tool is [accessiBe](#)) **Note:** *If Tarrant County IT requires other tools then Tarrant County IT is responsible for timely audits during the project implementation.*
- **Supporting Technology:** Review Supporting Technology plans with IT for validation and confirmation of tools and processes

BASE CAMP

Focus during the Base Camp stage of the project journey is establishing the architecture and approvals needed for a successful project framework.

- **Website Content:** Confirm approval of the initial specific topic / story for use as the content in the pilot project website
- **Website Content:** Identify and document Texas Teaching TEKS with association for site usage
- **Website Content:** Summarize initial topic's artifact types, virtualization display concepts, and engagement methods to use in designing website platform technology and future production blueprint
- **Website Technology:** Document technical architecture with security process and ADA compliance
- **Website Technology:** Confirm engagement ideas against technology methods and functionality
- **Website Technology:** Confirm approval and purchase website domain for the project along with surrounding domain sites (.com, .org, .net). Purchase budget limited to \$50 for 3 domains, additional domains available at cost. **Note:** *Tarrant County is responsible for acquiring the corresponding *.gov domain through [Get.gov](#).*
- **Website Technology:** Confirm website template and finalize access to web tools for site development with Proscalar procuring and setting up the Weflow hosting environment.
- **Supporting Technology:** Document support technology and identify users for account creation

THE CLIMB

The majority of the project activity occurs during The Climb portion of the project journey. This area includes website development, story creation, setup of supporting technology, and finalization of the launch plans.

- **Website Technology:** Document website usage with page listing, engagement functionality, and virtual display locations
- **Website Technology:** Wireframe website for approved story showcasing how documented usage would look for approval before coding occurs
- **Website Technology:** Develop website pilot project code for approved story with engaging interaction and artifact virtual visualization
- **Supporting Technology:** Create and configure Google Analytics (GA4) account for website
- **Supporting Technology:** Create a Google Tag Manager (GTM) account along with a Tag Manager Container for use in managing tracking pixels for website
 - Add GTM pixel code to website, test & confirm installation, and add GA4 tracking code

- **Supporting Technology:** Establish Search Engine Optimization planning and tracking by creating a Google Search Console account and an SEMrush SEO project environment
 - Identify Keywords for initial audience and methods for landing pages and content to increase organic search visibility for the website
- **Supporting Technology:** Establish ADA compliance audit account with accessiBe to run audits during development to ensure required compliance levels for finalized website. **Note:** *If Tarrant County IT requires other IT approved ADA compliance tools then Tarrant County IT is responsible for timely audits during the project implementation.*
- **Supporting Technology:** Implement page flow tracking with GA4 to learn user behavior after site launch
- **Story Development:** Complete in-depth discover on the selected pilot project story's artifacts and historical documents to use in virtual web presentation
- **Story Development:** During artifact discovery confirm data integration options or digital access available for documents that will be used in virtual presentation for future planning
- **Story Development:** Test and identify content that might be produced with AI usage against artifact documents
- **Story Development:** Develop package list of content to be written to support the pilot project story (for example: overview, artifact descriptions, historical timelines, longer content on historical impact)
- **Story Development:** Complete content from package list and use AI tools as needed to enable age appropriate repurposing of content (i.e. support 4th grade, 7th grade, and research level content display)
- **Story Development:** Implement the content into the pilot project website verifying performance of dynamic content visualization and identifying future artifact access options
- **Launch Plans:** Coordinate with county staff to define website usage goals and success metrics for the pilot project
- **Launch Plans:** Identify potential site stakeholders and review with county staff for confirmation and additions
 - Coordinate with county staff on appropriate methods for seeking support and feedback from stakeholders
- **Launch Plans:** Develop launch promotion plan and budget to achieve usage goals and success metrics through awareness activities with community & news PR, teacher focused communication, social media, digital advertising, stakeholder communication, and mass emails to identified audiences

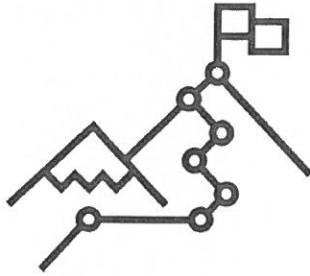
THE SUMMIT

Focus of The Summit is the final review and approval of the first two phases of the virtualization project, Phase 1 - Pilot Project (website) and Phase 2 - Launch Planning.

- **Website Technology:** Final ADA audit validate compliance
 - As noted before - *If Tarrant County IT requires other IT approved ADA compliance tools then Tarrant County IT is responsible for the final timely audit and supplying the punch list of any ADA correction areas for project completion.*
- **Website Technology:** Acceptance approval of pilot project website
- **Supporting Technology:** Confirm authorized county staff has access to website administration and supporting Google technology
- **Launch Plans:** Finalize and present pilot project website launch plan with budget, promotion activities, social media support, PR, and timelines

End of Project Journey Task List

4. PROFESSIONAL FEES & EXPENSES



Proscalar will deliver the services outlined herein in exchange for Tarrant County's payment of the professional fees listed herein.

Based on the 3. Workplan, Activities & Deliverables currently listed herein the professional fees payable to Proscalar under this SOW are not to exceed \$18,000.00. Approved Change Orders, extended project reviews, approvals, and status meetings, additional deliverables, or media buys may increase the not to exceed professional fees of \$18,000.00 listed below.

The pricing for these deliverables has been determined based on the hourly rates outlined in the RFP F2024026 & RFP Response to RFP F2024026 (fees listed may be rounded for accounting ease).

RFP F2024026
Annual Contract for Marketing Services

BAFO (Best and Final Offer) PROPOSAL PRICING FORM:

Proscalar, LLC

YOUR ORIGINAL PROPOSAL PRICING IN RED

Labor Category	Included Positions	Estimated Hours	Rate Per Hour	Extension
Director	Creative, Art, Marketing, Media, IT, Public Relations	208	\$ 200.00	\$ 41,600.00
Manager/Coordinator	Account, Production, IT, Public Relations	312	\$ 175.00	\$ 54,600.00
Supervisor	Account, Management, Media, Production, IT	208	\$ 150.00	\$ 31,200.00
Researcher/Analyst	Focus groups, surveys, evidenced based programs, past campaign success, evaluation	312	\$ 85.00	\$ 26,520.00
Planner/Buyer	Purchases media and promotional items, maintains all documentation	104	\$ 125.00	\$ 13,000.00
Designer	Mobile app, web content	208	\$ 150.00	\$ 31,200.00
Producer	Video shoots, photography	104	\$ 120.00	\$ 12,480.00
Writer	Develop copy, layout	104	\$ 85.00	\$ 8,840.00
Camera Person	Shoots any video, b-roll or film end product	104	\$ 120.00	\$ 12,480.00
Mobile App & Web Development		62	\$ 250.00	\$ 15,500.00
Mobile App Maintenance		42	\$ 200.00	\$ 8,400.00
Recruiter	Colorize/recruiter program participants, focus group participants, participants for testimonials	104	\$ 85.00	\$ 8,840.00
Administrative/Clerical Support	Billing and documentation, courier, proofreading, meeting set-up	208	\$ 75.00	\$ 15,600.00
GRAND TOTAL				\$ 280,260.00

BAFO PRICE PROPOSAL

Labor Category	Included Positions	Estimated Hours	Rate Per Hour	Extension
Director	Creative, Art, Marketing, Media, IT, Public Relations	208	\$ 196.00	\$ 40,768.00
Manager/Coordinator	Account, Production, IT, Public Relations	312	\$ 171.50	\$ 53,508.00
Supervisor	Account, Management, Media, Production, IT	208	\$ 147.00	\$ 30,576.00
Researcher/Analyst	Focus groups, surveys, evidenced based programs, past campaign success, evaluation	312	\$ 83.30	\$ 25,989.60
Planner/Buyer	Purchases media and promotional items, maintains all documentation	104	\$ 122.50	\$ 12,740.00
Designer	Mobile app, web content	208	\$ 147.00	\$ 30,576.00
Producer	Video shoots, photography	104	\$ 117.60	\$ 12,230.40
Writer	Develop copy, layout	104	\$ 83.30	\$ 8,663.20
Camera Person	Shoots any video, b-roll or film end product	104	\$ 117.60	\$ 12,230.40
Mobile App & Web Development		62	\$ 245.00	\$ 15,190.00
Mobile App Maintenance		42	\$ 196.00	\$ 8,232.00
Recruiter	Colorize/recruiter program participants, focus group participants, participants for testimonials	104	\$ 83.30	\$ 8,663.20
Administrative/Clerical Support	Billing and documentation, courier, proofreading, meeting set-up	208	\$ 73.50	\$ 15,288.00
GRAND TOTAL				\$ 274,654.80

Fees for Virtualization Website Phase 1 - Pilot Project Deliverables

Project Details	Not To Exceed
<p>1. Website Content</p> <ul style="list-style-type: none"> ● Identify initial topics and education TEKS tie-ins (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 1 hr 30 mins = \$220.50) ○ Research/Analyst (\$83.30/hr for 3 hrs 21 mins = \$279.50) ● Research & categorize supporting artifacts and documents (\$1,000) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 7 hrs 36 mins = \$632.50) ● Summarize virtualization display concepts & engagement methods for selected pilot project topic (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 1 hr 35 mins = \$132.50) 	<p>\$2,000.00</p>
<p>2. Website Technology</p> <ul style="list-style-type: none"> ● Domain purchases - *.com, *.org, *.net (\$50)¹ <ul style="list-style-type: none"> ○ Pass Through Domain Registration Expense (est. \$50) ● 1st year hosting with Webflow and site template setup (\$400) <ul style="list-style-type: none"> ○ Pass Through Hosting Expense (current annual hosting cost \$276.00)¹ ○ Web Development (\$245.00/hr for 30 mins = \$124.00) ● IT technology review & architecture planning (\$450) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 45 mins = \$147.00) ○ Supervisor (\$147.00/hr for 49 mins = \$119.25) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● Engagement methods & visualization technology planning (\$450) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Designer (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 59 mins = \$82.50) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● Website wireframe development (\$900) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Designer (\$147.00/hr for 2 hrs 47 mins = \$410.00) ○ Web Development (\$245.00/hr for 1 hr = \$245.00) ● Website production coding (\$2,700) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr 2 mins = \$152.00) ○ Designer (\$147.00/hr for 1 hr 30 mins = \$220.50) ○ Web Development (\$245.00/hr for 9 hrs 6 mins = \$2,229.50) 	<p>\$4,950.00</p>

<p>3. Supporting Technology</p> <ul style="list-style-type: none"> ● IT review and document of supporting technology & ADA compliance (\$400) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Web Development (\$245.00/hr for 1 hr 2 mins = \$253.00) ● Google Analytics (GA4) setup and site tracking event enablement (\$1,600) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 6 hrs = \$499.80) ○ Web Development (\$245.00/hr for 3 hrs 29 mins = \$855.20) ● Google Tag Manager (GTM) setup & site integration (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 2 hrs 37 mins = \$218.25) ○ Web Development (\$245.00/hr for 1 hr = \$245.00) ● Google Search Console setup & sitemap.xml / robots.txt configuration (\$300) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 1 hr 41 mins = \$140.75) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● SEMrush SEO project setup & initial keyword research (\$450) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 2 hrs 45 mins = \$229.50) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● ADA compliance activity and accessiBe 1st year service & configuration (\$1,800) <ul style="list-style-type: none"> ○ accessiBe Compliance Testing Subscription² <ul style="list-style-type: none"> ■ Pass Through Subscription (\$490.00) ■ Supervisor (\$147.00/hr for 45 mins = \$110.00) ○ Testing & Documentation <ul style="list-style-type: none"> ■ Director (\$196.00/hr for 15 mins = \$49.00) ■ Supervisor (\$147.00/hr for 30 mins = \$73.50) ■ Research/Analyst (\$83.30/hr for 4 hrs 7 mins = \$342.50) ■ Web Development (\$245.00/hr for 3 hrs = \$735.00) 	<p>\$5,050.00</p>
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4. Story Development <ul style="list-style-type: none"> ● Discovery & document available artifacts for pilot project story (\$1,200) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 34 mins = \$84.00) ○ Research/Analyst (\$83.30/hr for 7 hrs 45 mins = \$645.60) ○ Writer (\$83.30/hr for 3 hrs = \$249.90) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● Test artifacts for AI content generation potential (\$300) <ul style="list-style-type: none"> ○ Designer (\$147.00/hr for 1 hr 12 mins = \$177.50) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● Develop package list of web content to be written for pilot project story (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 30 mins = \$73.50) ○ Designer (\$147.00/hr for 1 hr 21 mins = \$198.65) ○ Writer (\$83.30/hr for 2 hrs = \$166.60) ○ Web Development (\$245.00/hr for 15 mins = \$61.25) ● Complete writing for package list & implement content in website (\$2,000) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Designer (\$147.00/hr for 1 hr = \$147.00) ○ Writer (\$83.30/hr for 17 hrs 50 mins = \$1,485.50) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) 	\$4,000.00
Not To Exceed Total	\$16,000.00

Fees for Virtualization Website Phase 2 - Launch Planning Deliverables

Project Details	Not To Exceed
1. With County Staff, define website goals & success metrics <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 1 hr = \$196.00) ○ Supervisor (\$147.00/hr for 1 hr 23 mins = \$204.00) 	\$400.00
2. Identify site user stakeholders and document methods for best reach to obtain feedback, usage, and organic promotion support <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 1 hr 52 mins = \$155.00) 	\$400.00
3. Develop & present for approval a detailed launch promotion plan with budget, communication & marketing activities, and timeline <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 2 hrs = \$392.00) ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 4 hrs 17 mins = \$357.20) ○ Writer (\$83.30/hr for 1 hr = \$83.30) 	\$1,200.00
Not To Exceed Total	\$2,000.00

¹ Future annual subscription estimate payments for Tarrant County to maintain the ongoing technology are listed below at the current market renewal rates:

- Domain Name Registrations (*.com, *.org, *.net) - \$50 to \$70 annually
- Tarrant County is responsible for acquiring and maintaining registration of the corresponding *.gov domain through Get.gov.
- Website Hosting with Webflow - \$276 (CMS) to \$468 (business) annual subscription depending on hosting package selected for renewal

During the duration of RFP F2024026 & RFP Response to RFP F2024026 contract period or extension, Tarrant County may renew these annual subscriptions as pass through expenses utilizing this SOW based on the current market renewal rates plus one (1) hour of Planner/Buyer time (\$122.50/hr) to facilitate the renewals and invoicing.

- If the current RFP F2024026 is not in effect, but Proscalar is under contract with Tarrant County for other marketing and communication services then Proscalar can provide the annual subscription renewals at current rates plus one (1) hour of Planner/Buyer time.
- If Proscalar is not under contract with Tarrant County then Tarrant County will need to renew the domain registrations and hosting themselves to continue the services. The above renewal fees have been confirmed by Tarrant County Purchasing to be below bidding and Commissioner Court approval requirements.

² ADA compliance testing is included with this implementation project to test and review published website content. If website changes are made after the completion of this SOW then Tarrant County is responsible for any additional ADA compliance testing and maintenance.

- If Proscalar is contracted through RFP F2024026 & RFP Response to RFP F2024026 for additional site work beyond this SOW then an ADA compliance testing subscription through accessiBe will be included in a new SOW to support ADA requirements.
- If Proscalar is not under contract with Tarrant County then Tarrant County will be responsible for future ADA compliance audits, testing, and maintenance. Assistance for Tarrant County may be available through the Texas Department of Information Resources and their Statewide Digital Accessibility Program Administrator who can be contacted via email at: statewideaccessibility@dir.texas.gov (for more information see Texas DIR webpage: <https://dir.texas.gov/electronic-information-resources-eir-accessibility>).

For the avoidance of doubt and to establish clear expectations regarding the outcomes of this project, it is hereby clarified that the above Professional Fees & Expenses provide a minimal viable product (MVP) pilot project to begin the visualization website project. This project provides a live website with a single-story pilot for testing the concepts, design, and activity needed to showcase historical documents and for confirming the technical architecture while identifying the time required for future story research and content creation. Not included in this SOW is the future expanded visualization environment which would encompass access to most or all of Tarrant County Clerk's official records, artifacts, history, and documentation. As stated on page 2, future project expansion cost will be determined with an additional Statement of Work for a Phase 3 - Production Blueprint. This future Phase 3 project would provide a robust estimate on future expansion activity using the knowledge learned during these minimal viable product work phases outlined in this SOW.

Milestones

Payments will be invoiced upon completion of the following milestones:

Milestone start and delivery dates require adherence to the assumptions and requirements listed in Section 5. Additional Notes & Assumptions including timely review and response by Tarrant County. Milestone dates may be shifted based on Tarrant County response timelines and approvals. Any such Milestone date adjustments will be documented in email between the Tarrant County Contact and the Proscalar Contact.

Acceptance approval of Milestone deliverables will be communicated in email between the Tarrant County Contact and the Proscalar Contact prior to invoicing. Approval response is expected within the standard five (5) business days response documented in Section 5, Paragraph 3 Project Requirements.

Most Milestones are contingent upon approval of previous Milestones. Therefore, if approval delays occur the Expected Delivery Date for the Milestones will be based on the furthest date listed below (either the declared date or the delayed date by Milestone whichever occurs last).

Milestone 1 - IT & Infrastructure - \$1,800

Expected Start Date: Sept 3, 2024 or Effective Date

Expected Delivery Date: Sept 20, 2024 or One (1) Business Week after final IT reviews

- Identify initial topics and education TEKS tie-ins
- Domain purchases - *.com, *.org, *.net with final approval of Tarrant County DCIO or CIO
- 1st year hosting with Webflow and site template setup
- IT technology review & architecture planning
- IT review and document of supporting technology & ADA compliance

Milestone 2 - Initial research - \$3,600

Expected Start Date: Sept 3, 2024 or Effective Date

Expected Delivery Date: Sept 27, 2024 or Two (2) Business Weeks after Milestone 1 approval

- Research & categorize supporting artifacts and documents
- Summarize virtualization display concepts & engagement methods for selected pilot project topic

Note: The two items below are contingent upon completion and IT approval of Milestone 1

- Google Analytics (GA4) setup and site tracking event enablement
- Google Tag Manager (GTM) setup & site integration

Milestone 3 - Pilot project research & display technology - \$3,750

Expected Start Date: Sept 23, 2024 or One (1) Business Week after Milestone 1 approval

Expected Delivery Date: Oct 11, 2024 or Two (2) Business Weeks after Milestone 2 approval

- Engagement methods & visualization technology planning
- ADA compliance activity and accessiBe 1st year service & configuration
- Discovery & document available artifacts for pilot project story
- Test artifacts for AI content generation potential

Milestone 4 - Story & wireframe development - \$3,400

Expected Start Date: Sept 9, 2024 or upon approval of pilot project Story

Expected Delivery Date: Oct 18, 2024 or Two (2) Business Weeks after Milestone 3 approval

- Website wireframe development
- Develop package list of web content to be written for pilot project story
- Complete writing for package list & implement content in website

Milestone 5 - Site completion - \$3,850

Expected Start Date: Oct 21, 2024 or sooner based upon approval of Milestone 4

Expected Delivery Date: Nov 15, 2024 or Five (5) Business Weeks after Milestone 4 approval

- Website production coding
- Google Search Console setup & sitemap.xml / robots.txt configuration
- SEMrush SEO project setup & initial keyword research
- Phase 2 Launch Planning with County Staff, define website goals & success metrics

Milestone 6 - Phase 2 Launch planning - \$1,600

Expected Start Date: Oct 21, 2024 or One (1) Business Week after Phase 2 Launch Planning with County Staff completed

Expected Delivery Date: Nov 15, 2024 or Three (3) Business Weeks after Phase 2 Launch Planning with County Staff completed

- Identify site user stakeholders and document methods for best reach to obtain feedback, usage, and organic promotion support
- Develop & present for approval a detailed launch promotion plan with budget, communication & marketing activities, and timeline

5. ADDITIONAL NOTES & ASSUMPTIONS



The following list provides the general assumptions on which this SOW and its Professional Services Fees are based. If any of these assumptions either change or are incorrect, a Change Order may be required, which may result in additional Professional Services fees.

1. Ownership & Legal Responsibilities: This SOW provides for use of Tarrant County's logo and mark for the pilot project website creation. This SOW does not provide for additional creation of logos or business marks. Consequently, Tarrant County shall at all times ensure that: (a) they own all right, title, and interest in, or have full and sufficient authority to use, in the manner contemplated by this SOW, any materials, artwork, or data that is provided to Proscalar; b) they comply with the terms and conditions of any licensing or other agreements that govern the use of material licensed or acquired from third parties obtained by Tarrant County (for example stock art, soundtracks, advertising photography, or other creatives) or by Proscalar on Tarrant County's behalf (for example audit reports, hosting, or other services).

Tarrant County is responsible for all legal review and creation of any website published legal language. Proscalar is not liable or responsible for the language developed and used by Tarrant County.

All Domains purchased will be approved by the Tarrant County Clerk, as well as, the Tarrant County DCIO or CIO. Tarrant County is responsible for acquiring and maintaining registration of the corresponding *.gov domain through Get.gov.

Third-party licenses, hosting or tool subscriptions, domain name registrations, or additional functionality costs after the first year's subscription are the responsibility of Tarrant County. Proscalar is not responsible or liable for any actions that may occur from lack of payment or payment default. Examples include but are not limited to website hosting, website annual domain registration, or ADA compliance or other supporting technology tools. Proscalar will identify any required licenses or third-party licenses used in any deliverable.

2. Artwork & Creative Limitations: This SOW assumes creative focus is specific to using, repurposing, and displaying Tarrant County historical artifacts and documents. Tarrant County is providing Proscalar with access to historical artifacts and documents for this project and no third-party artwork will be required.

Tarrant County's RFP F2024026 Attachment A, Creative Rights Agreement restricts Proscalar from purchasing and providing Tarrant County with artwork that includes usage rights or terms and conditions. This restriction effectively prevents Proscalar from purchasing any professional creatives for this project as such creative items are third-party property with their own usage terms & conditions or royalties. If additional artwork is required Proscalar will coordinate with Regina Calderon, the county's Digital Media Manager, to acquire the stock art images, video, or soundtracks through Tarrant County's current Adobe Stock subscription with the assumption that Tarrant County's Adobe license will cover the cost of such stock art acquisition.

If additional artwork, animation, or AI image tools beyond the capability of Tarrant County's Adobe Stock license is required or requested, Proscalar will coordinate with the Tarrant County Clerk's Office on appropriate legal steps for modifications to the Creative Rights Agreement and approval on any Change Order if needed. If such a Change Order is requested by the Tarrant County Clerk's Office any potential additional cost is within the scope and budget of RFP F2024026 & RFP Response to RFP F2024026 and action by the County Commissioner Court is not anticipated.

3. Project Requirements: Tarrant County is responsible for timely review and response to project requests, creative revisions, Adobe stock art requests, and decisions from Proscalar. To meet the milestones and provide timely delivery, standard written responses via email are expected within five (5) business days unless a different timeline is agreed upon and communicated by email between the Tarrant County Contact and the Proscalar Contact. Proscalar is not liable or responsible for Deliverable delays caused by late responses.

This SOW provides for 10 hours of Proscalar project management time which is sufficient for planning, status reports, meetings, and reviews with Tarrant County per the current project scope (estimate 10 to 11 week project with reasonable approval response times). However, if Tarrant County approvals create the need for additional time to generate documentation, hold additional meetings, extend project reviews, or develop additional plans then the added time requirements will be considered a Change Order and will be invoiced in 1/2 hour increments based on the staff required under the RFP F2024026 & RFP Response to RFP F2024026 rates (see page 7).

Project status review times will be coordinated between the Tarrant County Contact and the Proscalar Contact with the expectation of no more than one standing 30 minute review meeting per week.

Tarrant County will provide and maintain access for Proscalar to online platforms or tools as needed during the work including for download or online direct access to digitized historical artifacts and records to be displayed on the virtualized website.

4. Not To Exceed Cost: Service support will be provided with a Not To Exceed cost per project area with the exception of approved Change Orders, extended project reviews, approvals, and status meetings, additional deliverables, or media buys. However the estimate for the website pilot project is based on using [Webflow](#) as the website development and hosting platform outside of the normal Tarrant County website IT environment and [accessiBe](#) as the ADA testing and audit documentation tool.

If alternative website architecture or environment changes are required by Tarrant County IT, those requests will need a Change Order to meet the additional work required for the IT requests. This additional work will include the evaluation time to research alternative website architecture or environments, as well as, the cost for changing to an alternative website platform. As part of this SOW, Proscalar will procure the 1st year of annual hosting expenses for Webflow.

If alternative ADA compliance testing tools are required by Tarrant County IT then Tarrant County IT is responsible for timely audits and documentation during the project implementation.

5. Network Access: Website environments require domain name system (DNS) network records and potentially email configuration to work properly. Proscalar will acquire the *.com, *.org, and *.net domain for this new environment and will work with IT and the County Clerk's Office for maintenance of the name registration. Tarrant County is responsible for acquiring the corresponding *.gov domain through Get.gov. Throughout the project Tarrant County will provide full and timely IT access for Proscalar to make needed network DNS record changes or email configurations in support of this new website or other required network integrations needs for the defined Deliverables.

6. Website Pixel & Tracking: Website traffic analytics are based on website event tracking through site pixel code and Google Analytics access. This SOW assumes web and advertising platform pixel installation will be allowed by Tarrant County and implemented by Proscalar. Full access for Proscalar to Google GA4 and other analytic tools must be provided or authorized by Tarrant County for completing the SOW Deliverables.

7. Research Access: The historical artifacts and content for the agreed upon topics or stories that will be used in the production of this SOW's deliverables must be available on a timely basis from Tarrant County. This SOW assumes that online digitized access is also available to bring the required content into the website. Proscalar will work with Tarrant County to identify reasonable storage for the website display of digitized content and artifacts.

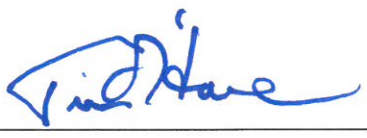
8. Integration Investigation Only: With this minimal viable product (MVP) pilot project approach, real-time integration for artifact or document integration will not be used. Research time will be allocated to identify and document Application Program Interfaces (API)s or technical methods to integrate and pull in artifacts, records, or data from Kofile or VitalChek Network digital document scans for redisplay as historical documentation. All digital copies of artifacts for the pilot project will be stored within the Webflow website environment instead of being accessed and displayed through real-time data integration.

6. SOW ACCEPTANCE

Each party hereto hereby represents and warrants that it: (i) has had adequate time to consider each of the terms set forth in this SOW; (ii) fully understands each of the terms set forth in this SOW, and (iii) fully agrees with each of the terms set forth in this SOW.

Issuance of a Tarrant County Purchase Order or requisition confirms SOW acceptance to the terms set forth in this SOW.

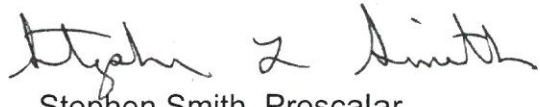
COUNTY OF TARRANT
STATE OF TEXAS



Tim O' Hare, Tarrant County Judge

10/11/2024

Date



Stephen Smith, Proscalar

Sept 5, 2024

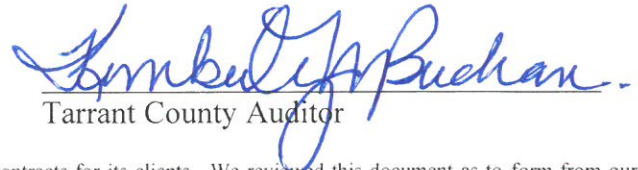
Date

APPROVED AS TO FORM:

CERTIFICATION OF
AVAILABLE FUNDS: \$ 18,000.00

Kimberly Colliet Wesley

Criminal District Attorney's Office*


Tarrant County Auditor

*By law, the Criminal District Attorney's Office may only approve contracts for its clients. We reviewed this document as to form from our client's legal perspective. Other parties may not rely on this approval. Instead those parties should seek contract review from independent counsel.

STATEMENT OF WORK

Overview



Tarrant County,
County Clerk



*Virtualization
Preservation & Research
Website*

This Statement of Work ("SOW") is made and entered into by and between Proscalar, LLC, a Texas-registered Limited Liability Corporation with an office at 2415 W Grapevine Mills Ct, Suite 593, Grapevine, TX 76051 (together with its affiliates and subsidiaries, "Proscalar"), and the Tarrant County, County Clerk, with an office at 100 W. Weatherford St., Room B80, Fort Worth, TX 76196 ("Tarrant County" or "Client").

This SOW outlines the product marketing services to be provided to the Tarrant County Clerk's Office by Proscalar for developing a historical research and archive Virtualization Website Project with a Not To Exceed cost of \$18,000 excluding any Change Orders or additional deliverables to support extended project reviews, approvals, or extra status meetings. Core categories of support with this SOW include architecture and design research, minimal viable product pilot website development, website story development, supporting website analytics implementation, and launch promotion planning. This SOW is subject to the terms and conditions outlined in the Tarrant County RFP No. F2024026, Annual Contract for Marketing Services & RFP Response to RFP F2024026.

Except for provisions expressly stated herein, all other conflicts between this SOW and the RFP F2024026 & RFP Response to RFP F2024026 shall be governed by the terms and conditions of the RFP F2024026 & RFP Response to RFP F2024026. Capitalized terms not defined herein shall have the meaning given to them in the RFP F2024026 & RFP Response to RFP F2024026. The captions and headings of this SOW are for convenience of reference only and shall not affect the interpretation of this SOW.

1. Project Management & Contacts

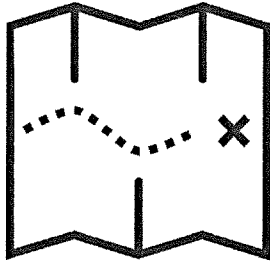
The Tarrant County project manager and work approver ("Tarrant County Contact") is:

Tarrant County Clerk's Office
Aaron C. Strickland
Official Public Records Manager
100 W. Weatherford St., Room B80
Fort Worth, TX 76196
Phone: 817-884-1061
Email: ACStrickland@tarrantcountytexas.gov

The Contractor's project manager and work contact ("Proscalar Contact") is:

Proscalar, LLC
Eric Cato
2415 W Grapevine Mills Ct, Suite 593
Grapevine, Texas 76051-2096
Phone: 817-713-1521
Email: eric.cato@proscalar.com

2. PROJECT OVERVIEW



Proscalar's SOW provides a two-phase minimal viable product (MVP) approach to begin the visualization website project. The first phase, with a single-story pilot website project, will be used to gain feedback, determine data integration options for showcasing historical documents, and confirm the technical architecture while identifying the time required for story research and content creation. The second phase will plan the minimal promotion needed for the initial launch. The launch priority will be gaining feedback and community support for site usage and expansion.

The **Phase 1 - Pilot Project** will be divided into the following delivery stages:

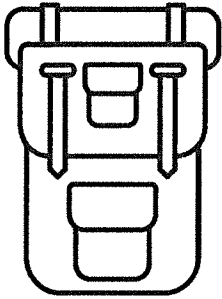
1. **Website Content** to identify a set of initial stories to research available artifacts and content while also determining methods for engaging website display.
2. **Website Technology** will provide a pilot user interface and determine data integration needs, content & image display layouts, ADA compliance, and responsive access over desktop and mobile browsers.
3. **Supporting Technology** to implement website analytics and usage tracking through Google Analytics (GA4) and other Search Engine Optimization (SEO) technology. Website usage tracking is critical to understanding the environment's results and observing user behavior on the pilot website.
4. **Story Development:** Develop one story to provide the content, an online view of historical artifacts, and details to use in building a minimal viable visualization website on one aspect of Tarrant County's rich history. The production development of this one story will also provide an understanding of the scope required for expanding site usage with numerous research stories and preservation documents.

The **Phase 2 - Launch Planning** will focus on the following three deliverables to plan a solid promotion of the new site.

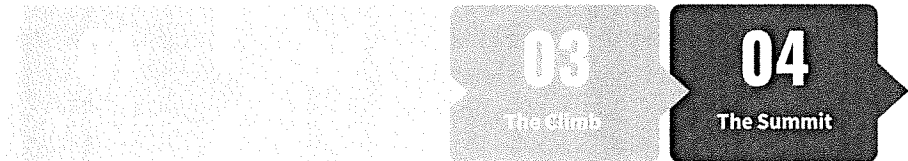
1. Site usage goals & success metrics
2. Stakeholder identification & support input
3. Launch communication & marketing promotion plan

The completion of these deliverables will provide the insight needed for the **Phase 3 - Production Blueprint**, a robust estimate on future expansion activity using the knowledge learned during these minimal viable product work phases.

3. WORKPLAN, ACTIVITIES & DELIVERABLES



The list below outlines Activities and Deliverables to be provided under this SOW. Work on the project will commence upon the issuance of a Tarrant County Purchase Order or requisition confirming SOW acceptance to the terms set forth in this SOW (“Effective Date”). Proscalar will use their four-step project management method across each of the deliverable areas.



THE APPROACH

Focus during The Approach stage of the project journey is identifying example content, confirming technical standards, developing brand name concept, and finalizing project planning.

- **Project Management:** Hold project kickoff meeting to confirm assumptions & project status tracking, schedule status meetings & other research activities, and coordinate project timeline
- **Website Content:** Coordinate with Tarrant County and identify 3 to 5 potential topics for use at some point in the web virtualization project
- **Website Content:** Perform manual walk through of current research methods and resources available against the 3 to 5 identified topics
 - Identify and categorize example artifacts and content available for the identified topics
 - Artifact categorization will include ideas for virtualization methods, applicable audiences, and potential engagement methods
- **Website Technology:** IT technology review and planning discussion
 - Review and identify data integration options for artifact and document access with pros & cons for use in final integration decisions
 - Review technology and security plans with IT, collect questions, and document responses and overall technology architecture plan
 - Confirm ADA compliance requirements with IT or other required organizations
- **Website Technology:** Summarize engagement ideas from content research and identify web technology approaches to implement the ideas
- **Website Technology:** Develop list of web domain names (brand name) for use with the website and confirm availability
- **Supporting Technology:** Confirm ADA testing and audit documentation requirements with IT or required organizations (planned tool is [accessiBe](#)) **Note:** *If Tarrant County IT requires other tools then Tarrant County IT is responsible for timely audits during the project implementation.*
- **Supporting Technology:** Review Supporting Technology plans with IT for validation and confirmation of tools and processes

BASE CAMP

Focus during the Base Camp stage of the project journey is establishing the architecture and approvals needed for a successful project framework.

- **Website Content:** Confirm approval of the initial specific topic / story for use as the content in the pilot project website
- **Website Content:** Identify and document Texas Teaching TEKS with association for site usage
- **Website Content:** Summarize initial topic's artifact types, virtualization display concepts, and engagement methods to use in designing website platform technology and future production blueprint
- **Website Technology:** Document technical architecture with security process and ADA compliance
- **Website Technology:** Confirm engagement ideas against technology methods and functionality
- **Website Technology:** Confirm approval and purchase website domain for the project along with surrounding domain sites (.com, .org, .net). Purchase budget limited to \$50 for 3 domains, additional domains available at cost. **Note:** *Tarrant County is responsible for acquiring the corresponding *.gov domain through [Get.gov](https://www.get.gov/).*
- **Website Technology:** Confirm website template and finalize access to web tools for site development with Proscalar procuring and setting up the Weflow hosting environment.
- **Supporting Technology:** Document support technology and identify users for account creation

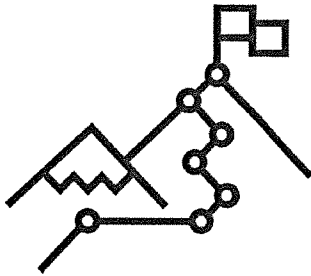
THE CLIMB

The majority of the project activity occurs during The Climb portion of the project journey. This area includes website development, story creation, setup of supporting technology, and finalization of the launch plans.

- **Website Technology:** Document website usage with page listing, engagement functionality, and virtual display locations
- **Website Technology:** Wireframe website for approved story showcasing how documented usage would look for approval before coding occurs
- **Website Technology:** Develop website pilot project code for approved story with engaging interaction and artifact virtual visualization
- **Supporting Technology:** Create and configure Google Analytics (GA4) account for website
- **Supporting Technology:** Create a Google Tag Manager (GTM) account along with a Tag Manager Container for use in managing tracking pixels for website
 - Add GTM pixel code to website, test & confirm installation, and add GA4 tracking code

- **Supporting Technology:** Establish Search Engine Optimization planning and tracking by creating a Google Search Console account and an SEMrush SEO project environment
 - Identify Keywords for initial audience and methods for landing pages and content to increase organic search visibility for the website
- **Supporting Technology:** Establish ADA compliance audit account with accessiBe to run audits during development to ensure required compliance levels for finalized website. **Note:** *If Tarrant County IT requires other IT approved ADA compliance tools then Tarrant County IT is responsible for timely audits during the project implementation.*
- **Supporting Technology:** Implement page flow tracking with GA4 to learn user behavior after site launch
- **Story Development:** Complete in-depth discover on the selected pilot project story's artifacts and historical documents to use in virtual web presentation
- **Story Development:** During artifact discovery confirm data integration options or digital access available for documents that will be used in virtual presentation for future planning
- **Story Development:** Test and identify content that might be produced with AI usage against artifact documents
- **Story Development:** Develop package list of content to be written to support the pilot project story (for example: overview, artifact descriptions, historical timelines, longer content on historical impact)
- **Story Development:** Complete content from package list and use AI tools as needed to enable age appropriate repurposing of content (i.e. support 4th grade, 7th grade, and research level content display)
- **Story Development:** Implement the content into the pilot project website verifying performance of dynamic content visualization and identifying future artifact access options
- **Launch Plans:** Coordinate with county staff to define website usage goals and success metrics for the pilot project
- **Launch Plans:** Identify potential site stakeholders and review with county staff for confirmation and additions
 - Coordinate with county staff on appropriate methods for seeking support and feedback from stakeholders
- **Launch Plans:** Develop launch promotion plan and budget to achieve usage goals and success metrics through awareness activities with community & news PR, teacher focused communication, social media, digital advertising, stakeholder communication, and mass emails to identified audiences

4. PROFESSIONAL FEES & EXPENSES



Proscalar will deliver the services outlined herein in exchange for Tarrant County's payment of the professional fees listed herein.

Based on the 3. Workplan, Activities & Deliverables currently listed herein the professional fees payable to Proscalar under this SOW are not to exceed \$18,000.00. Approved Change Orders, extended project reviews, approvals, and status meetings, additional deliverables, or media buys may increase the not to exceed professional fees of \$18,000.00 listed below.

The pricing for these deliverables has been determined based on the hourly rates outlined in the RFP F2024026 & RFP Response to RFP F2024026 (fees listed may be rounded for accounting ease).

**RFP F2024026
Annual Contract for Marketing Services**

BAFO (Best and Final Offer) PROPOSAL PRICING FORM:

Proscalar, LLC

YOUR ORIGINAL PROPOSAL PRICING in RED

Labor Category	Included Positions	Estimated Hours	Rate Per Hour	Extension
Director	Creative, Art, Marketing, Media, IT, Public Relations	208	\$ 200.00	\$ 41,600.00
Manager/Coordinator	Account, Production, IT, Public Relations	312	\$ 176.00	\$ 54,800.00
Supervisor	Account, Management, Media, Production, IT	208	\$ 160.00	\$ 33,280.00
Researcher/Analyst	Focus groups, surveys, evidenced based programs, past campaign success, evaluation	312	\$ 88.00	\$ 27,456.00
Planner/Buyer	Purchases media and promotional items, maintains all documentation	104	\$ 106.00	\$ 11,024.00
Designer	Mobile app, web content	208	\$ 160.00	\$ 33,280.00
Producer	Video shoots, photography	104	\$ 122.00	\$ 12,688.00
Writer	Develop copy, layout	104	\$ 82.00	\$ 8,528.00
Camera Person	Shoots any video, e-roll or film end product	104	\$ 122.00	\$ 12,688.00
Mobile App & Web Development		62	\$ 280.00	\$ 17,360.00
Mobile App Maintenance		42	\$ 200.00	\$ 8,400.00
Recruiter	Collect/recruter program participants, focus group participants, participants for testimonials	104	\$ 85.00	\$ 8,840.00
Administrative/Clerical Support	Billing and documentation, courier, proofreading, meeting set-up	208	\$ 75.00	\$ 15,600.00
GRAND TOTAL				\$ 280,260.00

BAFO PRICE PROPOSAL

Labor Category	Included Positions	Estimated Hours	Rate Per Hour	Extension
Director	Creative, Art, Marketing, Media, IT, Public Relations	208	\$ 196.00	\$ 40,768.00
Manager/Coordinator	Account, Production, IT, Public Relations	312	\$ 171.60	\$ 53,539.20
Supervisor	Account, Management, Media, Production, IT	208	\$ 147.00	\$ 30,576.00
Researcher/Analyst	Focus groups, surveys, evidenced based programs, past campaign success, evaluation	312	\$ 83.30	\$ 25,989.60
Planner/Buyer	Purchases media and promotional items, maintains all documentation	104	\$ 122.60	\$ 12,740.00
Designer	Mobile app, web content	208	\$ 147.00	\$ 30,576.00
Producer	Video shoots, photography	104	\$ 117.60	\$ 12,230.40
Writer	Develop copy, layout	104	\$ 83.30	\$ 8,663.20
Camera Person	Shoots any video, e-roll or film end product	104	\$ 117.60	\$ 12,230.40
Mobile App & Web Development		62	\$ 246.00	\$ 15,252.00
Mobile App Maintenance		42	\$ 196.00	\$ 8,232.00
Recruiter	Collect/recruter program participants, focus group participants, participants for testimonials	104	\$ 83.30	\$ 8,663.20
Administrative/Clerical Support	Billing and documentation, courier, proofreading, meeting set-up	208	\$ 73.50	\$ 15,288.00
GRAND TOTAL				\$ 274,654.80

Fees for Virtualization Website Phase 1 - Pilot Project Deliverables

Project Details	Not To Exceed
<p>1. Website Content</p> <ul style="list-style-type: none"> ● Identify initial topics and education TEKS tie-ins (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 1 hr 30 mins = \$220.50) ○ Research/Analyst (\$83.30/hr for 3 hrs 21 mins = \$279.50) ● Research & categorize supporting artifacts and documents (\$1,000) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 7 hrs 36 mins = \$632.50) ● Summarize virtualization display concepts & engagement methods for selected pilot project topic (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 1 hr 35 mins = \$132.50) 	<p>\$2,000.00</p>
<p>2. Website Technology</p> <ul style="list-style-type: none"> ● Domain purchases - *.com, *.org, *.net (\$50)¹ <ul style="list-style-type: none"> ○ Pass Through Domain Registration Expense (est. \$50) ● 1st year hosting with Webflow and site template setup (\$400) <ul style="list-style-type: none"> ○ Pass Through Hosting Expense (current annual hosting cost \$276.00)¹ ○ Web Development (\$245.00/hr for 30 mins = \$124.00) ● IT technology review & architecture planning (\$450) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 45 mins = \$147.00) ○ Supervisor (\$147.00/hr for 49 mins = \$119.25) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● Engagement methods & visualization technology planning (\$450) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Designer (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 59 mins = \$82.50) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● Website wireframe development (\$900) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Designer (\$147.00/hr for 2 hrs 47 mins = \$410.00) ○ Web Development (\$245.00/hr for 1 hr = \$245.00) ● Website production coding (\$2,700) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr 2 mins = \$152.00) ○ Designer (\$147.00/hr for 1 hr 30 mins = \$220.50) ○ Web Development (\$245.00/hr for 9 hrs 6 mins = \$2,229.50) 	<p>\$4,950.00</p>

<p>3. Supporting Technology</p> <ul style="list-style-type: none"> ● IT review and document of supporting technology & ADA compliance (\$400) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Web Development (\$245.00/hr for 1 hr 2 mins = \$253.00) ● Google Analytics (GA4) setup and site tracking event enablement (\$1,600) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 6 hrs = \$499.80) ○ Web Development (\$245.00/hr for 3 hrs 29 mins = \$855.20) ● Google Tag Manager (GTM) setup & site integration (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 2 hrs 37 mins = \$218.25) ○ Web Development (\$245.00/hr for 1 hr = \$245.00) ● Google Search Console setup & sitemap.xml / robots.txt configuration (\$300) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 1 hr 41 mins = \$140.75) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● SEMrush SEO project setup & initial keyword research (\$450) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 15 mins = \$36.75) ○ Research/Analyst (\$83.30/hr for 2 hrs 45 mins = \$229.50) ○ Web Development (\$245.00/hr for 45 mins = \$183.75) ● ADA compliance activity and accessiBe 1st year service & configuration (\$1,800) <ul style="list-style-type: none"> ○ accessiBe Compliance Testing Subscription² <ul style="list-style-type: none"> ■ Pass Through Subscription (\$490.00) ■ Supervisor (\$147.00/hr for 45 mins = \$110.00) ○ Testing & Documentation <ul style="list-style-type: none"> ■ Director (\$196.00/hr for 15 mins = \$49.00) ■ Supervisor (\$147.00/hr for 30 mins = \$73.50) ■ Research/Analyst (\$83.30/hr for 4 hrs 7 mins = \$342.50) ■ Web Development (\$245.00/hr for 3 hrs = \$735.00) 	<p>\$5,050.00</p>
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<p>4. Story Development</p> <ul style="list-style-type: none"> ● Discovery & document available artifacts for pilot project story (\$1,200) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 34 mins = \$84.00) ○ Research/Analyst (\$83.30/hr for 7 hrs 45 mins = \$645.60) ○ Writer (\$83.30/hr for 3 hrs = \$249.90) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● Test artifacts for AI content generation potential (\$300) <ul style="list-style-type: none"> ○ Designer (\$147.00/hr for 1 hr 12 mins = \$177.50) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) ● Develop package list of web content to be written for pilot project story (\$500) <ul style="list-style-type: none"> ○ Supervisor (\$147.00/hr for 30 mins = \$73.50) ○ Designer (\$147.00/hr for 1 hr 21 mins = \$198.65) ○ Writer (\$83.30/hr for 2 hrs = \$166.60) ○ Web Development (\$245.00/hr for 15 mins = \$61.25) ● Complete writing for package list & implement content in website (\$2,000) <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Designer (\$147.00/hr for 1 hr = \$147.00) ○ Writer (\$83.30/hr for 17 hrs 50 mins = \$1,485.50) ○ Web Development (\$245.00/hr for 30 mins = \$122.50) 	<p>\$4,000.00</p>
Not To Exceed Total	\$16,000.00

Fees for Virtualization Website Phase 2 - Launch Planning Deliverables

Project Details	Not To Exceed
<p>1. With County Staff, define website goals & success metrics</p> <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 1 hr = \$196.00) ○ Supervisor (\$147.00/hr for 1 hr 23 mins = \$204.00) 	<p>\$400.00</p>
<p>2. Identify site user stakeholders and document methods for best reach to obtain feedback, usage, and organic promotion support</p> <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 30 mins = \$98.00) ○ Supervisor (\$147.00/hr for 1 hr = \$147.00) ○ Research/Analyst (\$83.30/hr for 1 hr 52 mins = \$155.00) 	<p>\$400.00</p>
<p>3. Develop & present for approval a detailed launch promotion plan with budget, communication & marketing activities, and timeline</p> <ul style="list-style-type: none"> ○ Director (\$196.00/hr for 2 hrs = \$392.00) ○ Supervisor (\$147.00/hr for 2 hrs 30 mins = \$367.50) ○ Research/Analyst (\$83.30/hr for 4 hrs 17 mins = \$357.20) ○ Writer (\$83.30/hr for 1 hr = \$83.30) 	<p>\$1,200.00</p>
Not To Exceed Total	\$2,000.00

¹ Future annual subscription estimate payments for Tarrant County to maintain the ongoing technology are listed below at the current market renewal rates:

- Domain Name Registrations (*.com, *.org, *.net) - \$50 to \$70 annually
- Tarrant County is responsible for acquiring and maintaining registration of the corresponding *.gov domain through Get.gov.
- Website Hosting with Webflow - \$276 (CMS) to \$468 (business) annual subscription depending on hosting package selected for renewal

During the duration of RFP F2024026 & RFP Response to RFP F2024026 contract period or extension, Tarrant County may renew these annual subscriptions as pass through expenses utilizing this SOW based on the current market renewal rates plus one (1) hour of Planner/Buyer time (\$122.50/hr) to facilitate the renewals and invoicing.

- If the current RFP F2024026 is not in effect, but Proscalar is under contract with Tarrant County for other marketing and communication services then Proscalar can provide the annual subscription renewals at current rates plus one (1) hour of Planner/Buyer time.
- If Proscalar is not under contract with Tarrant County then Tarrant County will need to renew the domain registrations and hosting themselves to continue the services. The above renewal fees have been confirmed by Tarrant County Purchasing to be below bidding and Commissioner Court approval requirements.

² ADA compliance testing is included with this implementation project to test and review published website content. If website changes are made after the completion of this SOW then Tarrant County is responsible for any additional ADA compliance testing and maintenance.

- If Proscalar is contracted through RFP F2024026 & RFP Response to RFP F2024026 for additional site work beyond this SOW then an ADA compliance testing subscription through accessiBe will be included in a new SOW to support ADA requirements.
- If Proscalar is not under contract with Tarrant County then Tarrant County will be responsible for future ADA compliance audits, testing, and maintenance. Assistance for Tarrant County may be available through the Texas Department of Information Resources and their Statewide Digital Accessibility Program Administrator who can be contacted via email at: statewideaccessibility@dir.texas.gov (for more information see Texas DIR webpage: <https://dir.texas.gov/electronic-information-resources-eir-accessibility>).

For the avoidance of doubt and to establish clear expectations regarding the outcomes of this project, it is hereby clarified that the above Professional Fees & Expenses provide a minimal viable product (MVP) pilot project to begin the visualization website project. This project provides a live website with a single-story pilot for testing the concepts, design, and activity needed to showcase historical documents and for confirming the technical architecture while identifying the time required for future story research and content creation. Not included in this SOW is the future expanded visualization environment which would encompass access to most or all of Tarrant County Clerk's official records, artifacts, history, and documentation. As stated on page 2, future project expansion cost will be determined with an additional Statement of Work for a Phase 3 - Production Blueprint. This future Phase 3 project would provide a robust estimate on future expansion activity using the knowledge learned during these minimal viable product work phases outlined in this SOW.

Milestones

Payments will be invoiced upon completion of the following milestones:

Milestone start and delivery dates require adherence to the assumptions and requirements listed in Section 5. Additional Notes & Assumptions including timely review and response by Tarrant County. Milestone dates may be shifted based on Tarrant County response timelines and approvals. Any such Milestone date adjustments will be documented in email between the Tarrant County Contact and the Proscalar Contact.

Acceptance approval of Milestone deliverables will be communicated in email between the Tarrant County Contact and the Proscalar Contact prior to invoicing. Approval response is expected within the standard five (5) business days response documented in Section 5, Paragraph 3 Project Requirements.

Most Milestones are contingent upon approval of previous Milestones. Therefore, if approval delays occur the Expected Delivery Date for the Milestones will be based on the furthest date listed below (either the declared date or the delayed date by Milestone whichever occurs last).

Milestone 1 - IT & Infrastructure - \$1,800

Expected Start Date: Sept 3, 2024 or Effective Date

Expected Delivery Date: Sept 20, 2024 or One (1) Business Week after final IT reviews

- Identify initial topics and education TEKS tie-ins
- Domain purchases - *.com, *.org, *.net with final approval of Tarrant County DCIO or CIO
- 1st year hosting with Webflow and site template setup
- IT technology review & architecture planning
- IT review and document of supporting technology & ADA compliance

Milestone 2 - Initial research - \$3,600

Expected Start Date: Sept 3, 2024 or Effective Date

Expected Delivery Date: Sept 27, 2024 or Two (2) Business Weeks after Milestone 1 approval

- Research & categorize supporting artifacts and documents
- Summarize virtualization display concepts & engagement methods for selected pilot project topic

Note: The two items below are contingent upon completion and IT approval of Milestone 1

- Google Analytics (GA4) setup and site tracking event enablement
- Google Tag Manager (GTM) setup & site integration

Milestone 3 - Pilot project research & display technology - \$3,750

Expected Start Date: Sept 23, 2024 or One (1) Business Week after Milestone 1 approval

Expected Delivery Date: Oct 11, 2024 or Two (2) Business Weeks after Milestone 2 approval

- Engagement methods & visualization technology planning
- ADA compliance activity and accessiBe 1st year service & configuration
- Discovery & document available artifacts for pilot project story
- Test artifacts for AI content generation potential

Milestone 4 - Story & wireframe development - \$3,400

Expected Start Date: Sept 9, 2024 or upon approval of pilot project Story

Expected Delivery Date: Oct 18, 2024 or Two (2) Business Weeks after Milestone 3 approval

- Website wireframe development
- Develop package list of web content to be written for pilot project story
- Complete writing for package list & implement content in website

Milestone 5 - Site completion - \$3,850

Expected Start Date: Oct 21, 2024 or sooner based upon approval of Milestone 4

Expected Delivery Date: Nov 15, 2024 or Five (5) Business Weeks after Milestone 4 approval

- Website production coding
- Google Search Console setup & sitemap.xml / robots.txt configuration
- SEMrush SEO project setup & initial keyword research
- Phase 2 Launch Planning with County Staff, define website goals & success metrics

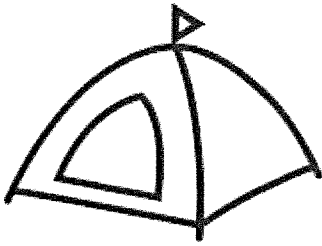
Milestone 6 - Phase 2 Launch planning - \$1,600

Expected Start Date: Oct 21, 2024 or One (1) Business Week after Phase 2 Launch Planning with County Staff completed

Expected Delivery Date: Nov 15, 2024 or Three (3) Business Weeks after Phase 2 Launch Planning with County Staff completed

- Identify site user stakeholders and document methods for best reach to obtain feedback, usage, and organic promotion support
- Develop & present for approval a detailed launch promotion plan with budget, communication & marketing activities, and timeline

5. ADDITIONAL NOTES & ASSUMPTIONS



The following list provides the general assumptions on which this SOW and its Professional Services Fees are based. If any of these assumptions either change or are incorrect, a Change Order may be required, which may result in additional Professional Services fees.

1. Ownership & Legal Responsibilities: This SOW provides for use of Tarrant County's logo and mark for the pilot project website creation. This SOW does not provide for additional creation of logos or business marks. Consequently, Tarrant County shall at all times ensure that: (a) they own all right, title, and interest in, or have full and sufficient authority to use, in the manner contemplated by this SOW, any materials, artwork, or data that is provided to Proscalar; b) they comply with the terms and conditions of any licensing or other agreements that govern the use of material licensed or acquired from third parties obtained by Tarrant County (for example stock art, soundtracks, advertising photography, or other creatives) or by Proscalar on Tarrant County's behalf (for example audit reports, hosting, or other services).

Tarrant County is responsible for all legal review and creation of any website published legal language. Proscalar is not liable or responsible for the language developed and used by Tarrant County.

All Domains purchased will be approved by the Tarrant County Clerk, as well as, the Tarrant County DCIO or CIO. Tarrant County is responsible for acquiring and maintaining registration of the corresponding *.gov domain through Get.gov.

Third-party licenses, hosting or tool subscriptions, domain name registrations, or additional functionality costs after the first year's subscription are the responsibility of Tarrant County. Proscalar is not responsible or liable for any actions that may occur from lack of payment or payment default. Examples include but are not limited to website hosting, website annual domain registration, or ADA compliance or other supporting technology tools. Proscalar will identify any required licenses or third-party licenses used in any deliverable.

2. Artwork & Creative Limitations: This SOW assumes creative focus is specific to using, repurposing, and displaying Tarrant County historical artifacts and documents. Tarrant County is providing Proscalar with access to historical artifacts and documents for this project and no third-party artwork will be required.

Tarrant County's RFP F2024026 Attachment A, Creative Rights Agreement restricts Proscalar from purchasing and providing Tarrant County with artwork that includes usage rights or terms and conditions. This restriction effectively prevents Proscalar from purchasing any professional creatives for this project as such creative items are third-party property with their own usage terms & conditions or royalties. If additional artwork is required Proscalar will coordinate with Regina Calderon, the county's Digital Media Manager, to acquire the stock art images, video, or soundtracks through Tarrant County's current Adobe Stock subscription with the assumption that Tarrant County's Adobe license will cover the cost of such stock art acquisition.

If additional artwork, animation, or AI image tools beyond the capability of Tarrant County's Adobe Stock license is required or requested, Proscalar will coordinate with the Tarrant County Clerk's Office on appropriate legal steps for modifications to the Creative Rights Agreement and approval on any Change Order if needed. If such a Change Order is requested by the Tarrant County Clerk's Office any potential additional cost is within the scope and budget of RFP F2024026 & RFP Response to RFP F2024026 and action by the County Commissioner Court is not anticipated.

3. Project Requirements: Tarrant County is responsible for timely review and response to project requests, creative revisions, Adobe stock art requests, and decisions from Proscalar. To meet the milestones and provide timely delivery, standard written responses via email are expected within five (5) business days unless a different timeline is agreed upon and communicated by email between the Tarrant County Contact and the Proscalar Contact. Proscalar is not liable or responsible for Deliverable delays caused by late responses.

This SOW provides for 10 hours of Proscalar project management time which is sufficient for planning, status reports, meetings, and reviews with Tarrant County per the current project scope (estimate 10 to 11 week project with reasonable approval response times). However, if Tarrant County approvals create the need for additional time to generate documentation, hold additional meetings, extend project reviews, or develop additional plans then the added time requirements will be considered a Change Order and will be invoiced in 1/2 hour increments based on the staff required under the RFP F2024026 & RFP Response to RFP F2024026 rates (see page 7).

Project status review times will be coordinated between the Tarrant County Contact and the Proscalar Contact with the expectation of no more than one standing 30 minute review meeting per week.

Tarrant County will provide and maintain access for Proscalar to online platforms or tools as needed during the work including for download or online direct access to digitized historical artifacts and records to be displayed on the virtualized website.

4. Not To Exceed Cost: Service support will be provided with a Not To Exceed cost per project area with the exception of approved Change Orders, extended project reviews, approvals, and status meetings, additional deliverables, or media buys. However the estimate for the website pilot project is based on using Webflow as the website development and hosting platform outside of the normal Tarrant County website IT environment and accessiBe as the ADA testing and audit documentation tool.

If alternative website architecture or environment changes are required by Tarrant County IT, those requests will need a Change Order to meet the additional work required for the IT requests. This additional work will include the evaluation time to research alternative website architecture or environments, as well as, the cost for changing to an alternative website platform. As part of this SOW, Proscalar will procure the 1st year of annual hosting expenses for Webflow.

If alternative ADA compliance testing tools are required by Tarrant County IT then Tarrant County IT is responsible for timely audits and documentation during the project implementation.

5. Network Access: Website environments require domain name system (DNS) network records and potentially email configuration to work properly. Proscalar will acquire the *.com, *.org, and *.net domain for this new environment and will work with IT and the County Clerk's Office for maintenance of the name registration. Tarrant County is responsible for acquiring the corresponding *.gov domain through Get.gov. Throughout the project Tarrant County will provide full and timely IT access for Proscalar to make needed network DNS record changes or email configurations in support of this new website or other required network integrations needs for the defined Deliverables.

6. Website Pixel & Tracking: Website traffic analytics are based on website event tracking through site pixel code and Google Analytics access. This SOW assumes web and advertising platform pixel installation will be allowed by Tarrant County and implemented by Proscalar. Full access for Proscalar to Google GA4 and other analytic tools must be provided or authorized by Tarrant County for completing the SOW Deliverables.

7. Research Access: The historical artifacts and content for the agreed upon topics or stories that will be used in the production of this SOW's deliverables must be available on a timely basis from Tarrant County. This SOW assumes that online digitized access is also available to bring the required content into the website. Proscalar will work with Tarrant County to identify reasonable storage for the website display of digitized content and artifacts.

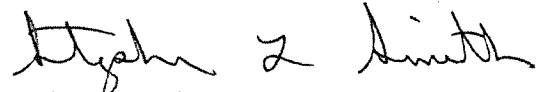
8. Integration Investigation Only: With this minimal viable product (MVP) pilot project approach, real-time integration for artifact or document integration will not be used. Research time will be allocated to identify and document Application Program Interfaces (API)s or technical methods to integrate and pull in artifacts, records, or data from Kofile or VitalChek Network digital document scans for redisplay as historical documentation. All digital copies of artifacts for the pilot project will be stored within the Webflow website environment instead of being accessed and displayed through real-time data integration.

6. SOW ACCEPTANCE

Each party hereto hereby represents and warrants that it: (i) has had adequate time to consider each of the terms set forth in this SOW; (ii) fully understands each of the terms set forth in this SOW, and (iii) fully agrees with each of the terms set forth in this SOW.

Issuance of a Tarrant County Purchase Order or requisition confirms SOW acceptance to the terms set forth in this SOW.

COUNTY OF TARRANT
STATE OF TEXAS


Stephen Smith, Proscalar

Sept 5, 2024

Tim O' Hare, Tarrant County Judge

Date

Date

APPROVED AS TO FORM:

CERTIFICATION OF
AVAILABLE FUNDS: \$ _____

Kimberly Colliet Wesley

Criminal District Attorney's Office*

Tarrant County Auditor

*By law, the Criminal District Attorney's Office may only approve contracts for its clients. We reviewed this document as to form from our client's legal perspective. Other parties may not rely on this approval. Instead those parties should seek contract review from independent counsel.



TAKINGS IMPACT ASSESSMENT CHECKLIST

Complete this form for any county action that involves the adoption of a regulation, policy, guideline, court resolution, or order.

Project/Regulation Name: Consideration of Statement of Work - RFP No. F2024026 - Annual Contract for Marketing Services - Countywide – Proscalar, LLC

County Department: PURCHASING

Contact Person: Melissa Lee, C.P.M., A.P.P.

Phone Number for Contact Person: (817) 884-3245

Type of TIA Performed: SHORT TIA or FULL TIA. Circle one after answering the questions in Sections II and III below.

I. Stated Purpose

Attach to this checklist an explanation of the purpose of the regulation, policy, guideline, court resolution, or order.

Note: The remainder of this Takings Impact Assessment Checklist should be completed in consultation with the Criminal District Attorney's Office.

II. Potential Effect on Private Real Property

1. Does the county action require a physical invasion, occupation, or dedication of real property?

Yes _____ No √

2. Does the county action limit or restrict a real property right, even partially, or temporarily?

Yes _____ No √

If you answered yes to either question, go to Section III. If you answered no to both, STOP HERE and circle SHORT TIA at the top of the form.
