



**REQUEST FOR PROPOSAL  
("RFP")  
(RFP-2026-022)  
for  
Agency of Record Services**

Release Date: 6/26/2026

Proposals Due: 07/30/2026 by no later than 12:00 P.M. Central Standard Time

**\* Proposals not received by deadline will be rejected and returned unopened.**

**002 - TABLE OF CONTENTS**

002 - TABLE OF CONTENTS ..... 2  
003 - BACKGROUND ..... 3  
004 - SCOPE OF SERVICES ..... 4  
005 - ASSURANCES ..... 6  
006 - TERM OF CONTRACT ..... 7  
007 - PRE-SUBMITTAL CONFERENCE ..... 7  
008 - PROPOSAL REQUIREMENTS ..... 7  
009 - SUBMISSION OF PROPOSAL ..... 8  
010 - RESTRICTIONS ON COMMUNICATION ..... 9  
011 - EVALUATION OF CRITERIA ..... 10  
012 - AWARD OF CONTRACT AND RESERVATION OF RIGHTS ..... 10  
013 - SCHEDULE OF EVENTS ..... 11  
014 - INSURANCE REQUIREMENTS ..... 11  
015 - RFP ATTACHMENTS ..... 14

### **003 - BACKGROUND**

The Bexar County Board of Trustees for Mental Health Mental Retardation Services d/b/a The Center for Health Care Services ("CENTER") is a multi-facility community mental health and intellectual disability center created under the authority of Section 534.001 of the Texas Health and Safety Code by its sponsoring agencies, Bexar County and the Bexar County Hospital District d/b/a University Health. The CENTER has been providing services to Bexar County residents experiencing mental health, intellectual developmental disabilities and/or substance use issues for over sixty (60) years and is the Texas Health and Human Services designated Local Mental Health Authority for Bexar County, Texas. The CENTER is considered a quasi-governmental entity, a political subdivision of the state of Texas, but is not a Texas state agency. The CENTER'S administrative offices are located at 6800 Park Ten Blvd. Suite 200-S, San Antonio, Texas 78213.

## 004 - SCOPE OF SERVICES

The Center for Health Care Services (“CENTER”) seeks a qualified Agency of Record to serve as a strategic partner in marketing, advertising, and public relations. The agency should have demonstrated expertise in health care or public sector communications, established media relationships, and a data-driven approach to achieving measurable results and meaningful community impact. The selected agency will work collaboratively with CENTER leadership and staff to plan, develop, and execute integrated communications campaigns designed to increase awareness of services, strengthen community engagement, and reinforce the CENTER’s role as Bexar County’s Local Mental Health Authority (LMHA).

The awarded vendor will serve as a strategic partner to the CENTER, collaborating closely with internal stakeholders to develop and execute integrated marketing, advertising, and public relations initiatives that advance the organization’s mission and strategic priorities. In addition, the vendor should demonstrate the ability to develop messaging that is culturally responsive, trauma-informed and audience-specific, while communicating that support and services are available regardless of an individual’s circumstances.

Requested services may include, but is not limited to: strategic planning, creative development, media buying and placement, digital and traditional advertising, public relations, earned media, and communications support across television, radio, print, outdoor, digital, social, and emerging media channels. The CENTER seeks an agency with demonstrated expertise in health care or public sector communications, established media relationships, and a data-driven approach to achieving measurable results and meaningful community impact.

Vendor must:

- Develop and execute an annual integrated, multi-channel advertising campaign that supports The CENTER’s strategic priorities, increase awareness of services, reduce stigma related to mental health and substance use disorders and drive measurable engagement among target audiences.
- Serve as a strategic advisor by providing annual campaign planning, audience insights, market research and recommendations that align with organizational goals, emerging trends and community needs.
- Create compelling, culturally responsive and accessible creative concepts that resonate with target audiences and motivate desired actions.
- Provide multiple creative concepts and design options for review and refinement, ensuring alignment with The CENTER’s brand standards, missions and strategic objectives.
- Develop and manage comprehensive paid media strategies across television, radio, digital, social media, streaming, search, outdoor, print and emerging media platforms, as appropriate.
- Negotiate and secure media placements that maximize value and efficiency while ensuring optimal audience penetration within designated market.
- Provide regular performance reporting that includes campaign metrics, audience reach, impressions, engagement, website traffic, conversions, media value and recommendations for ongoing improvement.
- Demonstrate experience developing public awareness campaigns for health care, behavioral health, public sector, nonprofit or community-based organizations, particularly those involving complex or sensitive subject matter.
- Maintain strong, established relationships with local, regional and industry media outlets, including television, radio, print, digital and community news organizations, to secure earned media opportunities and increase organizational visibility for The CENTER and The Center for Health Care Services Foundation, as requested.
- Demonstrate a proven track record of successfully pitching stories, securing media placements, coordinating interviews and generating positive earned media coverage.
- Possess the ability to rapidly mobilize media resources and leverage established media relationships to secure interviews, press coverage, media attendance, and spokesperson opportunities with minimal notice in response to emerging issues, crisis situations, legislative developments, community events or significant organizational announcements.
- Maintain direct working relationships with key reporters, editors, assignment desks, producers and news directors throughout the San Antonio region and surrounding markets, with the ability to engage media contacts immediately when timely coverage is needed.
- Monitor media coverage and emerging news trends to identify opportunities for organizational visibility, thought leadership and issues advocacy.
- Develop press releases, media advisories, talking points op-eds, letters to the editor, preparation documents and other public relations materials as needed to support organizational priorities.

- Provide regular reporting on earned media outcomes, media impressions, audience reach, sentiment and public relations performance metrics for The CENTER and The Center for Health Care Services Foundation, as requested.
- Facilitate media training and interview preparation for organizational leaders and designated spokespeople

**005 - ASSURANCES**

The RESPONDENT assures the following (signature required):

1. That all addenda and attachments to the RFP as distributed by CENTER have been received.
2. No attempt will be made by the RESPONDENT to induce any person or firm to submit or not to submit a Proposal, unless so described in the RFP document.
3. The RESPONDENT does not discriminate in its services or employment practices on the basis of race, color, religion, sex, sexual orientation, national origin, disability, veteran status, or age.
4. That no employee of CENTER or Health and Human Services Commission ("HHSC") and no member of CENTER'S Board of Trustees will directly or indirectly receive any pecuniary interest from an award of the proposed contract. If the RESPONDENT is unable to make the affirmation, then the Proposal must disclose any knowledge of such interests.
5. RESPONDENT accepts the terms, conditions, criteria, and requirements set forth in the RFP.
6. RESPONDENT accepts CENTER'S right to cancel the RFP at any time prior to contract award.
7. RESPONDENT accepts CENTER'S right to alter the timetables for procurement as set forth in the RFP.
8. The Proposal submitted by the RESPONDENT has arrived at independently without consultation, communication, or agreement with another party for the purpose of restricting competition.
9. Unless otherwise required by law, the information in the Proposal submitted by the RESPONDENT has not been knowingly disclosed by the RESPONDENT to any other RESPONDENT prior to the notice of intent to award.
10. No claim will be made to CENTER for payment to cover costs incurred in the preparation of the submission of the Proposal or any other associated costs.
11. CENTER has the right to complete background checks and to verify information submitted by a RESPONDENT.
12. The individual signing this document, and the contract, is authorized to legally bind the RESPONDENT.
13. The address submitted by the RESPONDENT to be used for all notices sent by CENTER is current and correct.
14. All cost and pricing information is reflected in the Proposal documents or attachments.
15. That the RESPONDENT is not currently held in abeyance or barred from the award of a federal or state contract.
16. That the RESPONDENT is not currently delinquent in its payments of any franchise tax or state tax owed to the state of Texas, pursuant to Texas Tax Code, Title 2, Subchapter F, Chapter 171, Subchapter H and Title 34 of the Texas Administrative Code, Part 1 Chapter 3, Subchapters A and F.
17. RESPONENT shall disclose whether any of the directors or personnel of RESPONDENT has either been an employee or a trustee of CENTER within the past two (2) years preceding the date of submission of the Proposal. This requirement applies to all personnel, whether or not they are identified as key personnel. If such employment has existed, or term of office served as trustee, the RESPONDENT shall state in an attached writing the nature and time of the affiliations as defined.
18. RESPONDENT shall identify in an attached writing any trustee or employee of CENTER who has a financial interest in RESPONDENT or who is related within the second degree by consanguinity or affinity to a person having such financial interest. Such disclosure shall include a complete statement of the nature of such financial interest and the relationship, if applicable. Moreover, RESPONENT shall state in an attached writing whether any of its directors or personnel knowingly has had a personal relationship with employees or officers of CENTER within the past two (2) years that may interfere with fair competition.
19. No current or former employee or officer of a federal, state, or local governmental agency, and/or the CENTER directly or indirectly aided or attempted to aid in the procurement of RESPONDENT'S services.
20. RESPONDENT shall disclose in an attached writing the name of every CENTER key person with whom RESPONDENT is doing business or has done business during the 365 day period immediately prior to the date on which the Proposal is due; failure to include such a disclosure will be a binding representation by RESPONDENT that the natural person executing the Proposal has no knowledge of any CENTER key persons with whom RESPONDENT is doing business or has done business during the 365 day period prior to the immediate date on which the Proposal is due.
21. Under Section 231.006 of the Texas Family Code, the vendor or RESPONDENT certifies that the individual or business entity named in this Proposal is not ineligible to receive the specified grant, loan, or payment and acknowledges that this contract may be terminated, and payment may be withheld if this certification is inaccurate.
22. RESPONDENT has no conflict of interest and meets the standards of conduct requirements pursuant to Texas Administrative Code Section 412.54(c).
23. That all information provided in the Proposal is true and correct.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_  
Printed Name of Signing Authority

\_\_\_\_\_  
Date

## 006 - TERM OF CONTRACT

The anticipated term for a contract awarded in response to this RFP is three (3) years. The CENTER shall have the option to renew under the same terms and conditions for up to two (2) additional one (1) year extensions. All renewals shall be in writing and signed by President/CEO, or their designee, after approval by the CENTER'S Board of Trustees. The CENTER may terminate a contract at any time if funds are restricted, withdrawn, not approved or for unsatisfactory service.

## 007 - PRE-SUBMITTAL CONFERENCE

A Pre-Submittal Conference will be held at the Center for Health Care Services, located at 6800 Park Ten Blvd. Suite 200-S, 2<sup>nd</sup> Floor, San Antonio, Texas 78213 at 3:00 P.M. Central Standard Time (CST), on July 7, 2026.

This meeting place is accessible to disabled persons. The Center for Health Care Services is wheelchair accessible. The accessible entrance is located at 6800 Park Ten Blvd. Suite 200-S. Accessible parking spaces are located at 6800 Park Ten Blvd. Suite 200-S. RESPONDENTS that are unable to attend in person may participate by Conference Call. RESPONDENTS may call the toll-free number listed below and enter access code to participate in the day of the conference.

Dial-In Toll Telephone Number: 210-714-4201

Dial-In Toll-Free Telephone Number: 1-800-717-4201

Access Code: 18015 #

RESPONDENTS are encouraged to prepare and submit their questions in writing in advance of the Pre-Submittal Conference in order to expedite the proceedings.

RESPONDENTS may submit their questions pertaining to this RFP to Adam Velez, Sr. Director of Compliance & Systems Support, by email to [AVelez@chcsbc.org](mailto:AVelez@chcsbc.org), please carbon copy [Contracts@chcsbc.org](mailto:Contracts@chcsbc.org), before July 13, 2026 at 12:00 P.M. Central Standard Time (CST). Please refrain from contacting the CENTER'S Board of Trustees members during the search process and direct all inquiries to the contact person listed above. Only those written questions received prior to May 20, 2026 at 12:00 P.M. Central Standard Time (CST) deadline will be addressed.

Any oral response given at the Pre-Submittal Conference that is not confirmed in writing and posted with this solicitation shall not be official or binding on the CENTER. Only written responses shall be official and all other forms of communication with any officer, employee or agent of the CENTER shall not be binding on the CENTER. RESPONDENTS are encouraged to resubmit their questions in writing to the CENTER Staff person identified in the Restrictions on Communication section, after the conclusion of the Pre-Submittal Conference.

## 008 - PROPOSAL REQUIREMENTS

RESPONDENT'S Proposal shall include the following items in the following sequence, noted with the appropriate heading as indicated below. Submitted Proposals should include information in sufficient detail to address the RESPONDENT'S ability to perform the services being requested and provide the CENTER with enough information to properly evaluate Proposals.

RESPONDENTS must submit a hard copy Proposal. Submit one original, signed in ink, five (5) hard copies, and one USB containing a copy of the entire Proposal in Microsoft Word or PDF format. **Any information deemed to be confidential by RESPONDENT should be clearly noted on the page(s) where the confidential information is contained.**

### TABLE OF CONTENTS

EXECUTIVE SUMMARY. The summary shall include a statement of the work to be accomplished, how RESPONDENT proposes to accomplish and perform each specific service and unique problems perceived by RESPONDENT and their solutions.

ASSURANCES. RESPONDENT must complete, sign in ink and submit the Assurances Page found in this RFP under Section 005 – Assurances.

GENERAL INFORMATION FORM. Use the Form found in this RFP as Attachment A, Part One.

EXPERIENCE, BACKGROUND & QUALIFICATIONS. Use the Form found in this RFP as Attachment A, Part Two.

PROPOSED PLAN. Use the Form found in this RFP as Attachment A, Part Three.

PRICING SCHEDULE. Use the Pricing Schedule that is found in this RFP as Attachment B.

PROOF OF INSURABILITY. RESPONDENT shall submit a copy of their current insurance certificate.

SIGNATURE PAGE. RESPONDENT must complete, sign and submit the Signature Page found in this RFP as Attachment C. The Signature Page must be signed by a person, or persons, authorized to bind the entity, or entities, submitting the Proposal. Proposals signed by a person other than an officer of a corporate RESPONDENT or partner of partnership RESPONDENT shall be accompanied by evidence of authority.

CONFLICT OF INTEREST STATEMENT. RESPONDENT must complete, sign and submit the Conflict of Interest Statement found in this RFP as Attachment D. RESPONDENT shall select only *one* applicable scenario.

PROPOSAL CHECKLIST. Complete and submit the Proposal Checklist found in this RFP as Attachment E.

The RESPONDENT must indicate whether or not it will be subcontracting a portion(s) of services contained in this RFP's Scope of Services. If so, indicate the name of the subcontractor and the portion of the work, which will be subcontracted. Provide the subcontractor's qualifications that meet the requirements of the Scope of Services. The CENTER reserves the right to refuse the selection of any subcontractor(s) by CONTRACTOR for reasonable cause.

## 009 - SUBMISSION OF PROPOSAL

Please complete all questions in the order they are presented in this Request for Proposal ("RFP"). Include all questions and question numbers in your responses. Any additional comments or information may be provided at the end of your answers to all Proposal questions. If a question does not apply to the RESPONDENT, simply and clearly document "N/A". Scoring and evaluation is based on completed questions. Unanswered questions will be considered omissions. The CENTER reserves the right to review only complete Proposals. The CENTER reserves the right to hold subsequent face-to-face or telephone interviews for clarification and/or negotiation purposes. Interviews will not be solicited for the purpose of completing incomplete Proposals. Multiple omissions and/or incomplete responses may result in disqualification.

### Instructions for Submitting Proposals

RESPONDENT shall submit one (1) original, signed in ink, five (5) hard copies and one (1) USB drive which contains the Proposal in Microsoft Word or PDF format in a sealed package clearly marked with the project name, "**Agency of Record Services, RFP 2026-022**" on the front of the package by no later than 12:00 P.M. CST on July 30, 2026. Responses may be delivered by regular mail, special carrier, or hand delivery to the CENTER'S administrative offices at 6800 Park Ten Blvd. Suite 200-S, San Antonio, Texas, 78213. **Submission of Proposals by telephone, facsimile transmission or e-mail will not be accepted. Untimely Proposals will be rejected and/or returned unopened. Any mail delays or other matters causing late receipt are irrelevant and will not excuse late submission. The time as kept by the CENTER shall be the official time and shall control. Therefore, RESPONDENTS should strive for early submission to avoid the possibility of rejection for late arrival. The CENTER will not be responsible in the event that the U.S. Postal Service or any other carrier system fails to deliver the Proposal to the CENTER by the given deadline above. Proposals may be withdrawn at any time prior to actual contract award.** The CENTER reserves the right to reject any and all Proposals, to waive technicalities, and to accept any advantages deemed beneficial to the CENTER and its consumers. It is the CENTER'S intent to evaluate Proposals, and/or services in order to achieve the best value for CENTER employees and operations. Each RESPONDENT which submits a complete Proposal but is not awarded a contract will be notified in writing that the Proposal is no longer being considered. Any information contained in the Proposal that is deemed to be proprietary in nature must clearly be so designated in the Proposal. Such information may be subject to disclosure under the Public Information Act on opinions from the Texas Attorney General's office.

Modified Proposals. Proposals may be modified provided such modifications are received prior to the due date for submission of Proposals and submitted in the same manner as the original Proposal. For hard copy Proposals, provide a cover letter with the Proposal, indicating it is a modified Proposal, and that the original Proposal is being withdrawn.

Correct Legal Name. RESPONDENTS who submit Proposals to this RFP shall correctly state the true and correct name of the individual, proprietorship, corporation, and/or partnership (clearly identifying the responsible general partner and all other partners who would be associated with the contract, if any). No nicknames, abbreviations (unless part of the legal

title), shortened or short-hand, or local "handles" will be accepted in lieu of the full, true and correct legal name of the entity. These names shall comport exactly with the corporate and franchise records of the Texas Secretary of State and Texas Comptroller of Public Accounts. Individuals and proprietorships, if operating under anything other than an individual name, shall match with exact Assumed Name filings. Corporate RESPONDENTS and limited liability company RESPONDENTS shall include the 11-digit Comptroller's Taxpayer Number on the General Information Form found in this RFP as Attachment A.

If an entity is found to have incorrectly or incompletely stated its name or failed to fully reveal its identity on the General Information Form, the Sr. Director of Compliance & Systems Support shall have the discretion, at any point in the contracting process, to suspend consideration of the Proposal.

Firm Offer. All provisions in RESPONDENT'S Proposal, including any estimated or projected costs, shall remain valid for one hundred and fifty (150) days following the deadline for submissions or, if a Proposal is accepted, throughout the entire term of the contract.

Confidential or Proprietary Information. The entire response to this Request for Proposal shall be subject to disclosure under the Texas Public Information Act, Chapter 552 of the Texas Government Code. If the RESPONDENT believes information contained therein is legally excepted from disclosure under the Texas Public Information Act, the RESPONDENT should conspicuously (via bolding, highlighting and/or enlarged font) mark those portions of its response as confidential or proprietary and submit such information under seal. Such information may still be subject to disclosure under the Public Information Act depending on determinations of the Texas Attorney General's office.

Cost of Proposal. Any cost or expense incurred by the RESPONDENT that is associated with the preparation of the Proposal, the Pre-Submittal conference, if any, or during any phase of the selection process, shall be borne solely by RESPONDENT.

#### **010 - RESTRICTIONS ON COMMUNICATION**

**RESPONDENTS are prohibited from communicating with: 1) CENTER Board of Trustees regarding the RFP or Proposals from the time the RFP has been released until the contract is posted as an agenda item; and 2) CENTER employees from the time the RFP has been released until the contract is awarded.** These restrictions extend to "thank you" letters, phone calls, emails and any contact that results in the direct or indirect discussion of the RFP and/or Proposal submitted by RESPONDENT. **Violation of this provision by RESPONDENT and/or its agent may lead to disqualification of RESPONDENT'S Proposal from consideration.**

Exceptions to the Restrictions on Communication with CENTER employees include:

RESPONDENTS may submit written questions concerning this RFP to the staff listed below until 12:00 P.M. Central Standard Time (CST) on July 13, 2026. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail to:

**Adam Velez**  
**Sr. Director of Compliance & Systems Support**  
**Center for Health Care Services**  
[AVelez@chcsbc.org](mailto:AVelez@chcsbc.org) (Carbon Copy [Contracts@chcsbc.org](mailto:Contracts@chcsbc.org))

Questions submitted and the CENTER'S responses will be posted to the CENTER'S website.

CENTER reserves the right to contact any RESPONDENT to negotiate if such is deemed desirable by CENTER. Such negotiations, initiated by CENTER staff, shall not be considered a violation by RESPONDENT of this section.

## 011 - EVALUATION OF CRITERIA

The CENTER will conduct a comprehensive, fair, and impartial evaluation of all Proposals received in response to this RFP. The CENTER may appoint a selection committee to perform the evaluation. Each Proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Criteria to be evaluated may include the items listed below. The CENTER may also request additional information from RESPONDENTS at any time prior to final approval of a selected RESPONDENT. The CENTER reserves the right to select one, or more, or none of the RESPONDENTS to provide services. Final approval of a selected RESPONDENT is subject to the action of the CENTER'S Board of Trustees. It should be understood that while the total score is a significant factor, the CENTER reserves the right to consider other factors in making a final selection.

Evaluation criteria:

- Experience, Background, Qualifications – 35 points
- Proposed Plan – 40 points
- Price Schedule – 15 points
- Local Business – 5 points

5 evaluation points will be awarded for a business with a headquarters or office located within Bexar County.

- Veteran-Owned Small Business (VOSB) – 5 points

5 evaluation points will be awarded for a small business that is owned and operated by veterans and certified as VetHUB-vendor by the Texas Comptroller.

## 012 - AWARD OF CONTRACT AND RESERVATION OF RIGHTS

The CENTER reserves the right to award one, more than one or no contract(s) in response to this RFP.

The contract, if awarded, will be awarded to the RESPONDENT(S) whose Proposal(s) is deemed most advantageous to CENTER, as determined by the selection committee, upon approval of the CENTER'S Board of Trustees.

The CENTER may accept any Proposal in whole or in part. If subsequent negotiations are conducted, they shall not constitute a rejection or alternate RFP on the part of CENTER. However, final selection of a RESPONDENT is subject to CENTER'S Board of Trustees approval.

The CENTER reserves the right to accept one or more Proposals or reject any or all Proposals received in response to this RFP, and to waive informalities and irregularities in the Proposals received. CENTER also reserves the right to terminate this RFP, and reissue a subsequent solicitation, and/or remedy technical errors in the RFP process.

The CENTER reserves the right to reject, for any reason and at its sole discretion, in total or in part, any and/or all Proposals, regardless of comparability of price, terms or any other matter, to waive any formalities, and to negotiate on the basis of the Proposals received for the most favorable terms and best service for the CENTER. If a RESPONDENT is selected, the RESPONDENT will be required to execute a contract. If CENTER funding is materially decreased during the contract term, the contract may be amended and/or terminated.

No work shall commence until CENTER signs the contract document(s) and RESPONDENT provides the necessary evidence of insurance as required in this RFP and the contract. Contract documents are not binding on CENTER until approved by the CENTER'S General Counsel. In the event the parties cannot negotiate and execute a contract within the time specified, CENTER reserves the right to terminate negotiations with the selected RESPONDENT and commence negotiations with another RESPONDENT.

This RFP does not commit the CENTER to enter into a contract, award any services related to this RFP, nor does it obligate the CENTER to pay any costs incurred in preparation or submission of a Proposal or in anticipation of a contract.

If selected, RESPONDENT will be required to comply with the Insurance and Indemnification Requirements established herein.

If selected, RESPONDENT shall, at its own expense, conduct criminal background checks on all personnel and subcontractors assigned to provide services on CENTER property. The background checks must satisfy the requirements of the CENTER'S licensing and regulatory agencies. Proof that such checks have been conducted will be provided by the CONTRACTOR to the CENTER upon request.

The successful RESPONDENT must be able to formally invoice the CENTER for services rendered. Invoices shall be issued on a time and material basis for services rendered. The CENTER will pay invoices within thirty (30) days of receipt (commercial credit) only after services have been performed. The CENTER is a tax-exempt entity.

Independent Contractor. RESPONDENT agrees and understands that, if selected, it and all persons designated by it to provide services in connection with a contract, are and shall be deemed to be independent contractors, responsible for their respective acts or omissions, and that CENTER shall in no way be responsible for RESPONDENT'S actions, and that none of the parties hereto will have authority to bind the others or to hold out to third parties, that it has such authority.

### 013 - SCHEDULE OF EVENTS

Following is a list of projected dates/times with respect to this RFP:

RFP Release Date:	June 26, 2026
Pre-Submittal Conference	3:00 P.M. CST on July 7, 2026
Final Questions Accepted:	12:00 P.M. CST on July 13, 2026
Proposal Due:	12:00 P.M. CST on July 30, 2026

### 014 - INSURANCE REQUIREMENTS

If selected to provide the services described in this RFP, RESPONDENT shall be required to comply with the insurance requirements set forth below. The insurance requirements are non-negotiable and should be adhered to; however, if the RESPONDENT proposes other insurance limits, the CENTER reserves the right to waive or reduce the requirements and to accept any advantages deemed beneficial to the CENTER and its consumers. It is the CENTER'S intent to evaluate Proposals, in order to achieve the best value for CENTER employees and operations.

#### INSURANCE

Prior to the commencement of any work under this contract, RESPONDENT shall furnish copies of all required endorsements and completed Certificate(s) of Insurance to the CENTER'S Contracting & Procurement Division, which shall be clearly labeled "**Agency of Record Services**" in the Description of Operations block of the Certificate. The Certificate(s) shall be completed by an agent and signed by a person authorized by that insurer to bind coverage on its behalf. The CENTER will not accept a Memorandum of Insurance or Binder as proof of insurance. The Certificate(s) must have the agent's signature and phone number, and be mailed, with copies of all applicable endorsements, directly from the insurer's authorized representative to the CENTER. The CENTER shall have no duty to pay or perform under this contract until such certificate and endorsements have been received and approved by the CENTER'S Contracting & Procurement Division. No officer or employee, other than the CENTER'S Sr. Director of Compliance & Systems Support, shall have authority to waive this requirement.

The CENTER reserves the right to review the insurance requirements of this Article during the effective period of this contract and any extension or renewal hereof and to modify insurance coverage and their limits when deemed necessary and prudent by CENTER'S Sr. Director of Compliance & Systems Support based upon changes in statutory law, court decisions, or circumstances surrounding this contract. In no instance will CENTER allow modification whereby CENTER may incur increased risk.

A RESPONDENT'S financial integrity is of interest to the CENTER; therefore, subject to RESPONDENT'S right to maintain reasonable deductibles in such amounts as are approved by the CENTER, RESPONDENT shall obtain and maintain in full force and effect for the duration of this contract, and any extension hereof, at RESPONDENT'S sole expense, insurance coverage written on an occurrence basis, unless otherwise indicated, by companies authorized to do business in the State of Texas and with an A.M Best's rating of no less than A- (VII), in the following types and for an amount not less than the amount listed below:

<u>TYPE</u>	<u>AMOUNTS</u>
1. Workers' Compensation	Statutory Limits
2. Employers' Liability	\$500,000/\$500,000/\$500,000
3. Broad form Commercial General Liability Insurance to include coverage for the following: a. Premises operations b. Independent Contractors c. Products/completed operations d. Personal Injury e. Contractual Liability f. Damage to property rented by you	For <u>Bodily Injury</u> and <u>Property Damage</u> of \$1,000,000 per occurrence; \$2,000,000 General Aggregate, or its equivalent in Umbrella or Excess Liability Coverage  f. \$100,000
4. Business Automobile Liability a. Owned/leased vehicles b. Non-owned vehicles c. Hired Vehicles	Combined Single Limit for Bodily Injury and Property Damage of \$1,000,000 per occurrence

If applicable, RESPONDENT agrees to require, by written contract, that all subcontractors providing goods or services hereunder obtain the same insurance coverage required of RESPONDENT herein and provide a Certificate of Insurance and endorsement that names the RESPONDENT and the Center of Health Care Services as additional insured. RESPONDENT shall provide the CENTER with said certificate and endorsement prior to the commencement of any work by the subcontractor. This provision may be modified by CENTER'S Sr. Director of Compliance & Systems Support, when deemed necessary and prudent, based upon changes in statutory law, court decisions, or circumstances surrounding this contract. Such modification may be enacted by letter signed by CENTER'S Sr. Director of Compliance & Systems Support, which shall become a part of the contract for all purposes.

As they apply to the limits required by the CENTER, the CENTER shall be entitled, upon request and without expense, to receive copies of the policies, declaration page, and all endorsements thereto and may require the deletion, revision, or modification of particular policy terms, conditions, limitations, or exclusions (except where policy provisions are established by law or regulation binding upon either of the parties hereto or the underwriter of any such policies). RESPONDENT shall be required to comply with any such requests and shall submit a copy of the replacement Certificate of Insurance to CENTER at the address provided below within ten (10) days of the requested change. RESPONDENT shall pay any costs incurred resulting from said changes.

Center for Health Care Services  
Attn: Contracting & Procurement Division  
6800 Park Ten Blvd.  
Suite 200-S  
San Antonio, Texas 78213

RESPONDENT agrees that with respect to the above required insurance, all insurance policies are to contain or be endorsed to contain the following provisions:

- Name the CENTER, its Board of Trustees, employees, and volunteers as additional insured by endorsement, as respects operations and activities of, or on behalf of, the named insured performed under contract with the CENTER, with the exception of the workers' compensation and professional liability policies;
- Provide for an endorsement that the "other insurance" clause shall not apply to the Center for Health Care Services where the CENTER is an additional insured shown on the policy;
- Workers' compensation, employers' liability, general liability and automobile liability policies will provide a waiver of subrogation in favor of the CENTER;
- Provide advance written notice directly to CENTER of any suspension, cancellation, non-renewal or material change in coverage, and not less than ten (10) calendar days advance notice for nonpayment of premium.

Within five (5) calendar days of a suspension, cancellation or non-renewal of coverage, RESPONDENT shall provide a replacement Certificate of Insurance and applicable endorsements to CENTER. CENTER shall have the option to

suspend RESPONDENT'S performance should there be a lapse in coverage at any time during a contract. Failure to provide and to maintain the required insurance shall constitute a material breach of a contract.

In addition to any other remedies the CENTER may have upon RESPONDENT'S failure to provide and maintain any insurance or policy endorsements to the extent and within the time herein required, the CENTER shall have the right to order RESPONDENT to stop work, and/or withhold any payment(s) which become due to RESPONDENT until RESPONDENT demonstrates compliance with the requirements hereof.

Nothing herein contained shall be construed as limiting in any way the extent to which RESPONDENT may be held responsible for payments of damages to persons or property resulting from RESPONDENT'S or its subcontractors' performance of the work covered under a contract.

It is agreed that RESPONDENT'S insurance shall be deemed primary and non-contributory with respect to any insurance or self-insurance carried by the CENTER for liability arising out of operations under a contract.

It is understood and agreed that the insurance required is in addition to and separate from any other obligation contained in a contract and that no claim or action by or on behalf of the CENTER shall be limited to insurance coverage provided.

RESPONDENT and any subcontractors are responsible for all damage to their own equipment and/or property.

### **INDEMNIFICATION REQUIREMENTS**

If selected to provide the services described in this RFP, RESPONDENT shall be required to comply with the Indemnification requirements set forth below. The Indemnification is non-negotiable and should be adhered to; however, if the RESPONDENT proposes modifications to the Indemnification language, the CENTER reserves the right to accept or reject the revised Indemnification. It is the CENTER'S intent to evaluate Proposals, in order to achieve the best value for CENTER employees and operations.

### **INDEMNIFICATION**

**RESPONDENT covenants and agrees to FULLY INDEMNIFY, DEFEND and HOLD HARMLESS, the CENTER and the employees, officers, trustees, volunteers and representatives of the CENTER, individually and collectively, from and against any and all costs, claims, liens, damages, losses, expenses, fees, fines, penalties, proceedings, actions, demands, causes of action, liability and suits of any kind and nature, including but not limited to, personal or bodily injury, death and property damage, made upon the CENTER directly or indirectly arising out of, resulting from or related to RESPONDENT'S activities under a contract, including any acts or omissions of RESPONDENT, any agent, officer, trustees, representative, employee, RESPONDENT or subcontractor of RESPONDENT, and their respective officers, agents employees, directors and representatives while in the exercise of the rights or performance of the duties under a contract. The indemnity provided for in this paragraph shall not apply to any liability resulting from the negligence of CENTER, its officers or employees, in instances where such negligence causes personal injury, death, or property damage. IN THE EVENT RESPONDENT AND CENTER ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS FOR THE STATE OF TEXAS, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE CENTER UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW.**

The provisions of this indemnity are solely for the benefit of the parties hereto and not intended to create or grant any rights, contractual or otherwise, to any other person or entity. RESPONDENT shall advise the CENTER in writing within twenty-four (24) hours of any claim or demand against the CENTER or RESPONDENT known to RESPONDENT related to or arising out of RESPONDENT'S activities under a contract and shall see to the investigation and defense of such claim or demand at RESPONDENT'S cost. The CENTER shall have the right, at its option and at its own expense, to participate in such defense without relieving RESPONDENT of any of its obligations under this paragraph.

015 - RFP ATTACHMENTS

RFP ATTACHMENT A, PART ONE

GENERAL INFORMATION FORM

1. **Respondent Information:** Provide the following information regarding the Respondent. Please tell us about your Business. If your Business is affiliated with a large firm that includes multiple teams around the country, please tell us about your local team/operation.

Respondent Name: \_\_\_\_\_  
(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Doing Business As: (other business name, if applicable): \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Website address: \_\_\_\_\_

Year established: \_\_\_\_\_

Provide the number of years in business under present name: \_\_\_\_\_

Social Security Number or Federal Employer Identification Number: \_\_\_\_\_

Texas Comptroller's Taxpayer Number, if applicable: \_\_\_\_\_  
(NOTE: This 11-digit number is sometimes referred to as the Comptroller's TIN or TID.)

UEI Number: \_\_\_\_\_

Is Business a certified VetHUB?  Yes  No (If yes, attach all applicable current certifications.)

Business Structure: Check the box that indicates the business structure of the Respondent.

- Individual or Sole Proprietorship If checked, list Assumed Name, if any: \_\_\_\_\_
- Partnership
- Corporation If checked, check one:  For-Profit  Nonprofit  
Also, check one:  Domestic  Foreign
- Other If checked, list business structure: \_\_\_\_\_

List the name and business address of each person or legal entity, which has a 10% or more ownership or control interest in the Business (attach additional pages as necessary).

\_\_\_\_\_  
\_\_\_\_\_

Printed Name of Contract Signatory: \_\_\_\_\_

Job Title: \_\_\_\_\_

(NOTE: This RFP solicits Proposals to provide services under a contract which has been identified as "High Profile". Therefore, Respondent must provide the name of person that will sign the contract for the Respondent, if awarded.)

1. Provide any other names under which Respondent has operated within the last 10 years and length of time under for each:

\_\_\_\_\_  
\_\_\_\_\_

Provide address of office from which this project would be managed:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No: \_\_\_\_\_

Annual Gross Revenue:  \$100K or less  \$101K–\$500K  \$501K–900K  \$901K–\$2.5M  \$2.5M or more

Total Number of Employees: \_\_\_\_\_

Total Number of Current Clients/Customers: \_\_\_\_\_

2. **Contact Information:** List the one person who the CENTER may contact concerning your Proposal or setting dates for meetings.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes  No

List the name and business address of each person or legal entity, which has a 10% or more ownership or control interest in the Business (attach additional pages as necessary).

\_\_\_\_\_  
\_\_\_\_\_

4. Is Respondent authorized and/or licensed to do business in Texas?

Yes  No If "Yes", list authorizations/licenses.

\_\_\_\_\_  
\_\_\_\_\_

5. Where is the Respondent's corporate headquarters located? \_\_\_\_\_

**6. Local/County Operation:** Does the Respondent have an office located in San Antonio, Texas?

Yes  No If "Yes", respond to a and b below:

a. How long has the Respondent conducted business from its San Antonio office?

Years \_\_\_\_\_ Months \_\_\_\_\_

b. State the number of full-time employees at the San Antonio office.

If "No", indicate if Respondent has an office located within Bexar County, Texas:

Yes  No If "Yes", respond to c and d below:

c. How long has the Respondent conducted business from its Bexar County office?

Years \_\_\_\_\_ Months \_\_\_\_\_

d. State the number of full-time employees at the Bexar County office. \_\_\_\_\_

e. If RESPONDENT has a operation location in the San Antonio/Bexar County are, list address below:

\_\_\_\_\_

**7. Debarment/Suspension Information:** Has the Respondent or any of its principals been debarred or suspended from contracting with any public entity?

Yes  No If "Yes", identify the public entity and the name and current phone number of a representative of the public entity familiar with the debarment or suspension, and state the reason for or circumstances surrounding the debarment or suspension, including but not limited to the period of time for such debarment or suspension.

\_\_\_\_\_  
\_\_\_\_\_

Are there any proceedings relating to the Business' responsibility, debarment, suspension, voluntary exclusion or qualification to receive a public contract?  Yes  No

If "Yes", state the name of the individual, organization contracted with and reason for proceedings.

\_\_\_\_\_  
\_\_\_\_\_

**8. Surety Information:** Has the Respondent ever had a bond or surety canceled or forfeited?

Yes  No If "Yes", state the name of the bonding company, date, amount of bond and reason for such cancellation or forfeiture.

\_\_\_\_\_  
\_\_\_\_\_

**9. Bankruptcy Information:** Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes  No If "Yes", state the date, court, jurisdiction, cause number, amount of liabilities and amount of assets.

\_\_\_\_\_

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**10. Disciplinary Action:** Has the Respondent ever received any disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations?

Yes  No      If "Yes", state the name of the regulatory body or professional organization, date and reason for disciplinary or impending disciplinary action.

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**11. Previous Contracts:**

a. Has the Respondent ever failed to complete any contract awarded?

Yes  No      If "Yes", state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

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b. Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to complete a contract?

Yes  No      If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

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c. Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name?

Yes  No      If "Yes", state the name of the individual, organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

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---

Have liquidated damages or penalty provisions been assessed against the Business for failure to complete the work on time or for any other reason?     Yes  No

**12. Is RESPONDENT, or its employee(s), currently employed/contracted by CENTER?**

Yes  No

Has RESPONDENT, or its employee(s), been employed/contracted by CENTER in the past two (2) years?

Yes  No

If yes to either question, whom and in what role(s) was the person(s) employed/contracted by CENTER? List name, CENTER title, dates of employment/contract and current title:

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**13. Background Checks:** Has the Respondent completed criminal history background checks on all current employees?

Yes  No

**REFERENCES**

Provide three (3) references that Respondent has provided services related to the RFP Scope of Services within the past three (3) years. References should not be current CENTER employees. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided. **Upon submission, references are considered proprietary and confidential information.**

**Reference No. 1:**

Firm/Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

\_\_\_\_\_

**Reference No. 2:**

Firm/Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

\_\_\_\_\_

**Reference No. 3:**

Firm/Company Name \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

\_\_\_\_\_

## RFP ATTACHMENT A, PART TWO

### EXPERIENCE, BACKGROUND, QUALIFICATIONS

Prepare and submit narrative responses to address the following items. If RESPONDENT is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

1. Describe RESPONDENT'S company history, evidencing its strengths and stability, including number of years in business, number of years providing the type of proposed service, number of public sector and nonprofit customers in Texas and areas covered in Texas.
2. Describe RESPONDENT'S experience relevant to the Scope of Services requested by this RFP. List and describe relevant projects of similar size and scope performed over the past four years.

Describe RESPONDENT'S specific experience with clients, especially large organizations with multiple locations. If RESPONDENT has provided services for the CENTER in the past, identify the name of the contract and service provided.

3. Describe the qualifications and experience of the personnel proposed to perform the services. Identify the project manager and other key personnel, including their roles and responsibilities, years of experience, relevant certifications, specialized training, and experience providing similar services.
4. Describe RESPONDENT'S organizational capacity and resources to successfully perform the services under this Request for Proposals. Include the total number of employees, organizational structure, office location, available technology and equipment, staffing capacity, and methods used proposed to be used to ensure timely service delivery and responsiveness throughout the term of the Contract.
5. Include any additional skills, experience, qualifications, and/or other relevant information about the RESPONDENT'S qualifications.

## RFP ATTACHMENT A, PART THREE

### PROPOSED PLAN

Prepare and submit the following items. All questions must be answered.

#### **Strategic Approach**

Describe your proposed approach to developing an annual integrated marketing and communications plan for The Center. Include the following:

How will you align campaign strategies with The Center's strategic priorities, community needs, and behavioral health mission?

What process will you use to identify target audiences and tailor messaging to each audience segment?

How will you ensure messaging is culturally responsive, trauma-informed, accessible, and stigma-reducing?

#### **Campaign Development**

Describe your methodology for creating and presenting creative concepts for review and approval.

How will you balance paid media, earned media, owned media, and digital channels to maximize community impact?

Describe your process for developing annual campaign calendars, content schedules, and promotional strategies. How will you incorporate emerging trends, technologies, and media opportunities into campaign planning?

#### **Media Planning and Buying**

Describe your approach to media planning and media purchasing across television, radio, digital, social media, streaming, outdoor, and print channels.

How will you ensure efficient use of public funds while maximizing audience reach and engagement?

Describe the tools, data sources, and methodologies you use to evaluate media placement effectiveness.

#### **Media Relations**

Describe your strategy for securing earned media coverage and increasing organizational visibility.

Explain how you maintain relationships with local and regional media outlets and how those relationships will benefit The Center.

Describe your process for pitching stories, coordinating interviews, and responding to media inquiries.

How would you support The Center during crisis communications, public health emergencies, or sensitive community issues?

#### **Behavioral Health Experience**

Describe your experience conducting public awareness campaigns related to mental health, substance use, healthcare, public health, or other sensitive topics.

How will you address stigma reduction and increase public awareness of behavioral health services?

Provide examples of successful campaigns involving vulnerable populations or complex community issues.

## **Measurement and Reporting**

Describe the performance measures you recommend for evaluating campaign success.

How will you track and report audience reach, impressions, engagement, website traffic, conversions, and earned media value?

Provide a sample reporting dashboard or outline of the reports you would deliver.

How will you use campaign performance data to make ongoing adjustments and improvements?

## **Project Management**

Describe your project management structure and communication plan with The Center.

What is your proposed timeline for campaign planning, implementation, monitoring, and reporting?

Describe your process for obtaining approvals and incorporating stakeholder feedback.

How will you ensure adequate staffing and continuity of services throughout the contract term?

## **RFP ATTACHMENT B**

### **PRICE SCHEDULE**

The proposal should include all fees to provide services listed within this RFP. Contractor understands and agrees that this is a projected budget for FY2027. Budget could fluctuate subsequent years. NOTE: The CENTER does not pay sales or use tax and such taxes cannot be passed on to the CENTER in any form

The Center has a proposed budget of \$350,000 for FY 2027 (this amount includes the CENTER and The Center for Health Care Services Foundation). The Center's Fiscal Year 2027 is 9/1/2026 – 8/31/2027. All costs, including all agency and production fees for development of ad campaign (media planning and buying), in addition to hourly rates for public relations responsibilities must be included in pricing schedule.

1. Please explain your firm's billing structure and process.
2. Identify considerations for "rush" projects and fees associated.

**RFP ATTACHMENT C**

**SIGNATURE PAGE**

I, individually and on behalf of the business named above, do by my signature below certify that the information provided in this Proposal is true and correct and I am authorized to bind the RESPONDENT contractually. I understand that if the information provided herein contains any false statements or any misrepresentations: 1) The CENTER will have the grounds to terminate any or all contracts which the CENTER has or may have with the business; 2) The CENTER may disqualify the business named above from consideration for contracts and may remove the business from the CENTER'S bidders list; or/and 3) The CENTER may have grounds for initiating legal action under federal, state, or local law.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature of Owner  
(Owner, CEO, President, Majority Stockholder or  
Designated Representative)

\_\_\_\_\_  
Date



**RFP ATTACHMENT E**

**PROPOSAL CHECKLIST**

Use this checklist to ensure that all required documents have been included in the Proposal and appear in the correct order.

Document	Initial to Indicate Document is Attached to Proposal
Table of Contents	
Executive Summary	
Assurances	
General Information and References RFP Attachment A, Part One	
Experience, Background & Qualifications RFP Attachment A, Part Two	
Proposed Plan RFP Attachment A, Part Three	
Price Schedule RFP Attachment B	
Proof of Insurability - Submit Copy of Current Certificate of Insurance	
*Signature Page RFP Attachment C	
*Conflict of Interest Statement RFP Attachment D	
Proposal Checklist RFP Attachment E	
One (1) Original, five (5) hard copies and one (1) USB with entire Proposal in Microsoft Word format or PDF format	

**\*Documents marked with an asterisk on this checklist require a signature. Be sure they are signed prior to submittal of Proposal.**