



**AGREEMENT BETWEEN BROWARD COUNTY AND UPSCALE EVENTS BY MOSAIC, INC.,
FOR CONSULTANT SERVICES FOR WATER CONSERVATION OUTREACH
AND COMMUNICATIONS (RFP # GEN2121746P1)**

This Agreement (“Agreement”) is made and entered by and between Broward County, a political subdivision of the State of Florida (“County”), and Upscale Events by Mosaic, Inc., a Florida profit corporation (“Contractor”) (each a “Party” and collectively referred to as the “Parties”).

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

ARTICLE 1. DEFINITIONS

- 1.1. **Applicable Law** means all applicable laws, codes, advisory circulars, rules, regulations, or ordinances of any federal, state, county, municipal, or other governmental entity, as may be amended.
- 1.2. **Board** means the Board of County Commissioners of Broward County, Florida.
- 1.3. **Contract Administrator** means the Director of the Resilient Environment Department’s Natural Resources Division, the Assistant Director of the Natural Resources Division, or such other person designated by the Director of the Natural Resources Division in writing.
- 1.4. **County Business Enterprise** or **CBE** means an entity certified as meeting the applicable requirements of Section 1-81, Broward County Code of Ordinances.
- 1.5. **Notice to Proceed** means a written authorization to proceed with a project, phase, or task, issued by the Contract Administrator.
- 1.6. **Pass-Through Allowance** means an amount of funding specific to media buys and other reimbursable expenses.
- 1.7. **Purchasing Director** means County’s Director of Purchasing.
- 1.8. **Services** means all work required by Contractor under this Agreement, including, without limitation, all deliverables, consulting, training, project management, or other services specified in Exhibit A, and any Optional Services procured under this Agreement.
- 1.9. **Small Business Enterprise** or **SBE** means an entity certified as meeting the applicable requirements of Section 1-81, Broward County Code of Ordinances.

- 1.10. **Subcontractor** means an entity or individual providing services to County through Contractor for all or any portion of the work under this Agreement. The term “Subcontractor” shall include all subconsultants.

ARTICLE 2. EXHIBITS

Exhibit A	Scope of Services
Exhibit B	Payment Schedule
Exhibit C	Minimum Insurance Coverages
Exhibit D	Work Authorization Form
Exhibit E	CBE/SBE Subcontractor Schedule and Letters of Intent
Exhibit F	Certification of Payments to Subcontractors and Suppliers
Exhibit G	Service Level Agreement
Exhibit H	Enterprise Technology Services Security Requirements – High Risk

ARTICLE 3. SCOPE OF SERVICES

3.1. Scope of Services. Contractor shall perform all Services including, without limitation, the work specified in Exhibit A (the “Scope of Services”). The Scope of Services is a description of Contractor’s obligations and responsibilities and is deemed to include preliminary considerations and prerequisites, and all labor, materials, equipment, and tasks that are such an inseparable part of the work described that exclusion would render performance by Contractor impractical, illogical, or unconscionable.

3.2. Optional Services. Contractor acknowledges that the Contract Administrator has no authority to make changes that would increase, decrease, or otherwise modify the Scope of Services except as expressly set forth in this Agreement or, to the extent applicable, in the Broward County Procurement Code. If any goods or services under this Agreement, or the quantity thereof, are identified as optional (“Optional Services”), County may select the type, amount, and timing of such goods or services pursuant to a work authorization (“Work Authorization”) in substantially the form attached as Exhibit D executed by Contractor and County pursuant to this section. No such selection, when combined with those goods or services required under this Agreement, may result in a payment obligation exceeding the applicable maximum amount stated in Section 5.1. Notwithstanding anything to the contrary in this Agreement, Work Authorizations for Optional Services shall be executed on behalf of County as follows: (a) the Contract Administrator may execute Work Authorizations for which the total cost to County in the aggregate is less than \$50,000.00; (b) the Purchasing Director may execute Work Authorizations for which the total cost to County in the aggregate is within the Purchasing Director’s delegated authority; and (c) any Work Authorization above the Purchasing Director’s delegated authority requires express approval by the Board. Contractor shall not commence work on any Work Authorization until after receipt of a purchase order and issuance of a Notice to Proceed by the Contract Administrator.

ARTICLE 4. TERM AND TIME OF PERFORMANCE

4.1. Term. The term of this Agreement shall begin on July 1, 2022, (“Effective Date”) and shall end on June 30, 2027 (“Initial Term”), unless otherwise terminated as provided in this Agreement. The Initial Term, Extension Term(s), and any additional extension as described in this article are collectively referred to as the “Term.”

4.2. Extensions. County may extend this Agreement for up to one (1) additional one (1) year term (an "Extension Term") by sending notice of extension to Contractor at least thirty {30} days prior to the expiration of the then-current term. The Purchasing Director is authorized to exercise this extension option.

4.3. Additional Extension. If unusual or exceptional circumstances, as determined in the sole discretion of the Purchasing Director, render the exercise of an Extension Term not practicable, or if no extension is available and expiration of this Agreement would, as determined by the Purchasing Director, result in a gap in the provision of Services necessary for the ongoing operations of County, then the Purchasing Director may extend this Agreement on the same terms and conditions for period(s) not to exceed three (3) months in the aggregate. The Purchasing Director may exercise this option by written notice to Contractor stating the duration of the extended period, at least thirty {30} days prior to the end of the then-current term.

4.4. Extension Rates and Terms. Unless expressly stated in Exhibit B, Contractor shall be compensated at the rates in effect when an Extension Term or the additional extension described in Section 4.3 was invoked by County and shall continue to provide the Services upon the same terms and conditions as set forth in this Agreement for such extended period.

4.5. Fiscal Year. The continuation of this Agreement beyond the end of any County fiscal year is subject to both the appropriation and the availability of funds in accordance with Chapter 129, Florida Statutes.

4.6. Time of the Essence. Time is of the essence in performing the duties, obligations, and responsibilities required by this Agreement.

ARTICLE 5. COMPENSATION

5.1. Maximum Amounts. For all goods and services provided under this Agreement, County will pay Contractor up to a maximum amount as follows:

Services/Goods	Not-To-Exceed Amount
Goods and Services	\$565,000.00
Pass-Through Allowance	\$625,000.00
Optional Services: subject to additional Notice(s) to Proceed	\$50,000.00
TOTAL NOT TO EXCEED	\$1,240,000.00

Payment shall be made only for Services actually performed and completed pursuant to this Agreement, as set forth in Exhibit B (Payment Schedule), which amount shall be accepted by Contractor as full compensation for all such Services. Contractor acknowledges that the amounts set forth in this Agreement are the maximum amounts payable and constitute a limitation upon County's obligation to compensate Contractor for work under this Agreement. These maximum amounts, however, do not constitute a limitation of any sort upon Contractor's obligation to perform all Services.

5.2. Method of Billing and Payment.

5.2.1. Contractor must submit invoices for compensation no more often than on a monthly basis, but only after the Services for which the invoices are submitted have been completed. An original invoice and one copy are due within fifteen (15) days after the end of the month covered by the invoice, except that the final invoice must be received no later than sixty (60) days after expiration or earlier termination of this Agreement. Invoices shall describe the Services performed and, as applicable, the personnel, hours, tasks, or other details as requested by the Contract Administrator. Contractor shall submit a Certification of Payments to Subcontractors and Suppliers (Exhibit F) with each invoice in which Subcontractor costs are charged. The certification shall be accompanied by a copy of the notification sent to each unpaid Subcontractor listed on the form, explaining the good cause why payment has not been made to that Subcontractor.

5.2.2. Any invoice submitted by Contractor shall be in the amount set forth in Exhibit B for the applicable Services, minus any agreed upon retainage as stated in Exhibit B. Retainage amounts shall only be invoiced to County upon completion of all Services, unless otherwise stated in Exhibit B.

5.2.3. County shall pay Contractor within thirty (30) days after receipt of Contractor's proper invoice, as required under the "Broward County Prompt Payment Ordinance," Section 1-51.6, Broward County Code of Ordinances. To be deemed proper, all invoices must comply with the requirements set forth in this Agreement and must be submitted on the then-current County form and pursuant to instructions prescribed by the Contract Administrator. Payment may be withheld for failure of Contractor to comply with a term, condition, or requirement of this Agreement.

5.2.4. Contractor must pay Subcontractors and suppliers within fifteen (15) days after receipt of payment from County for such subcontracted work or supplies. Contractor agrees that if it withholds an amount as retainage from Subcontractors or suppliers, it will release such retainage and pay same within fifteen (15) days after receipt of payment of retained amounts from County. Failure to pay a Subcontractor or supplier in accordance with this subsection shall be a material breach of this Agreement, unless Contractor demonstrates to Contract Administrator's satisfaction that such failure to pay results from a bona fide dispute with the Subcontractor or supplier and, further, Contractor promptly pays the applicable amount(s) to the Subcontractor or supplier upon resolution of the dispute. Contractor shall include requirements substantially similar to those set forth in this subsection in its contracts with Subcontractors and suppliers.

5.3. Pass-Through Allowance for Media Buys and Other Reimbursable Expenses. In addition to the requirements of Section 5.2, payments by County of pass-through allowance expenses are subject to the following:

5.3.1. Contractor shall not be reimbursed for any expenses it incurs unless expressly provided for in this Agreement. The Pass-Through Allowance amount is an estimate only.

Payment is not guaranteed and will only be paid based on actual costs incurred by Contractor for media buys or other reimbursable expenses.

5.3.2. Contractor shall obtain the written authorization of the Contract Administrator or designee prior to incurring costs related to a Pass-Through Allowance amount, including specific descriptions of media buys including, but not limited to, sufficient information to characterize the type of media, expected coverage or reach, times and duration, and maximum or unit cost information (such as, for purposes of example, "radio advertisement on [station with location] for [broadcast area] at [date(s) and time slot] every [day/week/month] for [x days/weeks/months] costing [a maximum of \$____ OR \$____ per day/week/month and any other specific information requested by the Contract Administrator or designee). The Contract Administrator's written prior authorization is a limitation on payment for Pass-Through Allowance amounts and does not authorize payment of any costs not actually incurred by Contractor and supported by the supplier invoices required by Section 5.3.4, below.

5.3.3. No markup or additional fees are allowed to be invoiced or paid on Pass-Through Allowance amounts. This includes, but is not limited to, overhead, profit, "runner's fees," or similar amounts.

5.3.4. Contractor may only invoice County the actual amounts it is charged by its suppliers. A copy of Contractor's invoice(s) from supplier(s) for media buys and other reimbursable expenses shall be submitted with Contractor's invoice for payment by County.

5.3.5. County reserves the right to request and obtain verification for costs of any Pass-Through Allowance expenses prior to payment from Contractor's suppliers. Contractor's supplier prices shall be fair, reasonable, meet industry standards, and shall be subject to audit.

5.3.6. For reimbursement of any travel costs or travel-related expenses permitted under this Agreement, Contractor agrees to comply with Section 112.061, Florida Statutes, except to the extent that Exhibit B expressly provides otherwise. County shall not be liable for any expenses that exceed those allowed by Section 112.061 or that were not approved in writing in advance by the Contract Administrator.

5.4. Subcontractors. Contractor shall invoice Subcontractor fees only in the actual amount paid by Contractor, without markup or other adjustment.

5.5. Withholding by County. Notwithstanding any provision of this Agreement to the contrary, County may withhold payment, in whole or in part, (a) in accordance with Applicable Law, or (b) to the extent necessary to protect itself from loss on account of (i) inadequate or defective work that has not been remedied or resolved in a manner satisfactory to the Contract Administrator, or (ii) Contractor's failure to comply with any provision of this Agreement. The amount withheld shall not be subject to payment of interest by County.

ARTICLE 6. REPRESENTATIONS AND WARRANTIES

6.1. Representation of Authority. Contractor represents and warrants that this Agreement constitutes the legal, valid, binding, and enforceable obligation of Contractor, and that neither the execution nor performance of this Agreement constitutes a breach of any agreement that Contractor has with any third party or violates Applicable Law. Contractor further represents and warrants that execution of this Agreement is within Contractor's legal powers, and each individual executing this Agreement on behalf of Contractor is duly authorized by all necessary and appropriate action to do so on behalf of Contractor and does so with full legal authority.

6.2. Solicitation Representations. Contractor represents and warrants that all statements and representations made in Contractor's proposal, bid, or other supporting documents submitted to County in connection with the solicitation, negotiation, or award of this Agreement, including during the procurement or evaluation process, were true and correct when made and are true and correct as of the date Contractor executes this Agreement, unless otherwise expressly disclosed in writing by Contractor.

6.3. Contingency Fee. Contractor represents that it has not paid or agreed to pay any person or entity, other than a bona fide employee working solely for Contractor, any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making of this Agreement.

6.4. Truth-In-Negotiation Representation. Contractor's compensation under this Agreement is based upon its representations to County, and Contractor certifies that the wage rates, factual unit costs, and other information supplied to substantiate Contractor's compensation, including without limitation those made by Contractor during the negotiation of this Agreement, are accurate, complete, and current as of the date Contractor executes this Agreement. Contractor's compensation will be reduced to exclude any significant sums by which the contract price was increased due to inaccurate, incomplete, or noncurrent wage rates and other factual unit costs.

6.5. Public Entity Crime Act. Contractor represents that it is familiar with the requirements and prohibitions under the Public Entity Crime Act, Section 287.133, Florida Statutes, and represents that its entry into this Agreement will not violate that Act. Contractor further represents that there has been no determination that it committed a "public entity crime" as defined by Section 287.133, Florida Statutes, and that it has not been formally charged with committing an act defined as a "public entity crime" regardless of the amount of money involved or whether Contractor has been placed on the convicted vendor list.

6.6. Discriminatory Vendor and Scrutinized Companies Lists; Countries of Concern. Contractor represents that it has not been placed on the "discriminatory vendor list" as provided in Section 287.134, Florida Statutes, and that it is not a "scrutinized company" pursuant to Sections 215.473 or 215.4725, Florida Statutes. Contractor represents and certifies that it is not, and for the duration of the Term will not be, ineligible to contract with County on any of the grounds stated in Section 287.135, Florida Statutes. Contractor represents that it is, and for the duration of the Term will remain, in compliance with Section 286.101, Florida Statutes.

6.7. Claims Against Contractor. Contractor represents and warrants that there is no action or proceeding, at law or in equity, before any court, mediator, arbitrator, governmental or other board or official, pending or, to the knowledge of Contractor, threatened against or affecting Contractor, the outcome of which may (a) affect the validity or enforceability of this Agreement, (b) materially and adversely affect the authority or ability of Contractor to perform its obligations under this Agreement, or (c) have a material and adverse effect on the consolidated financial condition or results of operations of Contractor or on the ability of Contractor to conduct its business as presently conducted or as proposed or contemplated to be conducted.

6.8. Verification of Employment Eligibility. Contractor represents that Contractor and each Subcontractor have registered with and use the E-Verify system maintained by the United States Department of Homeland Security to verify the work authorization status of all newly hired employees in compliance with the requirements of Section 448.095, Florida Statutes, and that entry into this Agreement will not violate that statute. If Contractor violates this section, County may immediately terminate this Agreement for cause and Contractor shall be liable for all costs incurred by County due to the termination.

6.9. Warranty of Performance. Contractor represents and warrants that it possesses the knowledge, skill, experience, and financial capability required to perform and provide all Services and that each person and entity that will provide Services is duly qualified to perform such services by all appropriate governmental authorities, where required, and is sufficiently experienced and skilled in the area(s) for which such person or entity will render such Services. Contractor represents and warrants that the Services shall be performed in a skillful and respectful manner, and that the quality of all such services shall equal or exceed prevailing industry standards for the provision of such services.

6.10. Prohibited Telecommunications Equipment. Contractor represents and certifies that it and its Subcontractors do not use any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system, as such terms are used in 48 CFR §§ 52.204-24 through 52.204-26. Contractor represents and certifies that Contractor and its Subcontractors shall not provide or use such covered telecommunications equipment, system, or services during the Term.

6.11. Criminal History Screening Practices. If this Agreement is subject to the requirements of Section 26-125(d) of the Broward County Code of Ordinances, Contractor represents and certifies that its policies, practices, and procedures regarding inquiry into the criminal history of an applicant for employment, including a criminal history background check, preclude inquiry into an applicant's criminal history until the applicant is selected as a finalist and interviewed for the position.

6.12. Construction Apprenticeship Program. If this Agreement is a construction contract as defined in Section 26-9 of the Broward County Code of Ordinances, Contractor represents and certifies that it shall at all times comply with the requirements of the Construction Apprenticeship Program as set forth in Sections 26-8 through 26-11 of the Broward County Code of Ordinances.

6.13. Domestic Partnership Requirement. Unless this Agreement is exempt from the provisions of the Broward County Domestic Partnership Act, Section 16½-157, Broward County Code of Ordinances ("Act"), Contractor certifies and represents that it shall at all times comply with the provisions of the Act. The contract language referenced in the Act is deemed incorporated in this Agreement as though fully set forth in this section.

6.14. Breach of Representations. Contractor acknowledges that County is materially relying on the representations, warranties, and certifications of Contractor stated in this article, and County shall be entitled to exercise any or all of the following remedies if any such representation, warranty, or certification is untrue: (a) recovery of damages incurred; (b) termination of this Agreement without any further liability to Contractor; (c) set off from any amounts due Contractor the full amount of any damage incurred; and (d) debarment of Contractor.

ARTICLE 7. INDEMNIFICATION

Contractor shall indemnify, hold harmless, and defend County and all of County's current, past, and future officers, agents, and employees (collectively, "Indemnified Party") from and against any and all causes of action, demands, claims, losses, liabilities, and expenditures of any kind, including attorneys' fees, court costs, and expenses, including through the conclusion of any appellate proceedings, raised or asserted by any person or entity not a party to this Agreement, and caused or alleged to be caused, in whole or in part, by any intentional, reckless, or negligent act or omission of Contractor, its officers, employees, or agents, arising from, relating to, or in connection with this Agreement (collectively, a "Claim"). If any Claim is brought against an Indemnified Party, Contractor shall, upon written notice from County, defend each Indemnified Party with counsel satisfactory to County or, at County's option, pay for an attorney selected by the County Attorney to defend the Indemnified Party. The obligations of this section shall survive the expiration or earlier termination of this Agreement. If considered necessary by the Contract Administrator and the County Attorney, any sums due Contractor under this Agreement may be retained by County until all Claims subject to this indemnification obligation have been settled or otherwise resolved. Any amount withheld shall not be subject to payment of interest by County.

ARTICLE 8. INSURANCE

8.1. Throughout the Term, Contractor shall, at its sole expense, maintain the minimum insurance coverages stated in Exhibit C in accordance with the terms and conditions of this article. Contractor shall maintain insurance coverage against claims relating to any act or omission by Contractor, its agents, representatives, employees, or Subcontractors in connection with this Agreement. County reserves the right at any time to review and adjust the limits and types of coverage required under this article.

8.2. Contractor shall ensure that "Broward County" is listed and endorsed as an additional insured as stated in Exhibit C on all policies required under this article.

8.3. On or before the Effective Date or at least fifteen (15) days prior to commencement of Services, Contractor shall provide County with a copy of all Certificates of Insurance or other

documentation sufficient to demonstrate the insurance coverage required in this article. If and to the extent requested by County, Contractor shall provide complete, certified copies of all required insurance policies and all required endorsements within thirty (30) days after County's request.

8.4. Contractor shall ensure that all insurance coverages required by this article shall remain in full force and effect without any lapse in coverage throughout the Term and until all performance required by Contractor has been completed, as determined by Contract Administrator. Contractor or its insurer shall provide notice to County of any cancellation or modification of any required policy at least thirty (30) days prior to the effective date of cancellation or modification and, at least ten (10) days prior to the effective date of any cancellation due to nonpayment, shall concurrently provide County with a copy of its updated Certificates of Insurance evidencing continuation of the required coverage(s).

8.5. All required insurance policies must be issued by insurers: (1) assigned an AM Best rating of at least "A-" with a Financial Size Category of at least Class VII; (2) authorized to transact insurance in the State of Florida; or (3) a qualified eligible surplus lines insurer pursuant to Section 626.917 or 626.918, Florida Statutes, with approval by County's Risk Management Division.

8.6. If Contractor maintains broader coverage or higher limits than the insurance requirements stated in Exhibit C, County shall be entitled to all such broader coverages and higher limits. All required insurance coverages shall provide primary coverage and not require contribution from any County insurance, self-insurance or otherwise, which shall be in excess of and shall not contribute to the required insurance provided by Contractor.

8.7. Contractor shall declare in writing any self-insured retentions or deductibles over the limit(s) prescribed in Exhibit C and submit to County for approval at least fifteen (15) days prior to the Effective Date or commencement of Services. Contractor shall be solely responsible for and shall pay any deductible or self-insured retention applicable to any claim against County. County may, at any time, require Contractor to purchase coverage with a lower retention or provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention. Contractor agrees that any deductible or self-insured retention may be satisfied by either the named insured or County, if so elected by County, and Contractor agrees to obtain same in endorsements to the required policies.

8.8. Unless prohibited by the applicable policy, Contractor waives any right to subrogation that any of Contractor's insurer may acquire against County and agrees to obtain same in an endorsement of Contractor's insurance policies.

8.9. Contractor shall require that each Subcontractor maintains insurance coverage that adequately covers the Services provided by that Subcontractor on substantially the same insurance terms and conditions required of Contractor under this article. Contractor shall ensure that all such Subcontractors comply with these requirements and that "Broward County" is named as an additional insured under the Subcontractors' applicable insurance policies.

Contractor shall not permit any Subcontractor to provide Services unless and until all applicable requirements of this article are satisfied.

8.10. If Contractor or any Subcontractor fails to maintain the insurance required by this Agreement, County may pay any costs of premiums necessary to maintain the required coverage and deduct such costs from any payment otherwise due to Contractor. If requested by County, Contractor shall provide, within one (1) business day, evidence of each Subcontractor's compliance with this section.

8.11. If any of the policies required under this article provide claims-made coverage: (1) any retroactive date must be prior to the Effective Date; (2) the required coverage must be maintained after termination or expiration of the Agreement for at least the duration stated in Exhibit C; and (3) if coverage is canceled or nonrenewed and is not replaced with another claims-made policy form with a retroactive date prior to the Effective Date, Contractor must obtain and maintain "extended reporting" coverage that applies after termination or expiration of the Agreement for at least the duration stated in Exhibit C.

ARTICLE 9. TERMINATION

9.1. This Agreement may be terminated for cause by the aggrieved Party if the Party in breach has not corrected the breach within ten (10) days after receipt of written notice from the aggrieved Party identifying the breach. This Agreement may also be terminated for convenience by the Board. Termination for convenience by the Board shall be effective on the termination date stated in written notice provided by County, which termination date shall be not less than thirty (30) days after the date of such written notice. Unless otherwise stated in this Agreement, if this Agreement was approved by Board action, termination for cause by County must be by action of the Board or the County Administrator; in all other instances termination for cause may be effected by the County Administrator, the County representative expressly authorized under this Agreement, or the County representative (including any successor) who executed the Agreement on behalf of County. This Agreement may also be terminated by the County Administrator upon such notice as the County Administrator deems appropriate under the circumstances if the County Administrator determines that termination is necessary to protect the public health, safety, or welfare. If County erroneously, improperly, or unjustifiably terminates for cause, such termination shall be deemed a termination for convenience and shall be effective thirty (30) days after such notice of termination for cause was provided and Contractor shall be eligible for the compensation provided in Section 9.4 as its sole remedy.

9.2. This Agreement may be terminated for cause by County for reasons including, but not limited to, any of the following:

9.2.1. Contractor's failure to suitably or continuously perform the Services in a manner calculated to meet or accomplish the objectives in this Agreement or Work Authorization, or repeated submission (whether negligent or intentional) for payment of false or incorrect bills or invoices;

9.2.2. By the Contract Administrator or the Director of Office of Economic and Small Business Development (“OESBD”) for fraud, misrepresentation, or material misstatement by Contractor in the award or performance of this Agreement or that violates any applicable requirement of Section 1-81, Broward County Code of Ordinances; or

9.2.3. By the Director of OESBD upon the disqualification of Contractor as a CBE or SBE, if Contractor’s status as a CBE or SBE was a factor in the award of this Agreement and such status was misrepresented by Contractor, or upon the disqualification of one or more of Contractor’s CBE or SBE participants by County’s Director of OESBD, if any such participant’s status as a CBE or SBE firm was a factor in the award of this Agreement and such status was misrepresented by Contractor during the procurement or the performance of this Agreement.

9.3. Notice of termination shall be provided in accordance with the “Notices” section of this Agreement except that notice of termination by the County Administrator to protect the public health, safety, or welfare may be oral notice that shall be promptly confirmed in writing.

9.4. If this Agreement is terminated for convenience by County, Contractor shall be paid for any Services properly performed through the termination date specified in the written notice of termination, subject to any right of County to retain any sums otherwise due and payable. Contractor acknowledges that it has received good, valuable, and sufficient consideration for County’s right to terminate this Agreement for convenience in the form of County’s obligation to provide advance notice to Contractor of such termination in accordance with Section 9.1.

9.5. In addition to any termination rights stated in this Agreement, County shall be entitled to seek any and all available contractual or other remedies available at law or in equity.

ARTICLE 10. EQUAL EMPLOYMENT OPPORTUNITY AND CBE COMPLIANCE

10.1. No Party may discriminate on the basis of race, color, sex, religion, national origin, disability, age, marital status, political affiliation, sexual orientation, pregnancy, or gender identity and expression in the performance of this Agreement. Contractor shall include the foregoing or similar language in its contracts with any Subcontractors, except that any project assisted by the U.S. Department of Transportation funds shall comply with the nondiscrimination requirements in 49 C.F.R. Parts 23 and 26.

10.2. Contractor shall comply with all applicable requirements of Section 1-81, Broward County Code of Ordinances, in the award and administration of this Agreement. Failure by Contractor to carry out any of the requirements of this article shall constitute a material breach of this Agreement, which shall permit County to terminate this Agreement or exercise any other remedy provided under this Agreement, the Broward County Code of Ordinances, the Broward County Administrative Code, or under other Applicable Law, all such remedies being cumulative.

10.3. Contractor must meet or exceed the required CBE goal by utilizing the CBE firms listed in Exhibit E (or a CBE firm substituted for a listed firm, if permitted) for eighty percent (80%) of total

Services (the "Commitment"), excluding Pass-Through Allowance amounts, for the scope of work and the percentage of work amounts identified on each Letter of Intent. Promptly upon execution of this Agreement by County, Contractor shall enter into formal contracts with the CBE firms listed in Exhibit E and, upon request, shall provide copies of the contracts to the Contract Administrator and OESBD.

10.4. Each CBE firm utilized by Contractor to meet the CBE goal must be certified by OESBD. Contractor shall inform County immediately when a CBE firm is not able to perform or if Contractor believes the CBE firm should be replaced for any other reason, so that OESBD may review and verify the good faith efforts of Contractor to substitute the CBE firm with another CBE firm, as applicable. Whenever a CBE firm is terminated for any reason, Contractor shall provide written notice to OESBD and, upon written approval of the Director of OESBD, shall substitute another CBE firm in order to meet the CBE goal, unless otherwise provided in this Agreement or agreed in writing by the Parties. Such substitution shall not be required if the termination results from modification of the Scope of Services and no CBE firm is available to perform the modified Scope of Services; in which event, Contractor shall notify County, and OESBD may adjust the CBE goal by written notice to Contractor. Contractor shall not terminate a CBE firm for convenience without County's prior written consent, which consent shall not be unreasonably withheld.

10.5. The Parties stipulate that if Contractor fails to meet the Commitment, the damages to County arising from such failure are not readily ascertainable at the time of contracting. If Contractor fails to meet the Commitment and County determines, in the sole discretion of the OESBD Program Director, that Contractor failed to make Good Faith Efforts (as defined in Section 1-81, Broward County Code of Ordinances) to meet the Commitment, Contractor shall pay County liquidated damages in an amount equal to fifty percent (50%) of the actual dollar amount by which Contractor failed to achieve the Commitment, up to a maximum amount of ten percent (10%) of the total contract amount excluding costs and reimbursable expenses. An example of this calculation is stated in Section 1-81.7, Broward County Code of Ordinances. As elected by County, such liquidated damages amount shall be either credited against any amounts due from County or must be paid to County within thirty (30) days after written demand. These liquidated damages shall be County's sole contractual remedy for Contractor's breach of the Commitment but shall not affect the availability of administrative remedies under Section 1-81. Contractor acknowledges and agrees that the liquidated damages provided in this section are proportionate to an amount that might reasonably be expected to flow from a breach of the Commitment and are not a penalty. Any failure to meet the Commitment attributable solely to force majeure, changes to the scope of work by County, or inability to substitute a CBE Subcontractor where the OESBD Program Director has determined that such inability is due to no fault of Contractor, shall not be deemed a failure by Contractor to meet the Commitment.

10.6. Contractor acknowledges that the Board, acting through OESBD, may make minor administrative modifications to Section 1-81, Broward County Code of Ordinances, which shall become applicable to this Agreement if the administrative modifications are not unreasonable. Written notice of any such modification shall be provided to Contractor and shall include a deadline for Contractor to notify County in writing if Contractor concludes that the modification

exceeds the authority under this section. Failure of Contractor to timely notify County of its conclusion that the modification exceeds such authority shall be deemed acceptance of the modification by Contractor.

10.7. County may modify the required participation of CBE firms in connection with any amendment, extension, modification, change order, or Work Authorization to this Agreement that, by itself or aggregated with previous amendments, extensions, modifications, change orders, or Work Authorizations, increases the initial Agreement price by ten percent (10%) or more. Contractor shall make a good faith effort to include CBE firms in work resulting from any such amendment, extension, modification, change order, or Work Authorization, and shall report such efforts, along with evidence thereof, to OESBD.

10.8. Contractor shall provide written monthly reports to the Contract Administrator attesting to Contractor's compliance with the Commitment. In addition, Contractor shall allow County to engage in onsite reviews to monitor Contractor's progress in achieving and maintaining the Commitment. The Contract Administrator in conjunction with OESBD shall perform such review and monitoring, unless otherwise determined by the County Administrator.

10.9. The Contract Administrator may increase allowable retainage or withhold progress payments if Contractor fails to demonstrate timely payments of sums due to all Subcontractors and suppliers. The presence of a "pay when paid" provision in a Contractor's contract with a CBE firm shall not preclude County or its representatives from inquiring into claims of nonpayment.

ARTICLE 11. MISCELLANEOUS

11.1. Contract Administrator Authority. The Contract Administrator is authorized to coordinate and communicate with Contractor to manage and supervise the performance of this Agreement. Unless expressly stated otherwise in this Agreement or otherwise set forth in the Broward County Procurement Code, Broward County Code of Ordinances, or Broward County Administrative Code, the Contract Administrator may exercise ministerial authority in connection with the day-to-day management of this Agreement. The Contract Administrator may approve in writing minor modifications to the Scope of Services that do not increase the total cost to County or waive any rights of County.

11.2. Rights in Documents and Work. Any and all reports, photographs, surveys, documents, materials, data, or other work created by Contractor in connection with performing Services, whether finished or unfinished ("Documents and Work"), shall be owned by County, and Contractor hereby transfers to County all right, title, and interest, including any copyright or other intellectual property rights, in or to the Documents and Work. Upon expiration or termination of this Agreement, the Documents and Work shall become the property of County and shall be delivered by Contractor to the Contract Administrator within seven (7) days after expiration or termination. Any compensation due to Contractor may be withheld until all Documents and Work are received as provided in this Agreement. Contractor shall ensure that the requirements of this section are included in all agreements with its Subcontractor(s).

11.3. Public Records. To the extent Contractor is acting on behalf of County as stated in Section 119.0701, Florida Statutes, Contractor shall:

11.3.1. Keep and maintain public records required by County to perform the Services;

11.3.2. Upon request from County, provide County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time and at a cost that does not exceed that provided in Chapter 119, Florida Statutes, or as otherwise provided by Applicable Law;

11.3.3. Ensure that public records that are exempt or confidential and exempt from public record requirements are not disclosed except as authorized by Applicable Law for the duration of this Agreement and after completion or termination of this Agreement if the records are not transferred to County; and

11.3.4. Upon completion or termination of this Agreement, transfer to County, at no cost, all public records in possession of Contractor or keep and maintain public records required by County to perform the services. If Contractor transfers the records to County, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt. If Contractor keeps and maintains the public records, Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to County upon request in a format that is compatible with the information technology systems of County.

A request for public records regarding this Agreement must be made directly to County, who will be responsible for responding to any such public records requests. Contractor will provide any requested records to County to enable County to respond to the public records request.

Any material submitted to County that Contractor contends constitutes or contains trade secrets or is otherwise exempt from production under Florida public records laws (including Chapter 119, Florida Statutes) (“Trade Secret Materials”) must be separately submitted and conspicuously labeled “EXEMPT FROM PUBLIC RECORD PRODUCTION – TRADE SECRET.” In addition, Contractor must, simultaneous with the submission of any Trade Secret Materials, provide a sworn affidavit from a person with personal knowledge attesting that the Trade Secret Materials constitute trade secrets under Section 688.002, Florida Statutes, and stating the factual basis for same. If a third party submits a request to County for records designated by Contractor as Trade Secret Materials, County shall refrain from disclosing the Trade Secret Materials, unless otherwise ordered by a court of competent jurisdiction or authorized in writing by Contractor. Contractor shall indemnify and defend County and its employees and agents from any and all claims, causes of action, losses, fines, penalties, damages, judgments, and liabilities of any kind, including attorneys’ fees, litigation expenses, and court costs, relating to the nondisclosure of any Trade Secret Materials in response to a records request by a third party.

IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO CONTRACTOR’S DUTY TO PROVIDE PUBLIC RECORDS

RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (954) 519-1270, NATURALRESOURCES@BROWARD.ORG, 115 S. ANDREWS AVE., SUITE 329H, FORT LAUDERDALE, FLORIDA 33301.

11.4. Audit Rights and Retention of Records. County shall have the right to audit the books, records, and accounts of Contractor and its Subcontractors that are related to this Agreement. Contractor and its Subcontractors shall keep such books, records, and accounts as may be necessary to record complete and correct entries related to this Agreement and performance under this Agreement. All such books, records, and accounts shall be kept in written form, or in a form capable of conversion into written form within a reasonable time, and upon request to do so, Contractor or its Subcontractor shall make same available in written form at no cost to County.

Contractor and its Subcontractors shall preserve and make available, at reasonable times within Broward County, Florida, for examination and audit, all financial records, supporting documents, statistical records, and any other documents pertinent to this Agreement for at least three (3) years after expiration or termination of this Agreement or until resolution of any audit findings, whichever is longer. Any audit or inspection pursuant to this section may be performed by any County representative (including any outside representative engaged by County). Contractor hereby grants County the right to conduct such audit or review at Contractor's place of business, if deemed appropriate by County, with seventy-two (72) hours' advance notice.

Any incomplete or incorrect entry in such books, records, and accounts shall be a basis for County's disallowance and recovery of any payment upon such entry. If an audit or inspection in accordance with this section discloses overpricing or overcharges to County of any nature by Contractor in excess of five percent (5%) of the total contract billings reviewed by County, in addition to making adjustments for the overcharges, Contractor shall pay the actual cost of County's audit or, if the actual cost is unreasonably high, the reasonable cost. Any adjustments or payments due as a result of such audit or inspection shall be made within thirty (30) days after presentation of County's findings to Contractor.

Contractor shall ensure that the requirements of this section are included in all agreements with its Subcontractor(s).

11.5. Independent Contractor. Contractor is an independent contractor of County, and nothing in this Agreement shall constitute or create a partnership, joint venture, or any other relationship between the Parties. In providing Services, neither Contractor nor its agents shall act as officers, employees, or agents of County. Contractor shall not have the right to bind County to any obligation not expressly undertaken by County under this Agreement.

11.6. Regulatory Capacity. Notwithstanding the fact that County is a political subdivision with certain regulatory authority, County's performance under this Agreement is as a Party to this Agreement and not in its regulatory capacity. If County exercises its regulatory authority, the exercise of such authority and the enforcement of Applicable Law shall have occurred pursuant

to County's regulatory authority as a governmental body separate and apart from this Agreement and shall not be attributable in any manner to County as a Party to this Agreement.

11.7. Sovereign Immunity. Except to the extent sovereign immunity may be deemed waived by entering into this Agreement, nothing herein is intended to serve as a waiver of sovereign immunity by County nor shall anything included herein be construed as consent by County to be sued by third parties in any matter arising out of this Agreement. County is a political subdivision as defined in Section 768.28, Florida Statutes, and shall be responsible for the negligent or wrongful acts or omissions of its employees pursuant to Section 768.28, Florida Statutes.

11.8. Third-Party Beneficiaries. Neither Contractor nor County intends to directly or substantially benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

11.9. Notice and Payment Address. In order for a notice to a Party to be effective under this Agreement, notice must be sent via U.S. first-class mail, hand delivery, or commercial overnight delivery, each with a contemporaneous copy via email, to the addresses listed below and shall be effective upon mailing or hand delivery (provided the contemporaneous email is also sent). Payments shall be made to the noticed address for Contractor. Addresses may be changed by the applicable Party giving notice of such change in accordance with this section.

FOR COUNTY:

Broward County Natural Resources Division
Attn: Monica Pognon
115 South Andrews Avenue, Room 329H
Fort Lauderdale, Florida 33301
Email address: mpognon@broward.org

FOR CONTRACTOR:

Ann Marie Sorrell
President & CEO
5840 Corporate Way
Suite 250
West Palm Beach, Florida 33407
Email address: annmarie@mosaicgroup.co

11.10. Assignment. All Subcontractors must be expressly identified in this Agreement or otherwise approved in advance and in writing by County's Contract Administrator. Except for approved subcontracting, neither this Agreement nor any right or interest in it may be assigned, transferred, subcontracted, or encumbered by Contractor without the prior written consent of County. Any assignment, transfer, encumbrance, or subcontract in violation of this section shall be void and ineffective, constitute a breach of this Agreement, and permit County to immediately terminate this Agreement, in addition to any other remedies available to County at law or in

equity. County reserves the right to condition its approval of any assignment, transfer, encumbrance, or subcontract upon further due diligence and an additional fee paid to County to reasonably compensate it for the performance of any such due diligence.

11.11. Conflicts. Neither Contractor nor its employees shall have or hold any continuing or frequently recurring employment or contractual relationship that is substantially antagonistic or incompatible with Contractor's loyal and conscientious exercise of judgment and care related to its performance under this Agreement. During the Term, none of Contractor's officers or employees shall serve as an expert witness against County in any legal or administrative proceeding in which he, she, or Contractor is not a party, unless compelled by legal process. Further, such persons shall not give sworn testimony or issue a report or writing as an expression of such person's expert opinion that is adverse or prejudicial to the interests of County in connection with any such pending or threatened legal or administrative proceeding unless compelled by legal process. The limitations of this section shall not preclude Contractor or any persons in any way from representing themselves, including giving expert testimony in support of such representation, in any action or in any administrative or legal proceeding. If Contractor is permitted pursuant to this Agreement to utilize Subcontractors to perform any Services required by this Agreement, Contractor shall require such Subcontractors, by written contract, to comply with the provisions of this section to the same extent as Contractor.

11.12. Materiality and Waiver of Breach. Each requirement, duty, and obligation set forth in this Agreement was bargained for at arm's-length and is agreed to by the Parties. Each requirement, duty, and obligation set forth in this Agreement is substantial and important to the formation of this Agreement, and each is, therefore, a material term. County's failure to enforce any provision of this Agreement shall not be deemed a waiver of such provision or modification of this Agreement. A waiver of any breach shall not be deemed a waiver of any subsequent breach and shall not be construed to be a modification of this Agreement. To be effective, any waiver must be in writing signed by an authorized signatory of the Party granting the waiver.

11.13. Compliance with Laws. Contractor and the Services must comply with all Applicable Law, including, without limitation, Americans with Disabilities Act, 42 U.S.C. § 12101, Section 504 of the Rehabilitation Act of 1973, and the requirements of any applicable grant agreements.

11.14. Severability. If any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

11.15. Joint Preparation. This Agreement has been jointly prepared by the Parties and shall not be construed more strictly against either Party.

11.16. Interpretation. The titles and headings contained in this Agreement are for reference purposes only and shall not in any way affect the meaning or interpretation of this Agreement. All personal pronouns used in this Agreement shall include the other gender, and the singular shall include the plural, and vice versa, unless the context otherwise requires. Terms such as "herein" refer to this Agreement as a whole and not to any particular sentence, paragraph, or

section where they appear, unless the context otherwise requires. Whenever reference is made to a section or article of this Agreement, such reference is to the section or article as a whole, including all subsections thereof, unless the reference is made to a particular subsection or subparagraph of such section or article. Any reference to "days" means calendar days, unless otherwise expressly stated.

11.17. Priority of Provisions. If there is a conflict or inconsistency between any term, statement, requirement, or provision of any document or exhibit attached to, referenced by, or incorporated in this Agreement and any provision of Articles 1 through 11 of this Agreement, the provisions contained in Articles 1 through 11 shall prevail and be given effect.

11.18. Law, Jurisdiction, Venue, Waiver of Jury Trial. This Agreement shall be interpreted and construed in accordance with and governed by the laws of the State of Florida. The exclusive venue for any lawsuit arising from, related to, or in connection with this Agreement shall be in the state courts of the Seventeenth Judicial Circuit in and for Broward County, Florida. If any claim arising from, related to, or in connection with this Agreement must be litigated in federal court, the exclusive venue for any such lawsuit shall be in the United States District Court or United States Bankruptcy Court for the Southern District of Florida. **EACH PARTY HEREBY EXPRESSLY WAIVES ANY RIGHTS IT MAY HAVE TO A TRIAL BY JURY OF ANY CIVIL LITIGATION RELATED TO THIS AGREEMENT. IF A PARTY FAILS TO WITHDRAW A DEMAND FOR A JURY TRIAL AFTER WRITTEN NOTICE BY THE OTHER PARTY, THE PARTY MAKING THE DEMAND FOR JURY TRIAL SHALL BE LIABLE FOR REASONABLE ATTORNEYS' FEES AND COSTS OF THE OTHER PARTY TO CONTEST THE DEMAND FOR JURY TRIAL, AND SUCH AMOUNTS SHALL BE AWARDED BY THE COURT IN ADJUDICATING THE MOTION.**

11.19. Amendments. Unless expressly authorized herein, no modification, amendment, or alteration of any portion of this Agreement is effective unless contained in a written document executed with the same or similar formality as this Agreement and by duly authorized representatives of County and Contractor.

11.20. Prior Agreements. This Agreement represents the final and complete understanding of the Parties regarding the subject matter of this Agreement and supersedes all prior and contemporaneous negotiations and discussions regarding same. All commitments, agreements, and understandings of the Parties concerning the subject matter of this Agreement are contained herein.

11.21. HIPAA Compliance. County has access to protected health information ("PHI") that is subject to the requirements of 45 C.F.R. Parts 160, 162, and 164 and related regulations. If Contractor is considered by County to be a covered entity or business associate or is required to comply with the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") or the Health Information Technology for Economic and Clinical Health Act ("HITECH"), Contractor shall fully protect individually identifiable health information as required by HIPAA or HITECH and, if requested by County, shall execute a Business Associate Agreement in the form set forth at <http://www.broward.org/Purchasing/Pages/StandardTerms.aspx>. The County Administrator is authorized to execute a Business Associate Agreement on behalf of County. Where required,

Contractor shall handle and secure such PHI in compliance with HIPAA, HITECH, and related regulations and, if required by HIPAA, HITECH, or other Applicable Law, include in its "Notice of Privacy Practices" notice of Contractor's and County's uses of client's PHI. The requirement to comply with this provision, HIPAA, and HITECH shall survive the expiration or earlier termination of this Agreement. Contractor shall ensure that the requirements of this section are included in all agreements with its Subcontractors.

11.22. Payable Interest

11.22.1. Payment of Interest. Unless prohibited by Applicable Law, County shall not be liable for interest to Contractor for any reason, whether as prejudgment interest or for any other purpose, and Contractor waives, rejects, disclaims, and surrenders any and all entitlement to interest in connection with a dispute or claim arising from, related to, or in connection with this Agreement.

11.22.2. Rate of Interest. If the preceding subsection is inapplicable or is determined to be invalid or unenforceable by a court of competent jurisdiction, the annual rate of interest payable by County under this Agreement, whether as prejudgment interest or for any other purpose, shall be, to the full extent permissible under Applicable Law, one quarter of one percent (0.25%) simple interest (uncompounded).

11.23. Incorporation by Reference. The attached Exhibits are incorporated into and made a part of this Agreement.

11.24. Counterparts and Multiple Originals. This Agreement may be executed in multiple originals, and may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

11.25. Use of County Logo. Contractor shall not use County's name, logo, or otherwise refer to this Agreement in marketing or publicity materials without prior written consent from County.

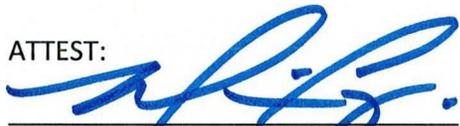
11.26. Drug-Free Workplace. To the extent required under Section 21.23(f), Broward County Administrative Code, or Section 287.087, Florida Statutes, Contractor certifies that it has and will maintain a drug-free workplace program throughout the Term.

(The remainder of this page is intentionally left blank.)

IN WITNESS WHEREOF, the Parties hereto have made and executed this Agreement: BROWARD COUNTY, through its BOARD OF COUNTY COMMISSIONERS, signing by and through its Mayor or Vice-Mayor authorized to execute same by Board action on the 14th day of June, 2022, and Contractor, signing by and through its President duly authorized to execute same.

COUNTY

ATTEST:



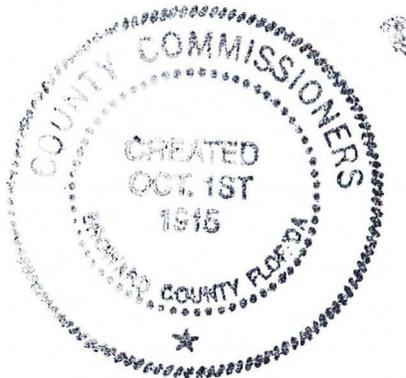
Broward County Administrator, as ex officio Clerk of the Broward County Board of County Commissioners

BROWARD COUNTY, by and through its Board of County Commissioners

By: _____ Mayor

14 day of June, 2022

Approved as to form by
Andrew J. Meyers
Broward County Attorney
Governmental Center, Suite 423
115 South Andrews Avenue
Fort Lauderdale, Florida 33301 Telephone:
(954) 357-7600



Michael C.
Owens

Digitally signed by Michael C. Owens
Date: 2022.06.06 16:40:00
-04'00'

By: _____ (Date)
Michael C. Owens
Senior Assistant County Attorney

MAITE

Digitally signed by MAITE AZCOITIA
Date: 2022.06.07 08:41:54
-04'00'

By: AZCOITIA (Date)
Maite Azcoitia
Deputy County Attorney

MCO/gmb
Consultant Services for Water Conservation Outreach and Communication.doc
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**AGREEMENT BETWEEN BROWARD COUNTY AND UPSCALE EVENTS BY MOSAIC, INC.,
FOR CONSULTANT SERVICES FOR WATER CONSERVATION OUTREACH
AND COMMUNICATIONS (RFP # GEN2121746P1)**

CONTRACTOR

WITNESSES:

Upscale Events by Mosaic, Inc.



Sherine Thorpe (Jun 6, 2022 14:24 EDT)

By: 

Ann Marie Sorrell (Jun 6, 2022 14:18 EDT)

Signature

Authorized Signor

Sherine Thorpe

Ann Marie Sorrell, President & CEO

Print Name of Witness above

Print Name and Title



Sherine Thorpe (Jun 6, 2022 14:24 EDT)

6th day of June, 2022

Signature

Sherine Thorpe

ATTEST:

Print Name of Witness above



Mary Rhaburn (Jun 6, 2022 14:22 EDT)

Corporate Secretary or other person
authorized to attest

(CORPORATE SEAL OR NOTARY)

Exhibit A
Scope of Services
Water Conservation Outreach and Communications Consultant Services

OBJECTIVE

The objective of the Broward County-wide Water Conservation Program (Program) is to deliver clear, coordinated messaging and services as part of a comprehensive community water conservation campaign supported by the Broward Water Partnership (a coalition of Broward water utilities, municipalities, and Broward County) and the Services provided in this Agreement. The goal is to foster a strong water conservation ethic among all Broward County residents and the business community and to secure active participation of the Broward citizenry in water conservation strategies through a highly visible, prominent, and engaging outreach campaign. The Program and the Services provided herein will emphasize the prominent role that water conservation plays as part of the region's long-term water supply plan, the environmental and financial savings we achieve through water conservation, the need for more aggressive water conservation during periods of drought and water shortage, and the diverse services and resources offered by local governments through this program to aid residents in their water conservation efforts. The Program and the Services provided herein will reinforce this message by providing information regarding the challenges to Broward County relating to the impacts of climate change and sea level rise on water sources, increasing water demands, and the need for county-wide strategies to support water resource and community climate resiliency.

This Agreement is to provide Services for the communications element of the Program to:

1. Reinforce Program identity through unique and engaging branding;
2. Provide improved participation in broader water conservation strategies through program messaging and communications tools;
3. Maximize community use of rebates and incentives through effective program promotions and coordinated communications; and
4. Combine the purchase power of the Partners and leverage Program dollars to achieve expanded media buys and county-wide conservation goals.

Specifically, the tasks to be conducted will assist in heightening public awareness of the importance of water conservation, reduce regional water demands, produce measurable water and cost savings for residents and strengthen partnerships that enhance efforts towards protecting the water supply to meet current and future demands for all Broward County users. The specific details of each deliverable will be negotiated and will be approved by the Contract Administrator.

ADA Compliance. All deliverables must be compliant with the Americans with Disabilities Act (ADA). Contractor represents and warrants that the Services, including all products produced, are, and for the duration of the Agreement will remain, fully accessible and compliant with the American with Disabilities Act, 42 U.S.C. § 12101, Section 504 of the Rehabilitation Act of 1973, and any related federal, state, or local laws, rules, and regulations, and that the Services and all products produced, meet or exceed the World Wide Web Consortium/Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standard or any higher standard as may be adopted by the International Organization for Standardization. Upon request, Contractor will provide the County with any accessibility testing results and written documentation verifying accessibility, as well as promptly respond to and resolve accessibility complaints.

TASK 1 – DEVELOP A COMMUNICATIONS STRATEGY

The Contractor shall take the lead in coordinating Program enhancements and the communications strategy for the outreach campaign with the County and involvement of Municipal and Water Utility Cost-Share Partners, hereinafter referred to as "Program Partners." The strategy shall include at minimum, Program branding, messaging, promotion, coordination, implementation, and measurement of the impact of the communications strategy. The communications strategy should capitalize on the use of existing resources as appropriate, and support coordinated communications among Program Partners. The Contractor shall coordinate and participate in planning meetings with Program Partners. Support shall include development of a consensus-based outreach strategy, Program enhancements, and implementation as part of a 5-year program targeting a multi-cultural audience. The Contract Administrator will serve as the primary point of contact for Broward County. All deliverables will be approved first by the Contract Administrator and vetted with Program Partners prior to finalizing.

Deliverable 1.1. The Contractor shall develop and conduct a comprehensive survey to assess current knowledge, behavior, and values of residents with respect to water conservation, sustainability, and climate change to inform conservation messaging and marketing strategies as part of the outreach campaign. The initial proposal shall be developed in consultation with Contract Administrator. (Survey results and report due one month after Agreement Effective Date)

Deliverable 1.2. The Contractor shall develop and present a written, consensus-based communications strategy and plan, which includes processes and procedures for Program implementation and documentation, for review and approval by the Contract Administrator and Program Partners. The

initial proposal shall be developed in consultation with the Contract Administrator and informed by information provided from Deliverable 1.1, outlining the 5-year program. The 5-year program shall consist of five one-year campaigns, or an alternative strategy to develop new content, reach new audiences, maintain community engagement, and enhanced program participation for the duration of the program, with the goals of delivering comprehensive water conservation messaging, ensuring county-wide distribution of 2000 toilet rebates annually, and soliciting feedback. (Due six weeks after Agreement Effective Date)

Deliverable 1.3. The Contractor also shall develop a strategy for achieving focused, grassroots level and “on-the-ground” engagement which shall include a specific strategy for engaging and partnering to facilitate Low and Moderate Income (“LMI”) community participation and shall include alternative strategies to reach new audiences and enhance program participation with the goal of delivering water conservation messaging and ensuring county-wide participation. The strategy’s success will be measured by reported water conservation behavioral changes, engagement levels in water conservation campaigns, issuance of program rebates, and distribution of program incentives. (Due six weeks after Agreement Effective Date)

Deliverable 1.4. The Contractor shall conduct a workshop with Program Partners to present the proposed combined strategies and plan. The workshop shall include and address the strategies identified in 1.2 and 1.3. (Due 2 months after Agreement Effective Date and on an annual basis thereafter)

Deliverable 1.5. The Contractor shall finalize the communications strategy in consultation with Contract Administrator. (Due ten weeks after Agreement Effective Date)

Deliverable 1.6. The Contractor shall conduct a comprehensive review of community organizations and publications, with a focus on socio-economic and ethnic diversity, including, but not limited to, existing mailers, Homeowners’ Association (HOA) and community publications and meetings, local news outlets, exploration of collaborations with industry and other community groups active within the County and service area of Program Partners, and creation of a marketing plan. The marketing plan shall place emphasis on reaching and serving LMI communities. The database of organizations and

publications shall include those produced in English, Spanish, and Creole. The Contractor shall evaluate local distributions and arrange for appropriate placement of articles and ads, as well as speaking engagements. Program Partners shall be notified of forthcoming articles, events, and opportunities. (Due three months after Agreement Effective Date)

TASK 2 – REINFORCE PROGRAM BRANDING

The Contractor shall build upon the unique Program branding that identifies and draws attention to the Program, including the incentives provided through the Program.

Deliverable 2.1. The Contractor shall produce for review and approval appropriate materials to further “brand” the Program as a Broward community program to create program identity, recognition, and a common “look” for all promotional materials. Branding may include a graphic logo, Program title or phrase, and other means of creating Program branding for use in print, digital, and broadcast media.

Deliverable 2.2. The Contractor shall finalize the branding in consultation with Contract Administrator. (Due three months after Agreement Effective Date)

TASK 3 – DEVELOP COMMUNICATION TOOLS

The Contractor shall develop tools for, and support Contract Administrator in, the promotion and community engagement in water conservation incentives and rebates. These tools shall include, but are not limited to, digital and print content such as website content and design, graphics, flyers, advertisements, and event displays. The Contractor shall also coordinate with the County and Program Partners to identify no or low- cost venues for publication/posting of Program information, including community papers, community access channels, websites, billboards, and location-based materials like posters or displays in libraries, community centers, City halls, outreach events, and other public gathering spaces. The Contractor shall also identify additional promotional opportunities that target the following audiences: property owners, property managers, associations, business owners, and not-for-profits.

Deliverable 3.1. The Contractor shall coordinate with Contract Administrator and the Office of Public Communications to update, enhance, and maintain a comprehensive Program website on a Broward County or external server. The website should promote WaterSense products and integrate the existing online tool (to be maintained and updated in coordination with Contract Administrator) that enables potential participants to determine

what incentives are available within their respective water utility service area. The Contractor shall ensure that all Program Partner websites are linked to any web-based information provided under this Agreement. (Due three and a half months after Agreement Effective Date).

- Deliverable 3.2.** The Contractor shall develop and maintain current website content to present information about the services available for both residential and commercial interests, rebates/fixtures available, criteria for eligible rebates/fixtures, application(s) as appropriate, contact information, and where to request additional information in addition to providing supportive information like steps for conducting self-audits, water conservation tips, links to best practices and "success stories."
- Deliverable 3.3.** The Contractor shall coordinate with Contract Administrator and Program Partners to enhance and update the website architecture and content.
- Deliverable 3.4.** The Contractor shall provide annual updates to the website (Years 1-5), primarily content and minor architectural changes, as needed, in consultation with Contract Administrator to highlight annual Program campaigns.
- Deliverable 3.5.** The Contractor shall maintain on-line application forms, database(s) and a process whereby residents can request/apply for various rebates and incentives offered as part of the Program online, by mail, or in person. The Contractor shall ensure database functionality that allows Contract Administrator to approve and track rebates online to enable simplified record keeping and accountability as well as a real-time accounting for funds that have been obligated as well as those that have been spent. (Years 1-5).
- Deliverable 3.6.** The Contractor shall develop Program communications for distributions, including newsletters, brochures, flyers, news articles, and mailers to promote the Program on a minimum quarterly basis (Years 1-5). These materials will stress the importance of conservation, identify conservation strategies, promote the availability of incentives, and provide application/contact information. These materials will also be designed for multi-cultural audiences and will be produced to facilitate electronic distribution and reproduction. Materials might be community-specific, as necessitated by Program demands and Partner needs.

- Deliverable 3.7.** The Contractor shall finalize promotional materials in consultation with Contract Administrator on at least a quarterly basis (Years 1-5).
- Deliverable 3.8.** The Contractor shall use the marketing plan to generate additional tools with an emphasis on reaching and serving LMI communities. The publications and tools shall include publications produced in English, Spanish, and Creole and the target audience. The Contractor shall evaluate local distributions and arrange for appropriate placement of articles and ads, as well as speaking engagements. Program Partners shall be notified of forthcoming articles, events, and opportunities. (Years 1-5)
- Deliverable 3.9.** The Contractor shall develop a series of Public Service Announcements (“PSAs”) for broadcast on radio, television, and/or web to promote water conservation and the Water Conservation Incentives Program. PSAs might address the following themes: water as a finite resource; water conservation as essential to our water plan; water conservation as a community responsibility; water conservation as necessary all of the time; water conservation as it relates to climate change challenges; availability of incentives; and the need for heightened conservation during drought. All PSAs should reference the Program and Program website for information on Program services to aid water conservation efforts. The Contractor will advise the County on communication method and devices, recognizing that the message, coupled with the means of delivery, makes the difference in engagement. (Years 1-5)
- Deliverable 3.10.** The Contractor shall produce the PSAs in consultation with Contract Administrator and Program Partners. (Years 1-5)
- Deliverable 3.11.** The Contractor shall provide a proposed list of rates and/or negotiated packages for promoting Public Service Announcements (PSAs). Media buy rates should reflect the need to promote more extensively during the dry season and during droughts and more intense promotions at the time of full launching of the outreach campaign (12 weeks after Agreement Effective Date and at least once annually thereafter). The Contractor should suggest, where possible, more cost-effective means of promotion and publicity, for example developing an online serial with "webisodes," a YouTube channel to develop relevant "stories," and other means of cost-effective communication. (Due three months after Agreement Effective Date)

- Deliverable 3.12.** The Contractor shall, in consultation with Contract Administrator, secure promotional spots for produced PSAs to promote water conservation messaging and the availability of water conservation incentives. Media buys shall be arranged so as not to directly compete with similar messaging within the tri-county area. (Years 1-5)
- Deliverable 3.13.** The Contractor shall review and verify run times of all media buys. (Years 1-5)
- Deliverable 3.14.** The Contractor shall research and recommend enhanced multi-media efforts to target specific areas and needs within the Program area, in consultation with Contract Administrator. (Years 1-5)
- Deliverable 3.15.** The Contractor shall coordinate with Contract Administrator and Program Partners to maximize and leverage program messaging, including coverage in local newspaper publications and media. (Years 1-5)
- Deliverable 3.16.** The Contractor shall develop programmatic packages for Program Partners (up to 25 Partners) that provide an array of communications tools for them to choose from to use for their communication efforts. The packages will include newsletter articles, factsheets, flyers, billing inserts, business cards, on-hold messages, banner displays, FAQs, logos, template presentations, and talking points supporting on-going and annual campaigns. They will be tailored to each Program Partner. (Years 1-5)
- Deliverable 3.17.** The Contractor shall develop social media content, and responses to public comments on social media where appropriate, and other mechanisms for communicating messaging; e.g., bill boards, movable signage. Analytics to determine success of social media campaigns shall be reported quarterly. (Years 1-5)

TASK 4 – INCENTIVES PROGRAM

The Contractor shall maintain a database of available incentives by Program Partners, including rebates, and develop targeted communications, develop and secure commercial, non-profit, and community partners, and provide support and assistance to Contract Administrator and Program Partners.

- Deliverable 4.1.** The Contractor shall provide Program coordination and support to Contract Administrator. (Years 1-5)

- Deliverable 4.2.** The Contractor shall research, develop, and maintain an inventory of conservation incentives available to people, business, property managers, associations, and not-for-profits within the County and the service areas of the Program Partners. (Years 1-5)
- Deliverable 4.3.** The Contractor shall coordinate with Contract Administrator to monitor community requests for incentives and shall develop targeted communications to enhance messaging as needed to achieve maximum Program participation within individual Program Partner service areas and county-wide based on a predetermined process to be outlined in the communication strategy and plan. The Contractor shall review and provide Program support in addressing under-performing communities on a quarterly basis. (Years 1-5)
- Deliverable 4.4.** The Contractor shall identify, coordinate, and order promotional and give-away items that can be distributed to residents, including those not eligible for other Program benefits (e.g., toilet tank leak detection kits, branded water bottles). These shall be distributed to each Program Partner on an annual basis. (Years 1-5)
- Deliverable 4.5.** The Contractor shall seek participation and support from home improvement outlets in Broward County where WaterSense labeled products are sold (both large and small businesses). The Contractor shall also coordinate with the headquarters of these outlets, as appropriate, to promote the Program and available incentives, including rebates. (Years 1-5)
- Deliverable 4.6.** The Contractor shall develop, coordinate, install, inspect, and maintain point of sale promotional materials for use within home improvement outlets to promote the Program and seek participation/support for the Program. (Years 1-5)
- Deliverable 4.7.** The Contractor shall develop a database to track participation from the home improvement outlets, and the results from their participation. (Due six months after Agreement Effective Date)
- Deliverable 4.8.** The Contractor shall identify the most effective communication methods for targeting commercial entities and develop messaging specific to these interests. Efforts shall include strategies for identifying and securing commercial entities willing to highlight their conservation efforts as

participants in the Program and with monitored water savings. (Due six months after Agreement Effective Date)

Deliverable 4.9. The Contractor shall promote these efforts through print articles and other appropriate means, and report and document the results. (Years 1-5)

Deliverable 4.10. The Contractor shall create and implement a program to serve the LMI community. This program may include, but is not limited to, securing and reimbursing a vendor for direct installation of water saving appliances and fixtures in the LMI community. (Program should be created within four months after Agreement Effective Date and implemented within six months after Agreement Effective Date and throughout Years 1-5)

TASK 5 – ANNUAL PROGRAM CAMPAIGNS

The Contractor shall coordinate the implementation of annual conservation campaigns in coordination with Contract Administrator and Program Partners.

Deliverable 5.1. The Contractor shall develop a detailed action plan for promoting and implementing the annual Program campaigns including a communications, marketing, implementation, and engagement on an annual basis. (Due three months after Agreement Effective Date)

Deliverable 5.2. The Contractor shall seek Program sponsors and endorsements to enhance programmatic resources and reach. (Years 1-5)

Deliverable 5.3. The Contractor shall organize, in coordination with Contract Administrator, campaign implementation. (Years 1-5)

TASK 6 – RECOGNITION PROGRAM

The Contractor shall develop and promote a recognition/awards program for Program Partners, residents, and businesses that demonstrate exceptional water conservation savings.

Deliverable 6.1. The Contractor shall develop a local water conservation recognition program for Program Partners, residents, and businesses that demonstrates significant water conservation savings. (Due nine months after Agreement Effective Date and annually thereafter, Years 1-5).

Deliverable 6.2. The Contractor shall promote the recognition program to encourage participation among the various partners, residents, and businesses. (Years 1-5)

Deliverable 6.3. The Contractor shall identify state and national award programs that recognize water conservation efforts and prepare application submittals for award worthy recipients that participate in the Program. The Contractor shall provide a summary of promotional activities for Broward County and Program Partners for National and Regional awards. (Due one month after Agreement Effective Date)

Deliverable 6.4. The Contractor shall create a database (Due one month after Agreement Effective Date) and document submittals and results. (Years 1-5)

TASK 7 – ADDITIONAL FUNDING

The Contractor shall identify financial resources that can be leveraged to increase the availability of incentives.

Deliverable 7.1. The Contractor will research and identify sources to leverage Program funds and resources such as pursuing additional funds and support from local, state, and national sources, including the Cooperative Funding Program of the South Florida Water Management District, WaterSense® Partnership (Environmental Protection Agency), and local groups, non-profits, and others. (Years 1-5)

Deliverable 7.2. The Contractor shall assist with the development of grant proposal preparation and submissions. (Years 1-5)

Deliverable 7.3. The Contractor shall submit recommendations and aid in securing partnerships, sponsorships, and grants that provide leveraging of resources as part of annual program activities. (Years 1-5)

TASK 8 – TRANSLATION OF MATERIALS

The Contractor shall translate Program materials into Creole and Spanish, in consultation with Contract Administrator.

Deliverable 8.1. The Contractor shall translate Program materials into Creole and Spanish, in consultation with Contract Administrator. (Years 1-5)

TASK 9 – PROGRAM ACCOMPLISHMENTS

The Contractor shall submit Program accomplishments for formal recognition.

Deliverable 9.1. The Contractor shall support County staff in the preparation and submittal of award applications celebrating community partnerships and Program communications, participation, and accomplishments. (Years 1-5)

TASK 10 – REPORTING

The Contractor shall prepare annual and final reports detailing communication and outreach activities conducted under this Agreement. The report must include specific details regarding the media buys to include message run times, frequencies, and targeted audiences.

Deliverable 10.1. The Contractor shall develop and provide an annual report of activities under the Agreement, including the number of meetings coordinated and attended, communication tools produced, targeted outreach, promotional activities, news articles and other coverage, awards, media promotions, and specific efforts undertaken to achieve Program goals at the Program Partner and regional levels and results as measured with website activity, incentive applications (including rebates), Program Partner engagement, sponsorships, etc. This report shall include recommended strategies and Program improvements in the following year. The report shall be produced for electronic distribution to Program Partners. (Years 1-5; Report due 1st May annually)

Deliverable 10.2. The Contractor shall finalize the annual report, in consultation from Contract Administrator. (Years 1-5; Final Report due 1st June annually)

Deliverable 10.3. A 5-year Program report shall be developed and provided detailing Program achievements, marketing, participation, leveraging of resources, and other materials that demonstrate the achievement of project goals. The final report should also address any obstacles encountered in implementation of the Program and suggested recommendations for the Program in the future.

Deliverable 10.4. The Contractor shall finalize the 5-year report, in consultation with Contract Administrator by June 30th of the fifth year of the Agreement (2027).

OPTIONAL SERVICES

Optional Services include any other related services that support and/or augment services and/or tasks that further complement the Program’s water conservation and outreach efforts

and additional key personnel deemed by the County as necessary to successfully administer the Program.

- The County reserves the right to seek additional (optional) services to further define, negotiate, and procure additional goods, equipment, materials, supplies, and services consistent with this Scope of Services.
- The County reserves the right to seek additional (optional) services not detailed in this Scope of Services.
- Throughout the term of the Agreement, the County reserves the right to use proposed hourly rates or negotiate the proposed hourly rates downwards to determine overall cost of current and future projects.
- Any optional services require pre-approval by the Contract Administrator. All such additional (optional) services shall require execution of an appropriate Work Authorization setting forth the specific services required, to be provided at the proposed hourly rates or other negotiated rates that cannot be higher than the firm's proposed hourly rates.

TASK(S) UNSPENT FUNDS

As this is a five-year program, at the end of each year within the five-year term, remaining funds from any task(s) may be rolled/used for the following years task(s) or applied to optional services, not-to-exceed the Contractor's proposed five (5) year amount. Any reallocation of funds require approval by the Contract Administrator.

**Exhibit B
Payment Schedule**

The rates specified below shall be in effect for the entire Term, unless otherwise expressly stated below. Any goods or services required under this Agreement for which no specific fee or cost is expressly stated in this Payment Schedule shall be deemed to be included, at no extra cost, within the costs and fees expressly provided for in this Exhibit B.

Table A: Deliverables/Phases and Payments/Not to Exceed Amounts

CONTRACT RFP No. GEN2121746 P1-WATER CONSERVATION OUTREACH AND COMMUNICATIONS SERVICES

5 YEAR SCHEDULE

ITEM	DELIVERABLE	YEAR1		YEAR2		YEAR3		YEAR4		YEARS		TOTAL
		AMOUNT	EFFORT									
		\$113,000.00		\$113,000.00		\$113,000.00		\$113,000.00		\$113,000.00		\$565,000.00
TASK1	STRATEGY AND PLANNING	\$16,950.00	15%	\$11,300.00	10%	\$11,300.00	10%	\$11,300.00	10%	\$11,300.00	10%	\$62,150.00
1.1	Survey											
1.2	Strategy and General Plan											
1.3	Neighborhood Targeting											
1.4	Workshop											
1.5	Finalize Plans											
1.6	Diverse community media and community organization list, including media opportunities											
	<i>Subtotal this task</i>											
TASK2	BRANDING	\$6,780.00	6%	\$3,390.00	3%	\$3,390.00	3%	\$3,390.00	3%	\$3,390.00	3%	\$20,340.00
2.1	Review/produce new Branding for review											
2.2	Finalize Branding											
	<i>Subtotal this task</i>											
TASK3	COMMUNICATION TOOLS	\$47,460.00	42%	\$47,460.00	42%	\$47,460.00	42%	\$47,460.00	42%	\$47,460.00	42%	\$237,300.00
	PART A: WEBSITE (inc above)	\$16,950.00	15%	\$11,300.00	10%	\$11,300.00	10%	\$11,300.00	10%	\$11,300.00	10%	

CONTRACT RFP No. GEN2121746P1-WATER CONSERVATION OUTREACH AND COMMUNICATIONS SERVICES

5 YEAR SCHEDULE

		YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5		
ITEM	DELIVERABLE	AMOUNT	EFFORT	TOTAL								
3.1	Transfer current website to new server											
3.2	Maintain current website											
3.3	Work with staff and partners to enhance website content and architecture											
3.4	Conduct annual website updates and reset available rebate counts.											
3.5	Maintain website components, including: applications and claims and processes, exporting of related data, and ensure continuous website functionality, including making repairs as needed. Maintain historical archive of all applications.											
	PART B: MEDIA & COPY CONTENT (inc above)	\$23,730.00	21%	\$36,160.00	32%	\$36,160.00	32%	\$36,160.00	32%	\$36,160.00	32%	
3.6	Develop communication materials for partner use											
3.7	Finalize promotional materials											
3.8	Targeted community outreach											
3.9	Develop Messages, Social Media Tools , PSAs											
3.10	PSA production											
3.11	Manage media buy rates											
3.12	Secure promotional spots											
3.13	Review/verify media run times											
3.14	Enhanced Multimedia efforts											
3.15	Maximize and leverage program messaging											
3.16	Develop programmatic packages for Program Partners											
3.17	Social Media											

CONTRACT RFP No. GEN2121746P1-WATER CONSERVATION OUTREACH AND COMMUNICATIONS SERVICES

5 YEAR SCHEDULE

ITEM	DELIVERABLE	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5		TOTAL
		AMOUNT	EFFORT									
	<i>Subtotal this task</i>											
TASK 4	INCENTIVE PROGRAM	\$16,950.00	15%	\$20,340.00	18%	\$20,340.00	18%	\$20,340.00	18%	\$20,340.00	18%	\$98,310.00
4.1	Support of Staff											
4.2	Research, develop, and maintain an inventory of conservation incentives, including rebates											
4.3	Monitor requests for incentives, including rebates, and develop targeted communications (quarterly)											
4.4	Identify, coordinate, order promotional and give-away items											
4.5	Seek partnerships with Home improvement outlets; identify and work with smaller retailers											
4.6	Develop, coordinate, install, inspect, and maintain point of sale promotional materials											
4.7	Develop database to track home improvement outlets											
4.8	Partner with commercial entities on messaging											
4.9	Promote efforts through print articles											
4.10	LMI programs, inc. Direct Toilet Tradeout											
	<i>Subtotal this task</i>											
TASK 5	ANNUAL PROGRAM CAMPAIGNS	\$12,430.00	11%	\$15,820.00	14%	\$15,820.00	14%	\$15,820.00	14%	\$15,820.00	14%	\$75,710.00
5.1	Develop annual marketing and outreach campaign											
5.2	Seek sponsors and endorsements											
5.3	Organize campaign implementation											

CONTRACT RFP No. GEN2121746P1-WATER CONSERVATION OUTREACH AND COMMUNICATIONS SERVICES

5 YEAR SCHEDULE

		YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5		
ITEM	DELIVERABLE	AMOUNT	EFFORT	AMOUNT	EFFORT	AMOUNT	EFFORT	AMOUNT	EFFORT	AMOUNT	EFFORT	TOTAL
TASK 6	RECOGNITION PROGRAMS	\$5,650.00	5%	\$4,520.00	4%	\$4,520.00	4%	\$4,520.00	4%	\$4,520.00	4%	\$23,730.00
6.1	Develop local recognition program											
6.2	Promote recognition program											
6.3	Identify state & national award programs and submit program summaries for awards											
6.4	Awards submittals & results database											
	<i>Subtotal this task</i>											
TASK 7	ADDITIONAL FUNDING	\$1,695.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$1,130.00	1%	\$9,605.00
7.1	Identify sources for leveraging additional program funds											
7.2	Assist in development of grant proposals											
7.3	Recommend and aid in securing partnerships, sponsorships, and grants											
	<i>Subtotal this task</i>											
TASK 8	TRANSLATION	\$1,695.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$1,130.00	1%	\$9,605.00
8.1	Translations to Creole & Spanish											
	<i>Subtotal this task</i>											
TASK 9	PROGRAM ACCOMPLISHMENTS	\$1,130.00	1%	\$2,260.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$2,260.00	2%	\$10,170.00
9.1	Award applications											
	<i>Subtotal this task</i>											
TASK 10	REPORTING	\$2,260.00	2%	\$3,390.00	3%	\$ 3,390.00	3%	\$ 3,390.00	3%	\$ 5,650.00	5%	\$18,080.00
10.1	Annual Report											

CONTRACT RFP No. GEN2121746P1-WATER CONSERVATION OUTREACH AND COMMUNICATIONS SERVICES

5 YEAR SCHEDULE

ITEM	DELIVERABLE	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5		TOTAL
		AMOUNT	EFFORT									
10.2	Finalize Annual Report											
10.3	5-year Report											
10.4	Finalize 5-yr Report											
	<i>Subtotal this task</i>											
TOTAL TASK AMOUNTS		\$113,000.00	100%	\$565,000.00								

Optional Services

The County reserves the right to seek additional services not detailed in the Scope of Services. Optional Services are subject to an additional Notice or Notice(s) to Proceed and a maximum amount not-to-exceed \$50,000.

Table B: Pass-Through Allowance Expenses (travel and per diem expenses are subject to Florida Statutes Section 112.061)

Pass-Through Allowance Expenses	Not-to-Exceed Amount
Media Buys	\$545,000.00
Travel, including per diem (meals, lodging, etc.)	\$30,000.00
Other miscellaneous expenses, including printing, reproduction, or photography	\$50,000.00

Exhibit C Minimum Insurance Requirements

INSURANCE REQUIREMENTS

Project: Marketing Plan for Water Conservation Outreach Project
Agency: Environmental Planning and Community Resilience Division

TYPE OF INSURANCE	ADDITIONAL INSURED	SILVER WYD	MINIMUM LIABILITY LIMITS		
				Each Occurrence	Aggregate
GENERAL LIABILITY - Broad form <input checked="" type="checkbox"/> Commercial General Liability <input checked="" type="checkbox"/> Premises - Operations <input type="checkbox"/> XCU Explosion/Collapse/Underground <input checked="" type="checkbox"/> Products/Completed Operations Hazard <input checked="" type="checkbox"/> Contractual Insurance <input checked="" type="checkbox"/> Broad Form Property Damage <input checked="" type="checkbox"/> Independent Contractors <input checked="" type="checkbox"/> Personal Injury Per Occurrence or Claims-Made: <input checked="" type="checkbox"/> Per Occurrence <input type="checkbox"/> Claims-Made Gen'l Aggregate Limit Applies per: <input type="checkbox"/> Project <input type="checkbox"/> Policy <input type="checkbox"/> Loc. <input type="checkbox"/> Other _____	☑	☑	Bodily Injury		
			Property Damage		
			Combined Bodily Injury and Property Damage	\$1,000,000	\$2,000,000
			Personal Injury		
			Products & Completed Operations		
AUTO LIABILITY <input checked="" type="checkbox"/> Comprehensive Form <input checked="" type="checkbox"/> Owned <input checked="" type="checkbox"/> Hired <input checked="" type="checkbox"/> Non-owned <input checked="" type="checkbox"/> Any Auto, If applicable <i>Note: May be waived if no driving will be done in performance of services/project.</i>	☑	☑	Bodily Injury (each person)		
			Bodily Injury (each accident)		
			Property Damage		
			Combined Bodily Injury and Property Damage	\$500,000	
<input type="checkbox"/> EXCESS LIABILITY / UMBRELLA Per Occurrence or Claims-Made: <input checked="" type="checkbox"/> Per Occurrence <input type="checkbox"/> Claims-Made <i>Note: May be used to supplement minimum liability coverage requirements.</i>	☑	☑			
<input checked="" type="checkbox"/> WORKER'S COMPENSATION <i>Note: U.S. Longshoremen & Harbor Workers' Act & Jones Act is required for any activities on or about navigable water.</i>	N/A	☑	Each Accident	STATUTORY LIMITS	
<input checked="" type="checkbox"/> EMPLOYER'S LIABILITY			Each Accident	\$100,000	
<input type="checkbox"/> CYBER LIABILITY	N/A	☑	If claims-made form:		
			Extended Reporting Period of:	2 years	
			*Maximum Deductible:	\$100,000	
<input checked="" type="checkbox"/> PROFESSIONAL LIABILITY (ERRORS & OMISSIONS) / MEDIA LIABILITY	N/A	☑	If claims-made form:	\$1,000,000	
			Extended Reporting Period of:	2 years	
			*Maximum Deductible:	\$100,000	
<p>Description of Operations: "Broward County" shall be listed as Certificate Holder and endorsed as an additional insured for liability, except as to Professional Liability. County shall be provided 30 days written notice of cancellation, 10 days' notice of cancellation for non-payment. Contractors insurance shall provide primary coverage and shall not require contribution from the County, self-insurance or otherwise. Any self-insured retention (SIR) higher than the amount permitted in this Agreement must be declared to and approved by County and may require proof of financial ability to meet losses. Contractor is responsible for all coverage deductibles unless otherwise specified in the agreement.</p>					
CERTIFICATE HOLDER: Broward County 115 South Andrews Avenue Fort Lauderdale, Florida 33301			 <small>cpoun@broward.org 617-430-2210 20200507 15:54:10 -0400</small> Risk Management Division		

**Exhibit D
Work Authorization**

Agreement Title: Consultant Services for Water Conservation Outreach and Communications

Agreement Date: _____

Contract Number: RFP # GEN2121746P1

Work Authorization No. _____

Contractor: Upscale Events by Mosaic, Inc.

This Work Authorization is between Broward County and Contractor pursuant to the Agreement. Contractor affirms that the representations and warranties in the Agreement are true and correct as of the date this Work Authorization is executed by Contractor. In the event of any inconsistency between this Work Authorization and the Agreement, the provisions of the Agreement shall govern and control.

The time period for this Work Authorization will be from the date of County's Notice to Proceed until [____ (____)] days after the Notice to Proceed, unless otherwise extended or terminated by the Contract Administrator.

Services to be provided:

[COMPOSE SIMPLE SUMMARY]

See Exhibit A for additional detail.

The applicable not-to-exceed amount stated in the Agreement for the work at issue is: \$[_____].

The total fee for goods and services under this Work Authorization is: \$[_____] ("Total Fee").

The Total Fee shall be invoiced by Contractor upon written acceptance by County of all goods and services provided under this Work Authorization.

(Signatures appear on the following page.)

IN WITNESS WHEREOF, the Parties hereto have made and executed this Work Authorization, effective as of the date the last party signs this Work Authorization.

County

_____	_____	_____	_____
Project Manager	Date	Contract Administrator	Date
Approved as to form by Office of the Broward County Attorney:		_____	_____
		Board or Designee	Date
_____	_____		
Assistant County Attorney	Date		

<u>Contractor</u>	Upscale Events by Mosaic, Inc.
--------------------------	--------------------------------

WITNESSES	
_____	_____
	Signed Date
_____	_____
Signature	Print/Type Name
_____	_____
Print/Type Name	Title

Signature

Print/Type Name

ATTEST

_____	_____
Signed	Date

(Print/Type Name of Secretary)	

CORPORATE SEAL

Exhibit E
CBE/SBE Subcontractor Schedule and Letters of Intent

Contractor represents that the CBE or SBE participants referenced in the attached Letters of Intent are either the Contractor or have agreed by written subcontract to perform the percentage of work amounts set forth and that the following information regarding participating Subcontractors is true and correct to the best of his or her knowledge.



LETTER OF INTENT
BETWEEN BIDDER/OFFEROR AND
COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: GEN2121746P1

Project Title: Consultant Services for Water Conservation Outreach and Communications

Bidder/Offeror Name: Upscale Events By Mosaic, Inc.

Address: 405 NW 7th Avenue City: Ft. Lauderdale State: FL Zip: 33311

Authorized Representative: Ann Marie Sorrell Phone: 561-651-9565

CBE Firm/Supplier Name: Upscale Events by Mosaic, Inc.

Address: 405 NW 7th Avenue City: Ft. Lauderdale State: FL Zip: 33311

Authorized Representative: Ann Marie Sorrell Phone: 561-651-9565

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

Work to be performed by CBE Firm

Description	NAICS ¹	CBE Contract Amount ²	CBE Percentage of Total Project Value
Marketing, Community Outreach, Photography, Videography,	541813, 541810 841820, 541860	\$401,650.00	71% %
Producing Multilingual Materials, Grassroots Outreach,	541830, 541840, 541430, 541511,		%
Fund Development, Graphic Designs, Branding, Website, Event Planning	561920		%

AFFIRMATION: I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: Title: President & CEO Date: May 3, 2022

Bidder/Offeror Authorized Representative

Signature: Title: President & CEO Date: May 3, 2022

¹ Visit Census.gov and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

² To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

Rev.: June 2018

Compliance Form No. 004



LETTER OF INTENT
BETWEEN BIDDER/OFFEROR AND
COUNTY BUSINESS ENTERPRISE (CBE) FIRM/SUPPLIER

This form is to be completed and signed for each CBE firm. If the PRIME is a CBE firm, please indicate the percentage performing with your own forces.

Solicitation No.: GEN2121746P1

Project Title: Consultant Services for Water Conservation Outreach and Communications

Bidder/Offeror Name: Upscale Events By Mosaic, Inc.

Address: 405 NW 7th Avenue City: Ft. Lauderdale State: FL Zip: 33311

Authorized Representative: Ann Marie Sorrell Phone: 561-651-9565

CBE Firm/Supplier Name: Brizaga, Inc

Address: 17 Rose Drive City: Ft. Lauderdale State: FL Zip: 33316

Authorized Representative: Alec Bogdanoff, Ph.D. Phone: 954-834-3533

- A. This is a letter of intent between the bidder/offeror on this project and a CBE firm for the CBE to perform work on this project.
- B. By signing below, the bidder/offeror is committing to utilize the above-named CBE to perform the work described below.
- C. By signing below, the above-named CBE is committing to perform the work described below.
- D. By signing below, the bidder/offeror and CBE affirm that if the CBE subcontracts any of the work described below, it may only subcontract that work to another CBE.

Work to be performed by CBE Firm

Description	NAICS ¹	CBE Contract Amount ²	CBE Percentage of Total Project Value
Marketing, Outreach and Fund Development	541613	\$50,850.00	9% %
			%
			%

AFFIRMATION: I hereby affirm that the information above is true and correct.

CBE Firm/Supplier Authorized Representative

Signature: [Signature] Title: Principal & Co-Founder Date: May 4, 2022

Bidder/Offeror Authorized Representative

Signature: [Signature] Title: President & CEO Date: May 3, 2022

¹ Visit Census.gov and select [NAICS](#) to search and identify the correct codes. Match type of work with NAICS code as closely as possible.

² To be provided only when the solicitation requires that bidder/offeror include a dollar amount in its bid/offer.

In the event the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

Rev.: June 2018

Compliance Form No. 004

**Exhibit F
Certification of Payments to Subcontractors and Suppliers**

RFP # GEN2121746P1

Project Title Consultant Services for Water Conservation Outreach and Communications

The undersigned Contractor hereby swears under penalty of perjury that:

- Contractor has paid all Subcontractors and suppliers all undisputed contract obligations for labor, services, or materials provided on this project in accordance with the "Compensation" article of this Agreement, except as provided in paragraph 2 below.
- The following Subcontractors and suppliers have not been paid because of disputed contractual obligations; a copy of the notification sent to each, explaining in reasonably specific detail the good cause why payment has not been made, is attached to this form:

Subcontractor or supplier's name and address	Date of disputed invoice	Amount in dispute

- The undersigned is authorized to execute this Certification on behalf of Contractor.

Dated _____, 20__

Contractor Name

By _____
(Signature)

By _____
(Name and Title)

STATE OF)

)

COUNTY OF)

The foregoing instrument was acknowledged before me, by means of physical presence or online notarization, this _____ day of _____, 20__ by _____, who is personally known to me or who has produced _____ as identification and who did (did not) take an oath.

NOTARY PUBLIC:

Signature: _____

Print Name: _____

State of Florida at Large (Seal)

My commission expires:

**Exhibit G
Service Level Agreement**

(10/16/2020)

In connection with all Services provided to County under the applicable contract (the "Agreement"), Contractor shall, at no additional cost to County, meet or exceed the requirements set forth in this Service Level Agreement ("SLA") for the duration of the Agreement. The standards set forth herein are intended to reflect the current industry best practices for the Contractor Platform provided by Contractor under this Agreement. If and to the extent industry best practices evolve to impose higher standards than set forth herein, this SLA shall be deemed to impose the new, higher standards upon Contractor. Contractor shall promptly notify County in writing of any material change to its compliance with these standards. Any approval required by County under this SLA may be issued in writing by the Contract Administrator or the Broward County Chief Information Officer ("CIO").

Sections 1-5 of this SLA apply to all aspects of the Contractor Platform. In addition, Sections 6 and 7 of this SLA apply to any Software as a Service ("SaaS") or web hosting services provided to County under the Contractor Platform.

1. Definitions

1.1. "Contractor Platform" means any and all SaaS or web hosting to be provided by Contractor under the Agreement, including any system or other solution that stores, hosts, or transmits County Data. Contractor shall maintain the same standards set forth herein for its data centers and facilities that store or host County Data.

1.2. "County Data" means the data and information (including text, pictures, sound, graphics, video and other medium) relating to County or its employees or agents, or made available or provided by County or its agents to Contractor, for or in the performance of this Agreement, including all derivative data and results derived therefrom, whether or not derived through the use of the Contractor's services, whether or not electronically retained, and regardless of the retention media.

1.3. Any other capitalized terms not defined herein refer to those terms as defined in the Agreement, if so defined; if not defined in the Agreement, any other capitalized terms shall have their plain language meaning as used in the applicable context.

2. Security

2.1. General

2.1.1. Contractor will ensure that County can authenticate all access by username/password or two-factor authentication. Upon request, Contractor shall restrict access to County Data to a specific source static IP address.

2.1.2. Contractor shall ensure that separation of duties and least privilege access are enforced for privileged or administrative access to County Data and the Contractor Platform.

2.1.3. Contractor's procedures for the following must be documented and made available upon request by County, including:

- 2.1.3.1. Evaluating security alerts and vulnerabilities;
- 2.1.3.2. Installing security patches and service packs;
- 2.1.3.3. Intrusion detection, incident response, and incident escalation/investigation;
- 2.1.3.4. Access and authorization procedures and resetting access controls (e.g., password policy);
- 2.1.3.5. Risk analysis and assessment procedures;
- 2.1.3.6. User access and termination procedures;
- 2.1.3.7. Security log review;
- 2.1.3.8. Physical facility access controls; and
- 2.1.3.9. Change control procedures.

2.1.4. Contractor shall ensure that its service providers, subcontractors, and any third parties, including any data hosting providers, performing any services related to this Agreement shall comply with all terms and conditions specified in this SLA unless County, in writing, excuses specific compliance with any such term or condition. Contractor shall provide County with a list of any such service providers, subcontractors or other third parties on an annual basis, upon County's request, and promptly upon a material change in the composition of such entities.

2.1.5. If new or unanticipated threats or hazards to the Contractor Platform are discovered by either County or Contractor, or if existing safeguards have ceased to function properly, the discovering party shall immediately bring the situation to the attention of the other party.

2.1.6. When technically feasible, for all software used, furnished, or supported under the Agreement, Contractor shall review such software to find and remediate security vulnerabilities during initial implementation and upon any significant modifications and updates to same.

2.1.7. Contractor must mitigate critical or high-risk vulnerabilities (as defined by Common Vulnerability and Exposures scoring system) to the Contractor Platform within 30 days after patch release. If Contractor is unable to apply a patch to remedy the

vulnerability, Contractor must promptly notify County of proposed mitigation steps to be taken and develop and implement an appropriate timeline for resolution.

2.2. Controls

2.2.1. Prior to the Effective Date of the Agreement, and at least once annually and upon request for the duration of this Agreement, Contractor shall provide County with a copy of a current unqualified System and Organization Controls (SOC) 2 Type II, Report for Contractor's Organization or application, as well as any third party that provide hosting, SaaS, or data storage services for the Contractor Platform, inclusive of all five Trust Service Principles (Security, Availability, Processing Integrity, Confidentiality, and Privacy), unless the County's Chief Information Officer in his or her sole discretion approves other documentation of appropriate security controls implemented by Contractor. If the audit opinion in the SOC 2, Type II report is qualified in any way, Contractor shall provide sufficient documentation to demonstrate remediation of the issue(s) to the satisfaction of the County's Chief Information Officer.

2.2.2. Contractor shall maintain industry best practices for data privacy, security, and recovery measures, including, but not limited to, disaster recovery programs, physical facilities security, server firewalls, virus scanning software, current security patches, user authentication, and intrusion detection and prevention. Upon request by County, Contractor shall provide documentation of such procedures and practices to County.

2.2.3. Contractor shall utilize industry standard security measures to safeguard against unauthorized access to the Contractor Platform.

2.2.4. Contractor shall utilize antivirus protection software, updated and currently supported operating systems, firmware, third party and open source application patches, and firewalls to protect against unauthorized access to the Contractor Platform.

2.2.5. Contractor shall conduct penetration testing internally and externally at least annually and after any significant infrastructure or application upgrade or modification to the Contractor Platform.

2.3. Network Architecture/Security

2.3.1. Contractor shall protect any Internet interfaces or web services provided under this Agreement using a security certificate from a certification authority ("CA") that meets or exceeds the CA/Browser Forum's latest Secure Sockets Layer ("SSL") baseline requirements and network and certificate systems security requirements.

2.3.2. Contractor will support encryption using at a minimum Advanced Encryption Standard 256-bit encryption keys ("AES-256") or current industry security standards, whichever is higher, for the connection between any user or County network to the Contractor Platform.

2.4. Physical Architecture/Security

2.4.1. Contractor shall ensure the facilities that house the network infrastructure for the Contractor Platform are physically secure against threats such as unauthorized access and natural and environmental hazards, and entry controls are in place to limit and monitor physical access to the Contractor Platform.

2.4.2. Contractor shall ensure adequate background checks are routinely performed on any personnel with access to County Data. Contractor shall not knowingly allow convicted felons or other persons deemed by Contractor to be a security risk to access County Data. Contractor shall provide privacy and information security training to its employees upon hire and at least once annually.

2.5. Incident Response

2.5.1. If any unauthorized party is successful in accessing any information technology component related to the Contractor Platform, including but not limited to servers or fail-over servers where County Data exists or is stored, Contractor shall report to County within twenty-four (24) hours after Contractor becoming aware of such breach. Contractor shall provide County with a detailed incident report within five (5) days after the breach, unless a longer time period is approved in writing by the CIO, including remedial measures instituted and any law enforcement involvement. Contractor shall fully cooperate with County on incident response, forensics, and investigations that involve the Contractor's infrastructure relating to any County Data or County applications. Contractor shall not release County Data without the advance written consent of County.

2.5.2. Prior to the Effective Date of this Agreement, Contractor shall provide County with the names and contact information for a security point of contact and a backup security point of contact to assist County with security incidents.

2.5.3. Upon request by County, Contractor shall deliver to County in electronic form the website application activity such as logs of visits and user logins and logoffs by or on behalf of County on the Contractor Platform.

2.5.4. In the event the Contractor Platform has been compromised, Contractor shall promptly notify the County of the security breach. County may, at its sole discretion, terminate all access to the Contractor Platform.

2.6. County Data

2.6.1. Contractor shall maintain controls that ensure logical separation of County Data from non-County data. Contractor agrees to provide at a minimum Advanced Encryption Standard 256-bit encryption ("AES-256") or current industry security standards (or whichever is higher) for all County Data that includes any social security numbers, bank account numbers, username with passwords or security questions, cardholder data, or

any other protected data such as Protected Health Information (“PHI”) and Personally Identifiable Information (“PII”), and any other data as may be directed by County, and on all copies of such data stored, transmitted, or processed, at no additional charge to County, and shall classify such data internally at its highest confidentiality level. Contractor shall also ensure that the encryption key(s) are not stored with the encrypted data and are secured by a Hardware Security Module (“HSM”). Contractor shall immediately notify County of any compromise of any encryption key. Contractor shall provide a copy of County’s encryption key(s) at County’s request. Contractor shall prohibit the use of unencrypted protocols such as FTP and Telnet for the data identified in this paragraph.

2.6.2. Upon termination or expiration of this Agreement or end of serviceable life of any media used in connection with this Agreement, and upon written notification from County that the applicable County Data is currently maintained by County or otherwise securely stored, Contractor shall, at County’s option, (a) securely destroy all media (including media used for backups) containing any County Data on all decommissioned hard drives or storage media to National Institute of Standards and Technology (“NIST”) standards and provide to County a signed certificate of destruction within ten (10) business days, or (b) return to County all County Data and provide a signed certification within two (2) business days thereafter documenting that no County Data is retained by Contractor in any format or media.

2.6.3. County Data is the property solely of County and may not be reproduced or used by Contractor with the prior written consent of County. Contractor and its Subcontractors will not publish, transmit, release, sell, or disclose any County Data to any third party without County’s prior written consent.

2.6.4. County shall have the right to use the Products and Services to provide public access to County Data as County deems appropriate or as otherwise required by law.

2.6.5. In the event of any impermissible disclosure, loss, or destruction of County Data caused in whole or in part by any action or omission of Contractor, Contractor must immediately notify County and take all reasonable and necessary steps to mitigate any potential harm, further disclosure, loss, and destruction.

2.6.6. County shall have sole control over County Data unless otherwise expressly stated in the Agreement and required for Contractor to provide the Services required under the Agreement.

2.6.7. Contractor shall not supplement, modify, or alter any deliverable previously accepted by County or any County Data (other than modifications strictly necessary to upload the County Data to the Contractor Platform) without County’s prior written consent.

3. Compliance

3.1. Contractor shall cooperate and provide any information requested by County relating to compliance and regulatory requirements, and will, upon request:

3.1.1. Provide a letter attesting that the Contractor performed vulnerability scans of authenticated and unauthenticated operating systems/networks, web applications, database applications, and the Contractor Platform;

3.1.2. Permit County or its contractors to conduct automated and manual scans and penetration (“Pen”) tests at mutually agreed upon times;

3.1.3. Provide Contractor’s architecture documents, information security policies and procedures (redacted, if necessary), and general network security controls documentation such as firewalls, Intrusion Detection System (“IDS”); and

3.1.4. Permit County to conduct a physical inspection of Contractor’s facilities but only to the extent such inspection is related to the security of and access to County Data or the Contractor Platform.

3.2. Contractor shall provide County with the ability to generate account reports consisting of the account holder’s name and application access rights.

3.3. Contractor shall provide County with the ability to generate account management reports showing new users, access rights changes, and account termination with the associated time stamp information.

3.4. Contractor shall provide County with the ability to generate time-stamped user and administrator access (login/logout) and a list of activities performed by administrators, privileged users, or third-party contractors while using the System.

3.5. Upon request by County, Contractor shall promptly provide County with access to time-stamped data transfer logs (including the account, a description of the data transferred and its size, and the user and account names for forensic purposes), time-stamped application and platform environment change control logs, and time-stamped data backup logs indicating the backup type (e.g., full, incremental, etc.).

3.6. Upon County’s request, Contractor shall make available to the County proof of Contractor’s compliance with all applicable federal, state, and local laws, codes, ordinances, rules, and regulations in performing under this Agreement, including but not limited to: HIPAA compliance; Contractor’s latest compliance reports (e.g., PCI Compliance report, SSAE 16 report, International Organization for Standardization 27001 (ISO 27001) certification); and any other proof of compliance as may be required from time to time.

4. Infrastructure Management

Contractor shall ensure that an unlimited number of transactions may be processed to the County production database. Subject to County approval, Contractor may recommend that non-routine reports and queries be limited to certain timeframes, quantities or other specifications if Contractor determines that such reports and queries cause degradation to response times affecting performance levels established in this SLA. Contractor shall routinely apply upgrades, new releases, and enhancements to the Contractor Platform as they become available and shall ensure that these changes will not adversely affect the Contractor Platform or County Data. A development and test system, which shall mirror the production system, shall be made available for use by County for testing or training purposes, including without limitation, for County's testing of application upgrades and fixes prior to installation in the production environment. County may control data that is populated on the demonstration and training system by requesting that Contractor perform any or all of the following: periodically refresh data from production; perform an ad-hoc refresh of data from production; not refresh data from production until further notice from County; or refresh data on an ad hoc basis with training data supplied by County.

5. Transition/Disentanglement

5.1. Contractor will complete the transition of any terminated Services or Support and Maintenance to County and any replacement provider(s) that County designates (collectively, the "Transferee"), without causing any unnecessary interruption of, or adverse impact on, the Services, County Data, or the ongoing business operation of County ("Disentanglement"). Contractor will work in good faith (including, upon request, with the Transferee) at no additional cost to County to develop an orderly Disentanglement plan that documents the tasks required to accomplish an orderly transition with minimal business interruption or expense for County. Upon request by County, Contractor shall cooperate, take any necessary additional action, and perform such additional tasks that County may reasonably request to ensure timely and orderly Disentanglement, which shall be provided at the rate(s) specified in the Agreement or, if no applicable rate is specified, at a reasonable additional fee upon written approval by County. Specifically, and without limiting the foregoing, Contractor shall:

5.1.1. Promptly provide the Transferee with all nonproprietary information needed to perform the Disentanglement, including, without limitation, data conversions, interface specifications, data about related professional services, and complete documentation of all relevant software and equipment configurations;

5.1.2. Promptly and orderly conclude all work in progress or provide documentation of work in progress to Transferee, as County may direct;

5.1.3. Not, without County's prior written consent, transfer, reassign, or otherwise redeploy any of Contractor's personnel during the Disentanglement period to the extent such action would impede performance of Contractor's obligations under the Agreement;

5.1.4. If applicable, with reasonable prior written notice to County, remove its assets and equipment from County facilities;

5.1.5. If County requests, and to the extent permitted under the applicable agreements, assign to the Transferee (or use its best efforts to obtain consent to such assignment where required) all contracts including third-party licenses and maintenance and support agreements, used by Contractor exclusively in connection with the Services or Support and Maintenance. Contractor shall perform all of its obligations under such contracts at all times prior to the date of assignment, and Contractor shall reimburse County for any losses resulting from any failure to perform any such obligations;

5.1.6. Deliver to Transferee all current, nonproprietary documentation and data related to County-owned assets and infrastructure. After confirming in writing with County that the applicable County Data is received intact or otherwise securely stored by County, Contractor shall securely erase all County Data, including on any hard drives and backup media, in accordance with NIST standards. Upon written consent from County, Contractor may retain one copy of documentation to the extent required for Contractor's archival purposes or warranty support; and

5.1.7. To the extent requested by County, provide County a list with current valuation based on net book value of any Contractor-owned tangible assets required to make the Contractor Platform available to County. County shall have the right to acquire any or all such assets for net book value. If County elects to acquire such assets for the net book value, Contractor shall use best efforts to ensure that any and all related warranties will transfer along with those assets.

6. Network Architecture/Security

6.1. Network Architecture

6.1.1. The Contractor Platform shall be protected behind a layer of firewalls.

6.1.2. At County's request, Contractor shall submit a network architecture diagram of County's stored and transmitted data, including the location of the data center and details of connectivity for all third parties who have access to County Data. Any network security changes implemented by Contractor must not compromise the security of County Data. Contractor shall ensure that all database servers are protected behind a second set of internal firewalls.

6.1.3. Contractor shall restrict inbound and outbound traffic to County's network to "deny all, permit by exception" configuration.

6.1.4. Contractor's wireless networks connected to the Contractor Platform shall at a minimum, be configured for Wi-Fi Protected Access 2 (WPA2)-Enterprise using Advanced

Encryption Standard (AES) and Protected Extensible Authentication Protocol (PEAP), or current industry security standards (whichever is higher) to secure and protect County data.

6.2. Physical Architecture/Security. Contractor shall connect its hosting site for the Contractor Platform through at least two (2) independent Internet Service Contractors (“ISPs”) with different Internet points of presence.

6.3. Disaster Recovery

6.3.1. Contractor shall maintain a disaster recovery plan for the Contractor Platform with mirrored sites geographically separated by at least 250 miles, with a Recovery Time Objective (“RTO”) of a maximum of eight (8) hours and a Recovery Point Objective (“RPO”) of a maximum of four (4) hours from the incident.

6.3.2. Contractor shall conduct a disaster recovery test of the hosted or SaaS system that is utilized by or comprises the Contractor Platform on at least an annual basis and shall notify County at least ten (10) days in advance of each such test. In addition, Contractor shall conduct a disaster recovery test specific to County, including testing County Data and the Contractor Platform, in coordination with County at least once per year; the timing and duration of the County-specific test is subject to the approval of County.

6.4. County Data. Contractor shall make any County Data available to County upon request within one (1) business day and in any format reasonably requested by County, including, without limitation, Extensible Markup Language (“XML”) and Structured Query Language (“SQL”), or in another format as may be mutually agreed by County and Contractor.

7. Service Availability

7.1. System Availability

7.1.1. Contractor guarantees that the Network Uptime (as defined herein) will be 99.99% of Prime Time (defined as County business days from 7 a.m. – 7 p.m. Eastern Time) and 98.00% of non-Prime Time for each calendar month during the term of the Agreement, excluding Scheduled Maintenance as defined herein (collectively, the “Network Uptime Guarantee”). Network Uptime is the time that the Contractor Platform and System are functioning optimally and fully operational, and requires proper functioning of all network infrastructure, including routers, switches, and cabling, affecting a user’s ability to reliably transmit or receive data; Network Downtime is the remainder of time that is not included in Network Uptime, and is measured from the time the trouble ticket is opened to the time the Contractor Platform and System are fully restored. As long as the System is available over the Internet to at least two other comparable non-County customers (i.e., the System is functioning properly and there are no technical issues with Contractor or the Contractor Platform), any inability on the part

of County to access the System as a result of a general Internet outage will not be counted toward Network Downtime. System unavailability for the purpose of building redundancy or other recovery systems that is approved by County in advance shall not be charged as downtime in computing the Network Downtime. Contractor Platform or System unavailability due to Contractor's equipment failure constitutes Network Downtime.

7.1.2. Contractor will refund to County five percent (5%) of the monthly fees (or monthly pro rata equivalent, if recurring fees under the Agreement are charged other than monthly) under the Agreement for each thirty (30) minutes of Network Downtime in excess of that permitted under the Network Uptime Guarantee (up to 100% of County's monthly or pro rata fee), measured on a calendar month basis. Such refunds will be paid within ten (10) days after the applicable monthly report or, at County's option, may be credited against amounts due under any unpaid invoice or future invoice. If the Agreement provides for other credit or compensation due to County for an event that also constitutes Network Downtime, the greater of the two amounts shall apply.

7.1.3. Normal availability of the Contractor Platform and System shall be twenty-four (24) hours per day, seven (7) days per week. Planned downtime (i.e., taking the System offline such that it is not accessible to County) ("Scheduled Maintenance") shall occur during non-Prime Time and with at least five (5) business days' advance written notice to County. Contractor may conduct Scheduled Maintenance at other times without advance notice only with written consent from County, which consent will not be unreasonably withheld. During non-Prime Time, Contractor may perform routine maintenance operations that do not require the Contractor Platform or System to be taken offline but may have immaterial effects on performance and response time without any notice to County. Such immaterial degradation in performance and response time shall not be deemed Network Downtime. All changes that are expected to take more than four (4) hours to implement or are likely to impact user workflow require County's prior written approval, which will not be unreasonably withheld.

7.1.4. By the tenth day of each calendar month, Contractor shall provide County a report detailing Contractor's performance under this SLA for the prior calendar month. To the extent the performance fails to meet the Network Uptime Guarantee, the report shall calculate: the total number of minutes of uptime for each of Prime Time and non-Prime Time; the total number of minutes for each of Prime Time and non-Prime Time minus any applicable Scheduled Maintenance, respectively; and the percentage of uptime versus total time minus Scheduled Maintenance for each (e.g., monthly minutes of non-Prime Time network uptime / (Total minutes of non-Prime Time – Minutes of Scheduled Maintenance) = __%).

7.2. Infrastructure Management

7.2.1. During Prime Time, Contractor shall ensure packet loss of less than one percent (1%) and less than sixty (60) milliseconds domestic latency within the Contractor Platform. Contractor shall maintain sufficient bandwidth to the Contractor Platform and ensure the

server processing time (or CPU processing capacity) to provide millisecond response times from the server. County and Contractor recognize that end user response times are dependent on intermittent ISP network connectivity, and in the case of County's users, dependent on County's internal network health.

7.2.2. To the extent the Contractor Platform provides or supports public access to users in Broward County or through the County's web pages, the Contractor Platform shall support up to 500,000 site hits per calendar day and capture the number of site hits by page for performance to standards reporting.

7.2.3. Contractor will retain all County-related database records regardless of number or size.

7.2.4. To the extent the Contractor Platform includes an ad-hoc reporting tool or standard reports, Contractor agrees to provide unlimited access to such functionality to County. Contractor agrees to support an unlimited number of queries and reports against County Data. County agrees that Contractor may put reasonable size limits on queries and reports to maintain System performance, provided such limits do not materially impact County's regular business operations.

7.2.5. Contractor shall conduct full, encrypted backups (including System and user data) weekly and shall conduct incremental, encrypted backups daily. Encrypted backups will be written to a backup device with sufficient capacity to handle the data. Contractor shall maintain a complete current set of encrypted backups for County's System, including County Data, at a remote, off-site "hardened" facility from which data can be retrieved within one (1) business day at any point in time. Full System restoration performed as a recovery procedure after a natural disaster is included as part of the required performance by Contractor under this Agreement. Upon County's request, Contractor shall also provide restoration of individual file(s).

7.3. Performance Monitoring and Hosting Capacity Increases

7.3.1. If requested by County, Contractor shall provide standard reporting metrics of the Contractor Platform to County on a monthly basis which shall include: traffic patterns by user and by time; server load, including central processing unit load, virtual memory, disk and input/output channel utilization; transmission control protocol load for each server allocated in part or in full to County System; and system errors in the System, database, operating system, and each server allocated in part or in full to the System.

7.3.2. In the event County anticipates an increase in transaction volume or seeks to expand capacity beyond the limitations, if any, provided under the Agreement, Contractor will provide timeline and cost estimates to upgrade existing servers or deploy additional servers dedicated to County's System within fifteen (15) calendar days after written notice by County.

Exhibit H
Enterprise Technology Services Security Requirements Exhibit – High Risk

Solicitation Title:	Consultant Services for Water Conservation Outreach and Communications – RFP # GEN2121746P1
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Definitions.

“County Confidential Information” means any County Data that includes employee information, financial information, or personally identifiable information for individuals or entities interacting with County (including, without limitation, social security numbers, birth dates, banking and financial information, and other information deemed exempt or confidential under state or federal law or applicable regulatory body).

“County Data” means the data and information (including text, pictures, sound, graphics, video and other data) relating to County or its employees or agents, or made available or provided by County or its agents to Contractor, for or in the performance of this Agreement, including all derivative data and results derived therefrom, whether or not derived through the use of the Contractor’s services, whether or not electronically retained, and regardless of the retention media.

“Equipment” means the hardware being provided by Contractor under the Agreement.

“Software” means software provided or licensed by Contractor pursuant to the Agreement.

All other capitalized terms not expressly defined within this exhibit shall retain the meaning ascribed to such terms in the Agreement (and if not so defined, then the plain language meaning appropriate to the context in which it is used).

Security and Access. If Contractor will have access to any aspect of County’s network via an Active Directory account, onsite access, remote access, or otherwise, Contractor must:

- (a) comply at all times with all applicable County access and security standards, policies, and procedures related to County’s network, as well as any other or additional restrictions or standards for which County provides written notice to Contractor;
- (b) provide any and all information that County may reasonably request in order to determine appropriate security and network access restrictions and verify Contractor’s compliance with County security standards;
- (c) provide privacy and information security training to its employees with access to County’s network upon hire and at least once annually; and
- (d) notify County of any terminations or separations of Contractor’s employees who had access to County’s network.

In addition, for any remote access to County’s network, Contractor must:

- (a) utilize secure, strictly-controlled industry standards for encryption (e.g., Virtual Private Networks) and passphrases and safeguard County Data that resides in or transits through Contractor’s internal network from unauthorized access and disclosure;

- (b) ensure the remote host device used for access is not connected to any other network, including an unencrypted third party public WiFi network, while connected to County's network, with the exception of networks that are under Contractor's complete control or under the complete control of a person or entity authorized in advance by County in writing;
- (c) enforce automatic disconnect of sessions for remote access technologies after a specific period of inactivity with regard to connectivity into County infrastructure;
- (d) utilize equipment that contains antivirus protection software, an updated operating system, firmware, and third party-application patches, and that is configured for least privileged access;
- (e) utilize, at a minimum, industry standard security measures, as determined in County's sole discretion, to safeguard County Data that resides in or transits through Contractor's internal network from unauthorized access and disclosure; and
- (f) activate remote access from Contractor and its approved subcontractors into the County network only to the extent necessary to perform services under this Agreement, deactivating such access immediately after use.

If at any point in time County, in the sole discretion of its Chief Information Officer (CIO), determines that Contractor's access to any aspect of County's network presents an unacceptable security risk, or if Contractor exceeds the scope of access required to perform the required services under the Agreement, County may immediately suspend or terminate Contractor's access and, if the risk is not promptly resolved to the reasonable satisfaction of the County's CIO, may terminate this Agreement or any applicable Work Authorization upon ten (10) business days' notice (including, without limitation, without restoring any access to County network to Contractor).

Data and Privacy. To the extent applicable to the services being provided by Contractor under the Agreement, Contractor shall comply with all applicable data and privacy laws and regulations, including without limitation Florida Statutes Section 501.171, and shall ensure that County Data processed, transmitted, or stored by Contractor or in Contractor's system is not accessed, transmitted or stored outside the United States. Contractor shall not sell, market, publicize, distribute, or otherwise make available to any third party any personal identification information (as defined by Florida Statutes Section 501.171, Section 817.568, or Section 817.5685, as amended) that Contractor may receive or otherwise have access to in connection with this Agreement, unless expressly authorized in advance by County. If applicable and requested by County, Contractor shall ensure that all hard drives or other storage devices and media that contained County Data have been wiped in accordance with the then-current best industry practices, including without limitation DOD 5220.22-M, and that an appropriate data wipe certification is provided to the satisfaction of the Contract Administrator.

Managed or Professional Services. To the extent applicable to the services being provided by Contractor under the Agreement, Contractor shall immediately notify County of any terminations or separations of Contractor's employees who performed services under the Agreement and who had access to County Confidential Information or the County network. If any unauthorized party is successful in accessing any information technology component related to Contractor (including but not limited to servers or fail-over servers) where County Data or files exist or are housed,

Contractor shall notify County within twenty-four (24) hours after becoming aware of such breach, unless an extension is granted by County's CIO. Contractor shall provide County with a detailed incident report within five (5) days after becoming aware of the breach, including remedial measures instituted and any law enforcement involvement. Contractor shall fully cooperate with County on incident response, forensics, and investigations into Contractor's infrastructure as it relates to any County Data or County applications. Contractor shall not release County Data or copies of County Data without the advance written consent of County. If Contractor will be transmitting County Data, Contractor agrees that it will only transmit or exchange County Data via a secure method, including HTTPS, SFTP, or another method approved by County's CIO. Contractor shall ensure adequate background checks have been performed on any personnel having access to County Confidential Information. To the extent permitted by such checks, Contractor shall not knowingly allow convicted felons or other persons deemed by Contractor to be a security risk to access County Data. Contractor shall ensure the use of any open source or third-party software or hardware does not undermine the security posture of the Contractor or County.

System and Organization Controls (SOC) Report. If requested by County, Contractor must provide County with a copy of a current unqualified System and Organization Controls (SOC) 2 Type II Report for Contractor and for any third party that provides the applicable services comprising the system, inclusive of all five Trust Service Principles (Security, Availability, Processing Integrity, Confidentiality, and Privacy), or a sworn declaration certifying Contractor has obtained the referenced SOC 2 Type II Report and listing all complementary user entity controls (CEUCs) identified therein, prior to commencement of the Agreement and on an annual basis during the Agreement, unless this requirement is waived in writing by the County's CIO or designee.

Software Installed in County's Network. To the extent Contractor provides any Software to be installed in County's network, Contractor must:

- (a) advise County of all versions of any third-party software (e.g., Java, Adobe Reader/Flash, Silverlight) to be installed and support updates for critical vulnerabilities discovered in applicable third-party or open source software;
- (b) ensure that the Software is developed based on industry standards and best practices, including following secure programming techniques and incorporating security throughout the Software-development life cycle;
- (c) develop and maintain the Software to operate on County-supported and approved operating systems and firmware versions;
- (d) mitigate critical or high risk vulnerabilities (as defined by Common Vulnerability and Exposures (CVE) scoring system) to the Software or Contractor platform within 30 days after patch release, notifying County of proposed mitigation steps to be taken and timeline for resolution if Contractor is unable to apply a patch to remedy the vulnerability;
- (e) ensure the Software provides for role-based access controls and runs with least privilege access, enables auditing by default for any privileged access or changes, and supports electronic delivery of digitally signed upgrades from Contractor's or the third-party licensor's website;
- (f) ensure the Software is not within three (3) years from its end of life date and provide County with end-of-life-schedules for all applicable Software;

- (g) support encryption using at a minimum Advanced Encryption Standard 256-bit encryption keys (“AES-256”) or current industry security standards, whichever is higher, for confidential data at rest and use transport layer security (TLS) 1.2 or current industry standards, whichever is higher, for data in motion; and
- (h) upon request by County, provide an attestation letter identifying date of the most recent security vulnerability testing performed and any vulnerabilities identified and mitigated (must be dated within six (6) months after any major release).

Equipment Leased or Purchased from Contractor. To the extent Contractor is the Original Equipment Manufacturer (OEM) or an authorized reseller for the OEM for any Equipment provided under this Agreement, Contractor must:

- (a) ensure that physical security features to prevent tampering are included in any Equipment provided to County and ensure, at a minimum, industry-standard security measures are followed during the manufacture of the Equipment;
- (b) ensure any Equipment provided does not contain any embedded remote-control features unless approved in writing by County’s Contract Administrator, and disclose any default accounts or backdoors that exist for access to County’s network;
- (c) shall supply a patch, firmware update, or workaround approved in writing by County’s Contract Administrator within thirty (30) days after identification of a new critical or high security vulnerability and notify County of proposed mitigation steps taken;
- (d) develop and maintain Equipment to interface with County-supported and approved operating systems and firmware versions;
- (e) upon request by County, make available any required certifications as may be applicable per compliance and regulatory requirements (e.g., Common Criteria, Federal Information Processing Standard 140);
- (f) ensure the Equipment is not within three (3) years from its end of life date at the time of delivery and provide County with end-of-life-schedules for all applicable Equipment;
- (g) (for OEMs only) support electronic delivery of digitally signed upgrades of any applicable Equipment firmware from Contractor’s or the original Equipment manufacturer’s website; and
- (i) (for OEMs only) upon request by County, provide an attestation letter identifying date of the most recent security vulnerability testing performed and any vulnerabilities identified and mitigated (must be dated within six (6) months after any major release).

Payment Card Industry (PCI) Compliance. If and to the extent at any point during the Agreement the Software accepts, transmits, or stores any credit cardholder data or is reasonably determined by County to potentially impact the security of County’s cardholder data environment (“CDE”), Contractor must:

- (a) comply with the most recent version of VISA Cardholder Information Security Program (“CISP”) Payment Application Best Practices and Audit Procedures including Security Standards Council’s Payment Card Industry (“PCI”) Data Security Standard (“DSS”), including the functions relating to storing, processing, and transmitting of the cardholder data;
- (b) maintain PCI DSS validation throughout the Agreement;

- (c) prior to commencement of the Agreement (or at such time the Software will process cardholder data), prior to Final Acceptance (if applicable), after any significant change to the CDE, and annually, provide to County: (i) a copy of Contractor's Annual PCI DSS Attestation of Compliance ("AOC"); and (ii) a written acknowledgement of responsibility for the security of cardholder data Contractor possesses or otherwise stores, processes, or transmits and for any service Contractor provides that could impact the security of County's CDE (if Contractor subcontracts or in any way outsources the credit card processing, or provides an API that redirects or transmits cardholder to a payment gateway, Contractor is responsible for maintaining PCI compliance for the API and providing the AOC for the subcontractor or payment gateway to County);
- (d) maintain and provide to County a PCI DSS responsibility matrix that outlines the exact PCI DSS controls that are the responsibility of either party and the PCI DSS controls that are the shared responsibility of Contractor and County;
- (e) follow Open Web Application Security Project (OWASP) for secure coding and transmission of payment card data only to the extent Contractor provides a payment application;
- (f) immediately notify County if Contractor learns or suspects that Contractor, its Software, or its platform is no longer PCI DSS compliant and provide County the steps being taken to remediate the noncompliant status no later than seven (7) calendar days after Contractor learns or suspects it is no longer PCI DSS compliant;
- (g) activate remote access from Contractor and its approved subcontractors into County's network only to the extent necessary to perform services under this Agreement, deactivating such access immediately after use; and
- (h) maintain all inbound and outbound connections to County's CDE using Transport Layer Security (TLS) 1.2 or current industry standard (whichever is higher).

Health Information Portability and Accountability Act. If County determines in its reasonable business judgment that Contractor is a covered entity or business associate or otherwise required to comply with the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") or the Health Information Technology for Economic and Clinical Health Act ("HITECH"), Contractor shall fully protect all protected health information ("PHI") that is subject to the requirements of 45 C.F.R. §§ 160, 162, and 164 and related statutory and regulatory provisions, as required by HIPAA and HITECH.

Business Associate Agreement. If requested by County, Contractor shall execute County's form Business Associate Agreement (located at [https://www.broward.org/purchasing/documents/9.Standard Business Associate Agreement Form.pdf](https://www.broward.org/purchasing/documents/9.Standard%20Business%20Associate%20Agreement%20Form.pdf)). Contractor shall handle and secure such PHI in compliance with HIPAA, HITECH, and its related regulations and, if required by HIPAA, HITECH, or other laws, shall include in its "Notice of Privacy Practices" notice of Contractor's and County's uses of a client's PHI. The requirement to comply with this provision, HIPAA, and HITECH shall survive the expiration or termination of the Agreement.

Application Development Services. To the extent applicable to the services being provided by Contractor under the Agreement, Contractor shall develop, implement, and comply with

industry-standard secure coding best practices as outlined by the County's Service Provider Application Secure Coding Standard. In addition, if application development services are performed by Contractor augmented staff on behalf of County, staff must strictly follow and adhere to the County's established application development policies, process, procedures, practices and standards. Upon request by County, Contractor shall provide an attestation letter to certify that security testing as specified above was performed along with security scan test results and tests performed. Any exceptions must be documented with the delivery of the attestation letter for acceptance by the County.