



**Gaming  
Commission**

**NEW YORK STATE GAMING COMMISSION**

**REQUEST FOR PROPOSALS**

**FOR A**

**NEW YORK LOTTERY STRATEGIC DIGITAL MARKETING  
PARTNER**

**CONTRACT # C202103**

**February 9, 2021**

## PROCUREMENT WEBSITE:

[https://www.gaming.ny.gov/about/procurement\\_opp.current.php](https://www.gaming.ny.gov/about/procurement_opp.current.php)

**DESIGNATED CONTACT FOR INQUIRIES AND SUBMISSIONS**

Consistent with the public policy established by the New York State Procurement Lobbying Law, the Contract Management Specialists designated below are the only points of contact regarding matters relating to this Request for Proposals (“RFP”), unless additional points of contact are designated by them.

**ALL BIDDERS RESPONDING TO THIS RFP AND ALL COMMUNICATIONS CONCERNING THIS PROCUREMENT SHALL BE ADDRESSED IN WRITING TO EITHER OF THE CONTRACT MANAGEMENT SPECIALISTS NOTED BELOW:**

Stacey Relation, Contract Management Specialist 3  
Alysan Bowers, Contract Management Specialist 2

New York State Gaming Commission  
Contracts Office, 4<sup>th</sup> Floor  
One Broadway Center  
Schenectady, NY 12305  
[officer.contracting@gaming.ny.gov](mailto:officer.contracting@gaming.ny.gov)

RFP-related questions shall be submitted via electronic mail to the email address above by the date specified in the Schedule of Events.

**NON-BID RESPONSE**

Bidders choosing not to submit a proposal in response to this RFP are requested to submit **Attachment 5, Non-Bid Response**, as the information is useful to the Commission in the planning and development of future solicitations and Bidders’ lists.

**Schedule of Events**

The following dates are established for informational and planning purposes. The Commission reserves the right to adjust this schedule, in its sole discretion.

<b>Event</b>	<b>Date</b>
RFP Release Date	February 9, 2021
Round One Written Questions Due 3:00 pm EDT	February 18, 2021
Round One Commission Answers Issued	February 24, 2021
Confidentiality and Non-Disclosure Agreement Due 3:00 pm EDT	March 3, 2021
Round Two Written Questions Due 3:00 pm EDT	March 9, 2021
Round Two Commission Answers Issued	March 12, 2021
Proposal Due Date 3:00 pm EDT	March 17, 2021
Contract Start Date	Upon OSC Approval

## **PART ONE – GENERAL INFORMATION**

### **1.1 Introduction**

The New York State Gaming Commission (the “Commission”), operator of the New York Lottery program (the “Lottery”), on behalf of the State of New York (the “State”), is issuing this Request for Proposals (“RFP”) to invite interested Contractors to submit Proposals for the award of a New York Lottery Strategic Digital Marketing Partner contract to support the Commission’s vision, goals and objectives for the Lottery. One (1) five-year contract will be awarded as a result of this RFP.

The firm awarded the contract through this RFP process will provide a full range of strategic digital marketing services to the Commission to promote the New York Lottery brand and the sale of Lottery products throughout New York state. The Successful Bidder will serve as a strategic business partner working collaboratively with Lottery staff to develop and implement integrated marketing programs that will achieve Lottery’s goals and objectives. The Successful Bidder will be required to develop digital marketing solutions for the consumer, Lottery’s licensed sales agents (“Retailers”), internal Commission staff and other audiences. Scope of Work is defined in Part 2.

The annual digital marketing budget during the term of the contract is estimated to be approximately \$20,000,000 in each of the 5 years of the contract, inclusive of all fees outlined in this RFP. Total maximum 5-year contract value at the time of award is approximately \$100 million. The Commission provides no guarantee that all of the estimated budget will be expended during the term of the contract. The Commission reserves the right to change the budget for any given year, and carry over to or reduce future contract years, not to exceed the maximum contract value . Any changes to total Contract value will require a formal written amendment. Compensation is described in Part 4 of this RFP.

The Commission is the only office authorized to clarify, modify, amend, alter, or withdraw the provisions of this RFP.

In the RFP, the Commission has defined a series of objectives, requirements, and a Proposal evaluation approach that will represent its best interests in conformance with Commission policies and New York State statutes and regulations. A submitted Proposal must include all information and documentation requested throughout this RFP.

The contents of this RFP, any modifications thereto, and the Proposal as submitted (consisting of a Technical Proposal and Pricing Proposal) will become binding contractual obligations on both parties if a Contract ensues. Failure of the Successful Bidder to accept these obligations may result in cancellation of the award.

### **1.2 Background Information**

The Lottery was established in 1967 as a result of constitutional amendment and is administered by the New York State Gaming Commission. The Lottery is operated in accordance with provisions of the New York State Lottery for Education Law (Tax Article 34) and Article 1 of New York State Pari-Mutuel Wagering and Breeding Law. The Commission’s mission for the Lottery is to raise revenue for education in the State of New York through the administration of lottery games. On February 1, 2013, the New York State Division of the Lottery merged with the New York State Racing and Wagering Board into a single oversight entity named the New York State Gaming Commission. The Commission has overall responsibility for regulation and enforcement of all gaming activity in New York State including horse racing and pari-mutuel wagering, Class III Indian Gaming, commercial gaming, the Lottery, video lottery gaming, and charitable gaming.

Fundamentally, the Lottery is run as an entertainment business. A dedicated team of Commission employees work with business partners and approximately 15,000 licensed sales agents statewide to provide innovative, fun, and entertaining games for Lottery customers. Games include draw games such as *Numbers*, *Mega Millions*, and *Powerball*, as well as approximately 35-50 instant scratch-off games at any given time.

By selling its traditional Lottery games through an extensive state-wide sales agent network and by subscriptions over the internet through its website (nylottery.ny.gov), the Commission generated traditional Lottery sales in excess of \$7.7 billion in fiscal year 2019-2020. The Lottery continues to be North America's largest and most profitable Lottery, earning more than \$71.48 billion in education support statewide since its founding over 50 years ago. In the fiscal year 2019-2020, the Lottery's traditional games contributed \$2.32 billion to help support education in New York State.

The Lottery has expansive digital offerings. Currently the digital landscape is comprised of three different websites (nylottery.ny.gov; nycollectnwin.com; and nyextendedplay.com) and three mobile applications ("apps") (NYL Lottery, NY Collect N Win, NYL Extended Play). The Lottery's native website averages 5 million page views per week and over one million visitors per week. Traffic does increase on properties during events, such as a high jackpot. During these events the websites can see a volume of over one million people at a given time.

Integrity is critical to the Lottery and the conduct of second-chance promotions. The Lottery has instituted an Identity ("ID") Verification system to confirm user age and identity and eliminate the ability to create multiple accounts, thereby ensuring responsible gaming standards are upheld and fairness in the promotions.

Cross-promotion of games and driving customer traffic back to sales agents' retail establishments has become a pillar of the digital program. Through various websites and apps, coupons are distributed. These coupons can be used to incentivize players to physically go to sales agents' retail establishments where the players are able to complete a purchase or be introduced to new games. Tracking of the coupon distribution against the player data is important.

The Successful Bidder awarded a contract through this RFP process will become strategic partners with the Commission to help develop and implement impactful, innovative, and effective digital marketing programs that will drive business and achieve the Commission's objectives for the Lottery. Due to the far-reaching effects of digital communications, the Successful Bidder awarded this contract will have a vital role in establishing the future of the Lottery's digital efforts. As such, the Commission's selection and management of the digital marketing contractor and the digital marketing contractor's performance are critical in helping to deliver the Lottery's business and digital goals.

The Lottery's digital marketing program goals are:

- Advancement of our current digital communications solutions to fit new digital technology needs as the digital landscape evolves
- Innovation
- Technology-Driven Digital Marketing Solutions
- Digital Player Engagement
- Customer Traffic Driven to Sales Agents' Brick and Mortar Retail Establishments
- Lottery Retail Establishment/Lottery Digital Marketing Partnerships
- Agile Operations

The Lottery's digital marketing program operates using a pilot, measure, pivot methodology with a focus on consumer trends, being relevant and evolving. Metrics, analysis and insights are critical elements to digital marketing program success.

Research projects to gain consumer insights and analytics tracking on all digital platforms is ongoing throughout

the year. Additionally, reactive and dynamic efforts to market products require priority attention from the Lottery Marketing and Digital Account Management Teams.

### 1.3 Minimum Qualifications

Any Bidder submitting a Proposal in response to this RFP must meet the minimum qualifications listed below. Information demonstrating the qualifications defined below must be incorporated into a Bidder's response to **Part 4, Proposal Response**.

1. The Bidder must have at least one established New York State office, which must be the primary office for staff assigned to the Lottery account.
2. The Bidder, at the time of its submission of a Proposal in response to this RFP, shall have at least ten (10) years of experience with digital program development and digital marketing.
3. The Bidder must have experience with integrated digital marketing campaigns, development, oversight and maintenance of digital solutions to support digital efforts, digital project management and managing multiple vendor partners.
4. Staffing requirements are described in Section 2.3.C and Section 6.9.

### 1.4 Bidder / Contractor Differentiation

Throughout this RFP the term "Bidder" is used to reference an entity during the preparation and submission of a Proposal and any requirements preceding the award of a final contract. In describing post-contract award requirements, term "Successful Bidder" is used.

### 1.5 Headings

The headings used in this RFP are for convenience only and shall not affect the interpretation of any provisions of this RFP.

### 1.6 Confidentiality and Non-Disclosure Agreement

Each firm must submit a signed and notarized Confidentiality and Non-Disclosure Agreement, incorporated into this RFP as **Attachment 2**, in order to receive the Exhibits listed in Section 8.3 of this RFP. The Exhibits contain "Confidential Information" as defined within the Confidentiality and Non-Disclosure Agreement and will only be issued to firms who submit the completed and executed Confidentiality and Non-Disclosure Agreement. Exhibits will be password protected and sent via email.

Passwords will be emailed separately to the Bidder's designated contact person.

### 1.7 Questions and Inquiries

Questions from Bidders regarding this RFP must be submitted via electronic mail to [Stacey.Relation@gaming.ny.gov](mailto:Stacey.Relation@gaming.ny.gov) or [Alysan.Bowers@gaming.ny.gov](mailto:Alysan.Bowers@gaming.ny.gov), no later than the date and time specified in the Schedule. **Neither faxed nor telephoned questions are acceptable.** If questions are provided via an attachment to electronic mail, the questions shall be provided in Microsoft Word format.

**Bidders are cautioned that any question or inquiry regarding the RFP must be written in generic terms and must not contain pricing information. The inclusion of specific information about a Bidder's pricing in an inquiry may result in the Bidder's disqualification.**

Responses to all questions, and any changes to the RFP resulting from such questions, will be communicated via published addenda, which will be posted on the Commission's website.

The **Bidder Acknowledgement of Addendum, Attachment 1**, will be provided with each addendum. Bidders are required to include a signed **Bidder Acknowledgement of Addendum** form with their respective bids.

### **1.8 Non-Exclusive Rights**

Nothing in this RFP, or the Contract resulting from this RFP, shall preclude the Commission from soliciting or acquiring digital marketing services or solutions from other contractors.

## **PART TWO – SCOPE OF WORK**

### **2.1 Introduction**

The section below provides an overview of the responsibilities of the Successful Bidder, as well as the expectations the Commission has for a successful partnership throughout the term of the Contract. The expectation is that the Successful Bidder shall work collaboratively with Commission staff as a dedicated, strategic business partner to develop and implement digital marketing programs that further the Commission's mission to raise revenue for education in the state of New York through the administration and sale of Lottery games.

The Commission plans to enter into an agreement with a firm that has the expertise to provide all aspects of digital marketing services for the Lottery, in collaboration with the Commission, including, but not limited to, services related to strategic planning, innovation, analytics, hosting, content management, development, installation, maintenance, support of applications ("apps"), and tools designed for website development using a content management system ("CMS"). Services may include requirements gathering, analysis, design architecture, programming, data management, quality assurance, systems integration, training, documentation, project management, customer interaction, and consulting related to the delivery of digital solutions. The digital expertise required includes, but is not limited to, HP Autonomy Suite (TeamSite, OpenDeploy, LiveSite, Site Publisher), HTML5, CSS3, Java Script, JQuery, XML, Java, PHP, and SQL Server. Subject matter expertise may extend to security, testing tools, trends, innovation, branding, and performance.

### **2.2 Overall Successful Bidder Requirements**

- A. MEETING LOTTERY OBJECTIVES** - The Successful Bidder shall work with the Commission to uphold the Lottery's position as North America's industry leader by expanding relevance of the New York Lottery brand, growing revenues, expanding the player base, and continuing to meet the evolving gaming and entertainment needs of New Yorkers 18 years and older. The Successful Bidder shall collaborate with the Commission to develop strategic digital marketing plans and digital solutions that align with the Lottery fiscal year and long-term business objectives. The Successful Bidder shall obtain and maintain a deep understanding of the Lottery's New York consumer segments and technical systems to align strategic digital marketing programs with objectives.
- B. RESPONSIBLE GAMING COMMITMENT** - As shown by its achievement of a Level 4 certification from the World Lottery Association (Learn about WLA Responsible Gaming Certifications: <https://www.world-lotteries.org/services/responsible-gaming/principles>) in 2018, the Commission is committed to operating according to responsible gaming principles and upholding the integrity of the Commission. The Successful Bidder shall develop and implement digital marketing solutions and programs that are not targeted to appeal to people under 18 years old and shall promote Lottery play in a responsible manner that does not encourage individuals to purchase or participate in Lottery games beyond their means or control. The Commission's guidelines regarding responsible gaming must be followed. The Successful Bidder shall develop and implement age-gating controls as required by the Commission.
- C. NATURE OF ACCOUNT** - The Commission's Lottery is a high volume, digital production and content-heavy account with multiple projects running concurrently. Lottery apps each have more than 100,000 registered users and receive multiple data feeds in real-time, and daily content updates near 24-hours per day, 365 days per year. The Lottery website averages 4.5 million page views weekly. The Successful Bidder shall have project management resources and tools to manage multiple projects simultaneously, meet established deadlines, clearly identify deliverables, measure results, identify risks, and lead communications among all stakeholders (*i.e.*, Commission's Lottery staff, Commission vendors to the Lottery). Most projects will require an agile framework for development and to support

unexpected shifts in consumer demands. The Successful Bidder's Lottery account shall be structured and staffed to operate under these conditions.

**D. INTEGRITY** - The Commission operates the Lottery with the highest integrity, credibility, and quality to maintain the public trust. The Successful Bidder shall be held to the same standards. The Successful Bidder shall develop an in-depth knowledge of New York State laws and regulations that govern the Commission, the Lottery, operations, management of contracts, and the Successful Bidder's subcontractors. The Successful Bidder shall accept the significant responsibility and complex nature of managing a government account.

- Commission Regulations: <https://www.gaming.ny.gov/rules.php>
- New York State's Racing, Pari-Mutuel Wagering and Breeding Law, Article 1: <https://www.gaming.ny.gov/statutes.php>
- New York State's Tax Law, Article 34: <https://www.gaming.ny.gov/statutes.php>
- New York State's State Finance Law, Article 11 §163: <http://public.leginfo.state.ny.us/lawssrch.cgi?NVLWO>

**E. DEDICATED ACCOUNT MANAGEMENT TEAM** - The Successful Bidder shall commit necessary resources to serve as a strategic business partner with the Commission. The Successful Bidder shall provide a dedicated team of skilled, experienced staff from various disciplines to work closely with the Commission as an integral part of the Lottery team, and as provided in Section 2.3.C. Members of the Successful Bidder's account management team shall be required to attend regular meetings at Commission headquarters in Schenectady, New York, participate in structured meetings, strategic discussions, project coordination and updates, and cooperative work sessions related to Lottery programs, in person or virtually, at the discretion of the Commission. Meetings may include the Commission's Lottery marketing, sales, product, security, and operations staff, New York State Office of Information Technology Services ("ITS") staff, and third-party vendors to collaborate and share knowledge that will enrich the Successful Bidder's output. The Commission's goal is to foster an environment of shared vision, goals and objectives, collaboration, and integration. Due to the Lottery's fluctuating business needs, the Successful Bidder must be structured to quickly adapt to change, such as unexpected shifts in the market and rapidly changing consumer behaviors. The Successful Bidder must proactively and consistently bring forward new ideas that support the Lottery business objectives and further the Commission's mission to raise revenues for the sole purpose of supporting public K-12 education.

**F. RETAIL FOCUS** - Lottery games are sold through a diverse retail network of approximately 15,000 sales agents, ranging from small, independent stores and newsstands, to large-scale corporate chain stores. Lottery games are sold at grocery stores, supermarkets, bowling alleys, liquor stores, convenience stores, and more. The Successful Bidder shall maintain a thorough understanding of the Lottery's retail presence across the spectrum of sizes and retail types. The Successful Bidder's knowledge of Lottery retail structures must be applied to the work performed, when relevant, to ensure digital marketing programs achieve established goals and objectives. The Successful Bidder shall create programs and make recommendations to provide digital marketing solutions to retailers and to optimize Lottery's presence at licensed sales agents' retail locations to drive awareness and purchase of Lottery games in relevant, cost-effective, and innovative ways.

**G. LOTTERY KNOWLEDGE** - Lottery games are not a typical mass-market product brought to consumers like traditional packaged goods brands. The Lottery has games in various stages of life cycles, launches new products every four to six weeks, and relies on New York's diverse licensed sales agent (also referred to herein as "retailer") base to manage and sell Lottery games directly to consumers. The Successful Bidder shall develop and maintain a strong understanding of the lottery industry, Lottery games, Lottery consumer segments, players, and the Lottery's diverse sales agent base. The Commission shall provide training to onboard the Successful Bidder and the Successful

Bidder shall have an established process to continue to acquire New York gaming industry and Lottery account-specific knowledge. The Successful Bidder shall ensure new staff is trained to make certain vital account information is not lost with staff turnover.

## 2.3 Scope

**A. STRATEGIC BUSINESS PARTNERSHIP** – The Successful Bidder shall be a proactive strategic partner to the Commission in the development, evolution and execution of Lottery digital marketing programs, focusing on advancement, innovation, technology-driven solutions, player engagement, and drive to retail efforts. The Successful Bidder shall be committed to the same goals and objectives as the Lottery and shall create and execute programs that deliver on those goals and objectives.

1. **Strategic Planning** – As part of the monthly strategy fee, the Successful Bidder shall develop objective-driven digital marketing strategies, breakthrough digital experiences and solutions, and produce and implement each project with high-quality production standards and in a cost-efficient manner. At the start of the Contract, the Commission shall conduct a series of no less than six 4-hour strategy sessions with the Successful Bidder to outline Lottery mission, vision, business objectives, digital vision, consumer segments, segment objectives, sales goals, product overview and overall gaming landscape. These strategy sessions shall set the foundation for the Successful Bidder to develop strategic digital marketing plans.

With input from the Commission about the Lottery, the Successful Bidder shall develop and present written, measurable, detailed short and long-term strategic digital marketing plans to the Commission no later than six (6) months from Contract execution date. These strategic digital marketing plans must be approved by the Commission in writing to be accepted by the Commission as the Formal Strategic Digital Marketing Plan. The term of the Formal Strategic Digital Marketing Plan shall be determined by the Commission and shall be no longer than the term of the Contract.

The Formal Strategic Digital Marketing Plan shall be updated by the Successful Bidder on a quarterly basis, and as Commission-approved projects are added or completed. Updates to the plan shall be agreed to in writing by the Commission. The Commission may require changes to the Formal Strategic Digital Marketing Plan at any time to align with shifts in market or consumer behaviors and expectations, new technologies, unexpected innovations, or other digital communication influences.

2. **Fiscal Year Digital Marketing Plan**– As part of the monthly strategy fee, the Successful Bidder shall provide to the Commission, no less than 6 months prior to the start of the Lottery’s next fiscal year (April 1 – March 31) each year, a Fiscal Year Digital Marketing Plan that aligns with the Lottery’s fiscal year business plans. (**Exhibit A, Year One - Fiscal Year Digital Plan**)

A Fiscal Year Digital Marketing Plan shall include:

- a. Innovative approaches and measurable Key Performance Indicators (“KPIs”) for the Commission’s planned business initiatives for the Lottery, including how approaches will achieve established goals and objectives for the Lottery.
- b. A general breakdown of projected expenses for the fiscal year to include proposed efforts in the Fiscal Year Digital Marketing Plan and any proposed projects in the Formal Strategic Digital Marketing Plan that will be billed during the Lottery’s upcoming fiscal year.

- c. Opportunities for digital marketing activities that align with the Commission’s business objectives for the Lottery, and any other digital marketing topics specified by the Commission that are not included in Formal Strategic Digital Marketing Plan.
- d. Plans for the life cycle of the digital marketing solution, if applicable. Example: Digital games or digital engagement programs require continuous planning, continuous development, and addition of new features to keep the product interesting for the consumer.

**B. ACCOUNT MANAGEMENT** – As part of the monthly account fee, the Successful Bidder shall proactively manage the business partnership by means of a dedicated full-time account management team that shall be responsible for oversight and execution of all elements set forth in this RFP and resulting Contract. The Lottery shall conduct strategy and fiscal year planning sessions with the Successful Bidder as set forth in Sections 2.3.A “Strategic Business Partnership” and 2.3.A.2 “Fiscal Year Digital Marketing Plan”. The Successful Bidder shall participate in on-site and/or remote meetings, at the determination of the Commission, at the Commission’s offices in Schenectady, New York, at a minimum of once weekly to discuss the state of the business, discuss fiscal year and long-term strategic plans, requirements and implementation plans for upcoming initiatives. The Successful Bidder shall not be compensated for direct unbillable expenses, such as travel and other out-of-pocket expenses that are required as a regular course of business.

**C. DEDICATED FULL-TIME ACCOUNT MANAGEMENT TEAM (“AMT”)** – As part of the monthly account fee, the Successful Bidder shall provide a dedicated full-time AMT that shall work collaboratively with the Commission to develop and manage digital marketing plans and ensure execution of activities of the Lottery account. The AMT shall be assigned exclusively to the Lottery account. A significant role of the AMT is to become thoroughly involved with the Lottery’s digital marketing operations and structure and to stay apprised of digital trends, digital performance, and digital marketing product developments. The AMT shall provide relevant consumer insights and recommendations for research to support short and long-term digital marketing planning. The AMT shall build and maintain a digital marketing and lottery industry knowledge base that will inform Lottery business decisions and recommendations. The AMT shall develop project proposals and oversee development and implementation of Commission-approved digital marketing projects for the Lottery.

The AMT shall collaborate with the Commission, assigned project teams, and third-party vendors under the direction of the Commission to achieve defined outcomes for the Lottery. The AMT shall be responsible for establishing regular communications across the Commission, assigned project teams, and third-party vendors to ensure shared understanding and seamless integration of digital marketing initiatives. AMT communication tools shall include, but not be limited to, a web-based collaborative platform provided by the Successful Bidder at no cost to the Commission, with a minimum of fifty (50) Commission and Commission-designated third-party users, as approved by the Commission and ITS.

AMT roles and preferred experience include:

1. **Digital Strategist** - Minimum 5 years of digital strategic planning and 3 years of digital engagement experience
2. **PMP Certified Project Manager** - Minimum 5 years of project management experience to manage all assigned projects
3. **Digital Producer** - Minimum 3 years of digital production experience
4. **Digital Designer** - Minimum 3 years of digital design experience

5. **Analyst** – Minimum of 3 years of analyst experience
  6. **Digital Marketing Manager** (on-site) to be hired at the discretion of the Commission.  
This position shall physically and functionally report to the Commission’s designated Digital Lead for the Lottery at Commission headquarters in Schenectady and administratively report to the Successful Bidder.
- D. BUDGET / BILLING MANAGEMENT** – As part of the monthly account fee, the Successful Bidder shall support the Commission’s Lottery with account-related budgeting, billing and competitive bidding. The Successful Bidder shall designate at least one position to be responsible for Lottery-related financial management support and who will be required to work directly with the Commission on budget and billing matters.
1. **Digital Marketing Billing Report** – On the 15<sup>th</sup> of each month, the Successful Bidder shall provide to the Commission a digital marketing billing report that summarizes all approved project billing, associated project invoice schedule, payments received, and remaining amounts to be paid as outlined in the project’s Working Papers. Completed projects shall remain on the report with total amount paid and date the project closed.
  2. **Monthly Fee Report** – On the 15<sup>th</sup> of each month, the Successful Bidder shall provide to the Commission a monthly fee report that summarizes monthly fees by fee type for the previous calendar month, and cumulatively since the start of the Contract.
  3. **Contractor Staffing Reports** – On the 15<sup>th</sup> of each month, the Successful Bidder shall provide to the Commission a summary report of all hours worked on the Lottery account for the previous calendar month by position title and project.
- E. COMPETITIVE BIDDING PURCHASING REQUIREMENT** – As part of the monthly account fee, the Successful Bidder shall bid any services, technologies, and/or commodities not directly provided by the Successful Bidder as indicated in the WP, and required to fulfill the requirements in each fiscal year digital marketing plan.
1. **Competitive Bids** - For all procurements in excess of \$50,000, the Successful Bidder shall obtain at least three (3) competitive written bids from qualified vendors.
  2. **Competitive Bidding Process** - The Successful Bidder shall follow the process below for all competitive procurements:
    - a. Define the process by which the procurement is being conducted.
    - b. Disclose the general process to potential bidders in an Invitation for Bids (“IFB”) for Best Price awards or a Request for Proposals for Best Value awards.
      - i. IFBs and Requests for Proposals must be approved by the Commission before being issued.
      - ii. IFBs and Requests for Proposals must include specifications for the services or goods being solicited in as complete written detail as possible.
  3. **Process** - The Successful Bidder must adhere to the process while conducting the procurement and evaluating the bid responses.
    - a. Procurements must state the methodology used, and evaluation criteria must be developed to align with the methodology.
    - b. Document the process, including information gathering and decisions made.
  4. **Types of Awards** – There are four types of awards the Successful Bidder may utilize:

- a. **Best Price** - Procurements shall be awarded to achieve the lowest cost on goods and/or services where there is parity among offerings from available and qualified vendors.
  - b. **Best Value** - Bids may be evaluated based on Best Value if the goods and/or services solicited are such that the technical or professional capabilities of vendors varies, and the Lottery would benefit from a Best Value evaluation. The Commission reserves the right to determine method of award, as well as evaluation criteria.
  - c. **Sole Source Award** - A sole source procurement is one in which only one vendor can supply the commodities or services required. The Successful Bidder must document why the proposed vendor is the only viable source for the commodities and/or services needed by the Successful Bidder.
  - d. **Single Source** - A single source procurement is one in which, although there are two or more potential vendors, the Successful Bidder has determined that it is in the best interest of the Lottery to procure from a particular vendor. The Successful Bidder shall provide the Commission with detailed rationale for a single source award, which shall include an assessment of qualifications of the vendor and assuring vendor's cost aligns with fair market value of the type of goods or services being procured.
5. **Procurements Below \$50,000** - For all procurements below \$50,000, the Successful Bidder may award the subcontract to an available and qualified vendor. The Successful Bidder shall provide documentation validating the cost-effectiveness of the selected vendor to the Commission with rationale for the selection.
6. **MWBE and SDVOB Procurements** – The Successful Bidder may limit competition of a procurement to a certified New York State Minority/Women-Owned Businesses (“MWBE”) or Service-Disabled Veteran-Owned (“SDVOB”) company if the value of the subcontract does not exceed \$500,000. In such cases, the Successful Bidder shall follow the guidelines for competitive procurements and provide a rationale to the Commission for the selection of the vendor, including evaluation of the vendor's capabilities relative to the specific procurement.
7. **Authorization to Award** - Once the Successful Bidder makes a determination of award for any subcontract, Successful Bidder shall provide the Commission with an award summary that includes the Successful Bidder recommendation, details of the bid process including price and service comparison, confirmation of bid process compliance, and request for the Commission's approval. The Successful Bidder shall maintain electronic files of recommendation, proposals and any other documentation associated with bid process for all goods and services provided under this Contract. Any such documentation shall be provided to the Commission upon request.

The Successful Bidder shall be permitted to make an award only upon receipt of the Commission's written approval. The Commission is not liable for any costs incurred without specific written approval by the Commission prior to costs being incurred.

8. **Open Competition & Fair Practices** - All procurements subcontracted by the Successful Bidder as part of this scope of work, regardless of dollar value, shall do the following:
- a. Ensure fair and open competition allowing qualified vendors an opportunity to obtain State business as a sub-contractor of the Successful Bidder;
  - b. The Successful Bidder shall consider qualified MWBE, SDVOB, and New York State-based companies in procurements whenever possible (Section 7.8 and Section 7.10).
  - c. Guard against favoritism, improvidence, extravagance, fraud, and corruption;
  - d. Ensure that the subcontract results meet the needs of the Commission and the Lottery;

- e. Ensure transparency by providing the Commission with checks and balances with which to oversee the Successful Bidder's procurement activities;
- f. Protect the interests of the State and its taxpayers.

**F. PROJECTS** - The Successful Bidder shall provide strategic digital marketing services which may include, but not be limited to, the following:

- Website Development
- Customer Relationship Management
- Digital Player Engagement
- Mobile App Development
- Geolocation, to include Geofencing and Geotargeting
- Identity Verification Solution (95% confidence level)
- Customer Experience Measurement Solution

**G. SCOPING & REQUIREMENTS** – The Formal Strategic Digital Marketing Plan and Fiscal Year Digital Marketing Plan shall identify projects to be completed to implement such plans. All projects shall require completion of Working Papers (“WP”) in a standardized form mutually agreed to by the Successful Bidder and the Commission. Projects not identified within the fees for ongoing services shall include a project budget within the WP. Costs must be consistent with the rate card for labor performed plus the cost of any additional goods or services acquired pursuant to the competitive bidding purchasing requirement.

For each project, the Commission shall provide the Successful Bidder with an overview document that includes, but is not limited to, business opportunity, general project overview, objectives, insights, and desired outcome. As part of the monthly account fee, the Successful Bidder shall develop a project proposal that includes, but is not limited to, strategic direction, consumer and digital insights, objectives, feasibility analysis, intended audience, proposed elements and expected outcome. During this ideation phase, the Successful Bidder shall define high-level requirements and provide an estimated time and cost to complete. The project proposal shall serve as the source document for the development of the project WP. A project proposal must be approved in writing by the Commission prior to the Successful Bidder's development of WP.

As part of the monthly account fee, the Successful Bidder shall prepare and provide WP for each project that has been approved by the Commission. Due date of the WP shall be determined by the Commission. Each WP shall include, but is not limited to only including, the following: a glossary; an overview; opportunity statement(s); a strengths, weaknesses, opportunities and threats (“SWOT”) analysis; objectives; potential risks; deliverables; KPIs; account team; project timeline; responsibilities; third-party vendor requirements; required ongoing maintenance; and post-implementation analysis; and budget and cost for the project and any ongoing maintenance.

Any project WP must be approved in writing by the Commission and signed by both the Successful Bidder and the Commission prior to the Successful Bidder's implementation of the project.

Upon the Commission's approval of a project's WP, as part of the monthly account fee, the Successful Bidder shall develop written business, system, stakeholder, technical, functional and non-functional requirements as required to accomplish each Commission-approved project. Requirements shall be developed in collaboration with the Commission and assigned third-party vendors. Requirements shall be coordinated, documented and managed by the Successful Bidder and must be authorized in writing by the Commission prior to development.

**H. PROJECT MANAGEMENT** - As part of the monthly account fee, the Successful Bidder shall provide a full-time dedicated project manager to work through the process of planning, organizing,

communicating, and delineating responsibility for the completion of Commission-approved projects and ongoing maintenance efforts. The Successful Bidder shall establish project plans for each Commission-approved project. The Successful Bidder shall utilize the project management methodology best suited to achieve the goals and objectives set forth in each project's WP. Project timelines shall allow sufficient time for completion of all elements set forth in WP. Elements in a project timeline may include, but are not limited to, development of requirements, integrations, industry standard data security requirements, third-party requirements, reviews by the Commission, Commission and Successful Bidder sign-offs, software development life cycles, user testing, quality assurance testing, customer acceptance testing, installation, and any other elements set forth in project WP.

Timelines for each stage of a project shall include a minimum of five business days for review and approval by the Lottery unless otherwise approved by the Lottery. The Successful Bidder shall provide detailed production schedules with task milestones for each project. All relevant materials must be delivered to the Lottery no later than one hour prior to conference calls between the Successful Bidder and the Lottery, unless otherwise approved by the Lottery.

Smaller projects may not require a comprehensive project plan. In such circumstances, the Commission has the sole authority to determine if a project plan is not required. The Successful Bidder and the Commission shall mutually agree to the process to be used for development of smaller projects on a per-project basis. Projects, regardless of whether they require project plans, must be authorized in writing by the Commission before they are implemented or acted upon. The Commission shall not be responsible for any additional costs incurred as a result of the Successful Bidder not adhering to approved timelines or for Successful Bidder work that has been done without proper authorization.

The Commission may request files from the Successful Bidder at any time. The Successful Bidder shall provide requested files to the Commission within 24 hours of the Commission's request.

- I. **MARKET RESEARCH** – In collaboration with the Commission, as part of the monthly strategy fee, the Successful Bidder shall propose, outsource to a third-party, and analyze market research as needed, to inform digital marketing strategic direction, measure results, or support other digital marketing needs as required by the Commission. Any research conducted to support the Lottery shall be approved by the Commission prior to execution and complete results shall be provided to the Commission. Pre-approved third-party contracts shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain research services.
- J. **PLAYER EXPERIENCE MEASUREMENT** – As part of the monthly strategy fee, the Successful Bidder shall assume the existing digital experience measurement contract between McCann World Group and the current service provider. Contractual services shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Upon contract expiration of the current service provider's contract, the Successful Bidder shall contract with a third-party vendor to provide a method of measuring and improving the customer digital experience. The solution will be implemented onto Lottery web and mobile properties and produce real-time continuous feedback, measurements and results, which shall be accessible by Commission staff at all times through a dashboard. Strategic insights shall be presented to the Commission in intervals determined by the Commission but no less often than monthly. Pre-approved third-party contracts shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Third-party procurement, contract management, dashboard, billing, analysis and insights shall be included in the Successful Bidder's monthly strategy fee. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain player experience measurement services.

- K. IDENTITY VERIFICATION** – As part of the monthly maintenance fee, the Successful Bidder shall assume the existing contract between McCann World Group and the third-party vendor, ID Dataweb (“IDV Contract”), to provide a method for identity verification of potential Lottery customers. ID Dataweb is responsible for the identity verification of all Lottery registrants who interact with Lottery properties (i.e., Second-Chance Promotions, Mobile App, and Website). The current IDV Contract is billed as a \$350,000 “Block Purchase” when the threshold of identity verifications has been met, as outlined within the IDV Contract, with monthly transactions deducted from the original billed amount. The August 2020 monthly billed contract value was equal to \$11,055.99. This rate will vary by month based on the number of transactions. Third-party contract management, billing, dashboard, analysis and insights shall be included in the Successful Bidder’s monthly strategy fee.

Upon expiration of the existing contract with ID Dataweb, the Successful Bidder shall contract with a third-party vendor to provide a method for identity verification. Any resulting third-party contract shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Third-party procurement, contract management, billing, analysis and insights shall be included in the Successful Bidders’ monthly maintenance fee. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain identity verification services.

- L. GOOGLE ANALYTICS** – As part of the monthly maintenance fee, the Successful Bidder shall assume management of the Google Analytics platform and tagging for the Lottery account. Reports are to be delivered monthly. Tags are reviewed and updated as deemed necessary by the Commission. The Google Tag Manager fee is currently processed by the Commission. The Tag Manager fee may be assumed by the Successful Bidder and billed to the Commission as a pass-through with no markup. The Commission may require the Successful Bidder to assume the existing contract and any future contracts with the third-party vendor, Google, to provide an analytics platform for all Lottery projects and properties. The current contract term is through August 31, 2021, with an overall value of \$200,000. If the Successful Bidder assumes the existing contract or any future contracts, with Google for an analytics platform, platform shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Third-party contract management, billing, dashboard, analysis and insights shall be included in the Successful Bidder’s monthly maintenance fee.

- M. GEO-LOCATION** – As part of the monthly maintenance fee, the Successful Bidder shall contract with a third-party vendor to provide location-based tracking for designated Lottery digital properties. The Commission utilizes location-based services from media purchases to deploy marketing communications. Any resulting third-party contract shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Third-party procurement, contract management, billing, analysis and insights shall be included in the Successful Bidders’ monthly maintenance fee. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain geo-location services.

- N. DIGITAL SCHEDULER** – As part of the monthly maintenance fee, the Successful Bidder shall assume the existing contract between McCann World Group and the third-party vendor, Qmatic, to provide digital appointment scheduling services. Contractual services shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up

Upon expiration of the existing contract with Qmatic, the Successful Bidder shall contract with a third-party vendor to provide digital appointment scheduling services. Any resulting third-party contract shall be billed by the Successful Bidder to the Commission as a pass-through with no mark-up. Third-party procurement, contract management, billing, analysis and insights shall be included in the Successful Bidders’ monthly maintenance fee. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain identity verification services.

**O. MAINTENANCE, HOSTING & CRISIS MANAGEMENT** – As part of the monthly maintenance fee, maintenance and crisis management shall be a continuous phase of improving functionality, stability, and support of digital products specified by the Commission for the Lottery. A project may evolve to become a digital marketing property that requires continuous maintenance during the term of the Contract.

As part of the monthly maintenance fee, the Successful Bidder shall provide database, Secure File Transfer Protocol (“SFTP”), website, and app hosting. Hosting shall include provision, management, and oversight of all hardware, software, service agreements.

The Successful Bidder shall register domain names as required by the Commission. Domain names shall be assigned to the Commission and billed as a pass-through.

The Successful Bidder shall ensure that each of the systems are not “down” for more than 1 hour, as outlined in Appendix Q, with liquidated damages being assessed when any system is “down” for more than 1 hour. Each “down” event for each system will be considered independently.

“Down” time (or “downtime”) that involves unscheduled maintenance includes any unscheduled downtime as well as any scheduled outage that is not performed during the Scheduled Maintenance window agreed upon. If the downtime is unscheduled or exceeds the scheduled outage timeframe, the Commission may assess Liquidated Damages after a one-day period, as outlined in Appendix Q.

The Successful Bidder shall comply with all applicable federal and state laws, including, but not limited to, security breach notification laws contained in the federal Identity Theft Protection Act and New York State Information Breach and Notification Act, following the more stringent requirement and any New York State-specific requirements with respect to an exposure of non-public personal information (“PI”). The Successful Bidder’s failure to comply will result in the Commission assessing liquidated damages per breach.

Lottery digital marketing efforts that require regular maintenance and crisis management at contract execution are detailed below:

**1. Mobile Apps** (NYL Services API – Exhibit D)

The Lottery app is an Application Programming Interface (“API”) driven open source application available on both iOS and Android operating systems. The Lottery app utilizes a headless Content Management System (“CMS”) and is a HTML 5 build. The front end and headless CMS require monthly maintenance.

The Lottery app displays 9 draw games winning numbers, current jackpots, game information, past winning numbers, a retailer finder function, and a live Quick Draw show.

The Lottery app includes a Ticket Scanner function that reads the Lottery’s barcodes on Instant (Scratch-off) and Draw Game tickets to determine if the scanned ticket is a winner. When scanned, the barcode information is routed through an API to receive winning/non-winning status and any dollar amount won. The app displays this information to the end users. For responsible gaming purposes, a daily ticket scan limit is in place. The Successful Bidder will be responsible daily to report tickets scanned, by user, to the Commission via SFTP.

The app’s option in the app to find retail locations is automatically updated via an API connection. The sales agents’ retailer name, address and contact information are displayed

in a Google Map. The Google Map functionality is supported and paid for as a pass-through in the monthly maintenance fee.

The costs to use Google Analytics and tagging are required as part of the monthly maintenance fee. Reports are to be delivered monthly. Tags are reviewed and updated as deemed necessary by the Commission. The Google Tag Manager fee is processed as a pass-through contract in the monthly maintenance fee.

**2. Identity Verification Platform** (Single Sign-on (“SSO”) Welcome Guide – Exhibit B)

The Commission is committed to responsible gaming and utilizes an identity verification service for the Lottery’s digital interactions. The identity verification system must use public databases (e.g., LexisNexis, Equifax) to ensure the information provided is associated with the identity of a real person. The current system requires all users to submit information to confirm identity. The Commission has access to real-time reporting through a dashboard view and has the ability to access user profiles to assist customers through any verification issues at all times.

**3. SSO Functionality** (SSO Welcome Guide – Exhibit B)

**4. Database Management**

The Commission’s Lottery database is the repository for registrants that have successfully passed through the identity verification process across multiple second chance programs.

**5. Websites** (nylottery-develop – Exhibit C)

The Lottery website is built as a Progressive Web Application (“PWA”) on the Acquia Platform utilizing Drupal. The website receives APIs to display winning numbers, payout information and sales agents’ retail listings. Updates are performed on an as needed basis.

Tasks include:

- a. Drupal Platform Updates
- b. Drupal Module Patches & Updates
- c. Drupal CMS Support
- d. Drupal New User Setup
- e. Plugin & API Updates
- f. Security Module Updates
- g. Scheduled & Managed Deployments
- h. Source Code Maintenance
- i. Acquia Insight Monitoring
- j. Weekly Status Calls with Acquia
- k. Campaign Promo Maintenance
- l. CRON Job Monitoring
- m. Regularly execute performance testing and iterate based on test results
- n. Load testing, CPU usage, memory usage, etc.
- o. Proactive outage monitoring and incident response
  - i. Automated degradation of the site to maintain availability of key information, even during a disruption or data outage.
  - ii. Notification of appropriate parties of outages and disruptions, based on relative severity, as defined by the Commission’s escalation plan to be provided to the Successful Bidder.
- p. Response to updates to any external API
- q. 24 hours per day; seven days per week; 365 days per year (366 in a leap year) / (24/7/365 or 366): outage or crisis management support with a defined escalation

plan outlining the key contacts who are to be responsible, accountable, and informed in the case of an emergency.

#### **6. API**

Application Platform Interfact (“API”) Draw Game Services – 9 games (Game Information – Exhibit G)

- a. Latest & Historical Winning Numbers
- b. Jackpot Amounts
- c. Draw Dates
- d. Leverage by website, mobile app, standalone winning numbers page, and third-party services (i.e. Verizon Automated Phone System, LinkNYC, Flashtalking, etc.)
- e. Retail Locations (Retailer Information – Exhibit H)
  - i. Store Name, Address and Contact Information
  - ii. Utilizes retail location information to populate Google Maps
- f. Ticket Scanning
  - i. Barcode is scanned and read, and non-winning/winning information is received
- g. Development, Staging, Production Environments
- h. NYL Auth API (NYL Auth API – Exhibit F)
  - i. Utilized for Registration with Identity (“ID”) Verification, Login, Forgot Password, Update Profile, Development, Staging and Production Environments

#### **7. Acquia Platform Maintenance**

Acquia provides the Lottery with products, services and technical support for open-source web content management platform Drupal. Maintenance is performed when Acquia releases updates to their product.

#### **8. Security Maintenance**

- a. Required when a threat is discovered to Lottery assets.
- b. Addressing stability issues and keeping the system running
- c. Crisis Management

#### **9. Maintenance support shall include, but is not limited to:**

- a. Improving functionality and bug-fixing
- b. Addressing stability issues and keeping the system running
- c. Crisis Management
- d. Data feeds to Open Data NY

The Successful Bidder shall provide maintenance support to Lottery digital marketing efforts that require regular maintenance at contract execution, to be billed to the Commission as a flat monthly maintenance fee. Monthly maintenance hours vary by platform and are dependent upon the scale and complexity of the effort. Currently, an average of 500 hours is used monthly to complete existing maintenance tasks. By the 15th day of each month, reporting for the previous calendar month, the Successful Bidder shall provide to the Commission a monthly report of maintenance and crisis management hours used for each effort to include a breakout of such work completed by each assigned position.

In the event a new digital marketing effort requires ongoing maintenance, the Successful Bidder shall submit to the Commission a digital maintenance estimate in the WP. The digital maintenance estimate shall include an overview of new effort and required maintenance, specific positions required to support new effort, and estimated hours for each position to provide continuous maintenance monthly.

The digital maintenance estimate shall include the Successful Bidder's proposed monthly maintenance fee for such effort as a separate fee in the WP.

In the event a digital effort is eliminated from the portfolio of digital efforts that require maintenance, the Successful Bidder shall provide to the Commission a summary that includes the eliminated effort and maintenance no longer required, specific positions that supported the eliminated effort, estimated hours no longer required to provide continuous maintenance monthly and the Successful Bidder's proposed monthly reduction for such effort, based on prorated costs identified in the original WP. Upon the Commission's written approval, the Successful Bidder's invoices shall reflect the approved reduction as a separate line item on the monthly invoice.

**P. REPORTING** – As part of the monthly reporting fee, the Successful Bidder shall provide regular reporting to the Commission including, but not limited to, the following reports:

- Business Status Report
- Project Status Report
- Website Activity Report
- APP Activity Report
- Identity Verification Report
- Customer Experience Measurement Report
- Google Analytics Report

The Successful Bidder's failure to deliver sufficient and accurate management reports as required may result in the Commission assessing liquidated damages.

**Q. DASHBOARDS & TRACKING TOOLS** – As part of the monthly reporting fee, the Successful Bidder shall provide a dashboard platform that shall be accessible by the Commission. The Successful Bidder and the Commission shall mutually agree to format and content. Dashboards shall provide data real-time.

1. **Anomalous Condition Reporting** – The Successful Bidder shall provide a solution that is capable of continuously monitoring, displaying, reporting, and sending alerts to the Commission regarding anomalous conditions that may indicate operational problems or attempts at fraud related to the Lottery. Dashboards shall be available to designated Commission staff. The Successful Bidder shall provide a solution to provide alerts to the Commission 24 hours per day, seven days per week, 365 days (or 366 days in a leap year) per year (24/7/365 or 366).
2. **Project Dashboard** – The Successful Bidder shall provide a project status dashboard to provide at-a-glance data and metrics for each active project. The Dashboard shall include, but is not limited to task status, project progress, resource workload, risks and challenges, critical actions, and budget.
3. **Digital Marketing Performance Dashboard** – The Successful Bidder shall aggregate data from multiple sources such as databases, locally hosted files and web services and provide visual reporting. Dashboard shall include business performance, historical trends and actionable data.

**R. DIGITAL EFFECTIVENESS ANALYSIS AND OPTIMIZATION** – As part of the monthly strategy fee, the Successful Bidder shall evaluate the effectiveness of digital marketing initiatives based on established KPIs from the corresponding WP or as otherwise established by the Commission. KPIs may include improvements in participation, frequency and awareness measures, sales goals, or other criteria as determined by the Commission.

- S. DIGITAL MARKETING CUSTOM CONTENT CREATION** – As part of the monthly Content Fee, the Successful Bidder shall develop innovative digital content and digital marketing initiatives to complement the Lottery marketing campaigns. There will be an emphasis placed on effectiveness of digital content. Digital marketing programs must work synergistically with other marketing efforts. The Successful Bidder shall remain current on emerging technologies, content creation, and distribution methods.
- T. DIGITAL INNOVATION** – As part of the monthly strategy fee, the Successful Bidder shall keep up-to-date with the most current digital marketing technologies, medias, and trends to help the Lottery become an industry leader and to ensure the Commission is kept abreast of emerging technologies and innovations. The Successful Bidder shall continually reassess the Formal Digital Strategic Plan to ensure digital marketing efforts are fresh, current, and highly innovative. The Successful Bidder shall provide an innovation opportunity presentation quarterly to the Commission.
- U. WEBSITE DEVELOPMENT / MAINTENANCE / SUPPORT** – The Successful Bidder shall provide the Commission with website development, maintenance, and support, including, but not limited to, ongoing website maintenance, website support, website hosting, and database support.
- 1. Website Development** – As part of the monthly website fee, the Successful Bidder shall devote, at minimum, 100 (one hundred) hours each month to support website development. For the avoidance of doubt, website development does not include website maintenance, website support, website hosting, or database support. In the event the total hours are not used in a month, any remaining hours shall carry-over. By the 15<sup>th</sup> of each month for the previous calendar month, the Successful Bidder shall provide to the Commission a monthly report of hours used for each effort to include a breakout of such work completed by each assigned position and all hours carried over and not used. At the end of the Contract, the Successful Bidder shall reduce its final invoice based on the unused hours in this category. Any reduction shall be based on the average rates for all titles used over the last 12 months of the Contract.
  - 2. Technical Requirements**  
 Lottery Digital Assets includes: Exhibit C - nylottery-develop, Exhibit I - Login to Dev Environment and Exhibit E - NYL Services API\_Key
    - a. Drupal to be used as a headless CMS and exposed as an API
    - b. Acquia Cloud based infrastructure
    - c. Node JS based web application
    - d. Cloudflare to be used as an integral caching layer
    - e. Semantic names to be used for classes, IDs, and other variables
  - 3. Reference Assets to be Provided: Exhibit C - nylottery-develop, Exhibit D - NYL Services API, and Exhibit E - NYL Service API\_Key)**
    - a. Relevant codebase examples from the current website
    - b. A login to the development environment of the current website
    - c. New York Lottery Services access and usage documentation, including the following documentation to be provided—Lottery Digital Assets: Exhibit B – SSO Welcome Guide, Exhibit F - NYL Auth API, Exhibit G - Game Information, Exhibit H - Retailers Information, and other relevant services
    - d. Usability testing results of the current website
  - 4.** There are four components included in this scope of work which are expected to remain the same during the Contract term. The requirements listed below are based on expectations at

start of the Contract and may change during the Contract term. The Successful Bidder shall transition, hold, and manage the existing Lottery website. The Successful Bidder shall fully comply with website requirements within 30 business days of contract execution.

- a. Technical Features
- b. Content Features
- c. Analytics Implementation and Structuring
- d. Ongoing Maintenance & Crisis Management

**V. TECHNICAL FEATURES, PLATFORM MAINTENANCE AND CRISIS MANAGEMENT**, as part of the monthly website fee, the Successful Bidder shall perform the following duties related to technical features, platform maintenance, and crisis management:

**1. Technical Features** - The PWA shall cover the following technical features:

**a. User Experience (“UX”)**

- i. Site conforms to UX best practices
- ii. Site is responsive and legible on all screen sizes
- iii. Robust offline capabilities
  - All pages must load while user is offline
- iv. User can add the PWA as an app to their home screen or desktop
  - App install prompts are not used excessively

**b. User Interface (“UI”)**

- i. App-like navigation system
- ii. Site renders reliably across browsers
- iii. Some native features such as push notifications and camera access
- iv. Must meet Accessibility Guidelines established by the World Wide Web Consortium (W3C):  
<https://www.w3.org/standards/webdesign/accessibility>.

**c. Performance**

- i. First load speed is acceptable, even on 3G, in accordance with ITS policies (located here: <https://its.ny.gov/tables/technologypolicyindex>) (“ITS Policies”)
- ii. Advanced caching strategy
- iii. Highly optimized rendering and content transitions
  - Minimize impact on CPU / memory utilization

**d. Indexing and Social**

- i. All views / pages on the site are accessible by intuitive and unique URLs
- ii. Site content is indexed by Google and incorporates strong SEO
- iii. Markup used to optimize sharing on Facebook and Twitter
- iv. Pages use the History API

**e. Push Notifications**

- i. Timely, precise and relevant
- ii. Should have preferences to disable
- iii. Do not re-prompt user for at least 30 calendar days after user declines
- iv. Dim screen when permission request is showing

#### f. Data Feeds and API Integrations

The Lottery website consumes various data feeds and APIs, including the NYL Services API, to stay up to date with the latest relevant information covering topics such as:

- i. Winning numbers
- ii. Estimated jackpot values
- iii. Upcoming draw dates and times
- iv. Number of winners per prize level
- v. Dollar amount(s) won
- vi. Winning ticket location(s), including sales agent info
- vii. List of all active sales agents' retail locations
- viii. Regional financial reports
- ix. Payout information for instant game report

**Note:** In addition to the APIs and data feeds coming from the Commission (and Commission vendors) that are listed above, the Successful Bidder shall support and monitor additional APIs from third parties.

#### g. Security

- i. Secure access controls
- ii. Individual accounts per person / service
- iii. Restrictive permissions by default

#### h. Infrastructure

- i. Highly available, scalable, and elastic to handle a wide range of incoming traffic levels and profiles without disruption
- ii. Site is completely served over HTTPS

#### i. Development Operations and Deployments

- i. Dark deployments – Feature toggles / feature flags
  - Enable / disable (new) features in production at will, to subgroups or globally
  - Canary releases
  - “A/B” and multivariate testing
- ii. “One click”, Zero Downtime Deployments
- iii. On-Demand Testing and Development Environments
- iv. Centralized logs – durable, searchable, and aggregated

#### j. Analytics Requirements

- i. Data Layer Object to serve analytics platform such as Google Optimize

### 2. PWA Content Features - Below are the required deliverables, broken down by content feature to be scoped by the Successful Bidder:

#### a. API-Driven Content - The PWA must be able to leverage existing API data from NYL Services API as detailed in the “Data Feeds and API Integrations” section above for the following content areas:

- i. **Current Winning Numbers Display** - The PWA must feature the current winning numbers information for all draw games offered by the Lottery (currently: Powerball, Mega Millions, LOTTO, Cash4Life, Take 5, NUMBERS,

WIN4, Quick Draw, Pick 10). The PWA must feature latest jackpot information for Powerball, Mega Millions, and LOTTO on every page, including, but not limited to, jackpot amounts and the date of the next draw.

- ii. **Past Winning Numbers & Payout Info Display** - The PWA must display the past winning numbers for all draw games offered by New York Lottery for at least one (1) year past the draw date. The Past Winning Numbers page must also include the payout information for each drawing. Payout information includes the number of winners for each prize level, the name of the sales agent's retail location where the ticket was sold, and the county where any top prize tickets were sold if within New York state. This payout information must be available for every drawing of each game. If a top or second prize-winning ticket is sold in another state (for Powerball, Mega Millions and Cash4Life) that information must be listed for those games specifically.
  - iii. **Retail Locator** – The PWA must contain a method to search and display all of the relevant sales agents' retail location information for all (approximately 15,000) Lottery sales agents. This feature shall be searchable, at a minimum, by zip code and game type.
- b. CMS Integration Capability** - The PWA must be able to utilize a CMS platform (either Drupal or a similar Commission-approved offering) to provide the Commission's Lottery staff and Successful Bidder staff the ability to create and modify content pages on the site in a straightforward and flexible manner. Specific content examples include:
- i. **Featured Campaign / Promotional Area** – The PWA must include "Flexible Promotion Area" for quick and easy updates for promotional campaigns, marketing, new ticket launches, events, etc.
  - ii. **Draw Game Information** - The PWA must provide game information for each draw game offered by the Lottery, on separate pages. Each game's page must include the following headings and relevant information for the user: Draw Days, Draw Close, Draw Time, How to Play, Game Features, Price Points, and the Odds of Winning at Every Prize Level. Each of these pages should also include Latest Winning Numbers, Next Drawing Date / Time, and Current Jackpot Amount for the relevant draw game, which all should leverage the NYL Services API.
  - iii. **Payout Verification System** – There are five specific draw games that require manual review and verification of the payout information passed through the NYL Services API prior to posting for public consumption. The five draw games that will need manual review and verification are LOTTO, Powerball, Mega Millions, Take5, and Cash4Life. The Payout Verification System will need to display the relevant data associated with the payout information for each game and provide designated Commission staff with user ability to review the data, edit any field if necessary, and approve for publishing. The data should not be visible on the site until the Commission staff has fully reviewed and certified the entry.
  - iv. **Scratch-off Game Information** – The PWA must feature individual Game Detail Pages for every Scratch-off Game that is currently in market with the ability to add new games over time. Each game's page must include the

following headings and relevant information for the user: Price of Ticket, Top Prize Amount, Top Prizes Remaining, Image of Game Ticket, How to Play (including specific icons on ticket - *i.e.* \$ = win), and Odds of Winning at Every Prize Level. New tickets are launched every four to six weeks, approximately four to five at a time, with upwards of, but not limited to, 35-50 Scratch-off games in the market at once. Scratch-off Games (also referred to herein as "instant" games) must also be aggregated on a summary page with the ability to be organized by launch date, price point, and alphabetically by name.

- The PWA must host in a prominent place the Instant Games Top Prize Report. This report details how many unclaimed top and second prizes are in market for each active Scratch-off Game. The Top Prize Report should also list if the game is considered "OPEN" (active) or has an upcoming cash deadline (last day to claim any prizes). There must also be the ability to upload a PDF version of the Instant Games Top Prize Report that can be updated weekly.

v. **Non-Game Specific Content Page Examples:**

- The PWA must host a FAQ section, for users to easily search and find answers to common questions. Currently, this section is found here: <https://nylottery.ny.gov/help>
- Information on "How to Claim Your Prize". Currently, this section is found here: <https://nylottery.ny.gov/help#how-do-i-claim-lottery-prize>
- List of Customer Service Centers (locations, hours, contact info), and explanation of why to visit one. Currently, this section is found here: <https://nylottery.ny.gov/customer-service-centers>
- Information regarding all draw game information (including television channels on which the draws for draw games are broadcasted). Currently, this section is found here: <https://nylottery.ny.gov/lottery-team>
- Annual Financial Report, including a Year-End Review, Financial Summary, and County-by-County Aid to Education. Currently, this section is found here: <https://nylottery.ny.gov/news-and-finance/financial-reports>
- Press releases highlighting those who win large prizes playing the Lottery. Currently, this section is found here: <https://nylottery.ny.gov/winners-wall>
- Information regarding responsible gaming, which includes tips, facts, and links to additional resources. Currently, this section is found here: <https://nylottery.ny.gov/responsible-gaming>
- Information on how to apply to become a Lottery retailer (sales agent). Currently, this section is found here: <https://nylottery.ny.gov/information-for-retailers>

vi. **Footer Page Examples:**

- Information covering general rules of playing the Lottery. Currently, this section is found here: <https://nylottery.ny.gov/legal/freedom-information-request>
- Information regarding Lottery scams. Currently, this section is found here: <https://nylottery.ny.gov/legal/lottery-scam-alerts>
- The Commission's Privacy Policy. Currently, this section is found here: <https://nylottery.ny.gov/legal/privacy-policy>

- c. **Webform Driven Content** - The PWA must provide users with the ability to submit the information to the Commission that can be easily aggregated by Commission staff administrators. Specific content examples include:
    - i. **Contact Us** - Must include a method to contact the Commission for questions and general feedback. Currently, this section is found here: <https://nylottery.ny.gov/send-note>
    - ii. **FOIL Form** - Must include a Freedom of Information Law (“FOIL”) Request Form and provide details about the FOIL request and disclosure process. Currently, this section is found here: <https://nylottery.ny.gov/legal/freedom-of-information-request-form>
- 3. Analytics Implementation and Structuring** - The PWA must be implemented with Google Analytics. The Successful Bidder should be familiar with how Google Analytics ingests data from the UI and be able to identify how changes will impact the collection of data. Additional analytics tasks will include, but are not limited to the following:
- a. Implementation of a data layer on each web page with direction to be provided by the Commission’s third-party advertising team
  - b. Consistent adherence to HTML element naming conventions
  - c. Implementation of unique ID or class identifiers for elements that do not currently possess unique IDs
  - d. Creation of cookies or use of local storage to create unique, persistent, and non-personally identifiable IDs to be passed into Google Analytics and on the Lottery SSOc
  - e. Use of the Google Analytics Measurement Protocol to send hit level data when typical Google Tag Manager implementation is not an option
- 4. Ongoing Platform Maintenance & Crisis Management** - In addition to the feature enhancements listed above, the Successful Bidder shall provide ongoing maintenance and support for the PWA during the term of the Contract. Tasks include:
- a. Drupal Platform Updates
  - b. Drupal Module Patches & Updates
  - c. Drupal CMS Support
  - d. Drupal New User Setup
  - e. Plugin & API Updates
  - f. Security Module Updates
  - g. Scheduled & Managed Deployments
  - h. Source Code Maintenance
  - i. Acquia Insight Monitoring
  - j. Weekly Status Calls with Acquia
  - k. Campaign Promo Maintenance
  - l. CRON Job Monitoring
  - m. Regularly execute performance testing and iterate based on test results
  - n. Load testing, CPU usage, memory usage, etc.
  - o. Proactive outage monitoring and incident response
    - i. Including automated degradation of the site to maintain availability of key information, even during a disruption or data outage.
    - ii. Notification of appropriate parties of outages and disruptions, based on relative severity, as defined by the Commission’s escalation plan, to be provided to the Successful Bidder.

- p. Response to updates to any external API
- q. (24/7/365 or 366) outage or crisis management support with a defined escalation plan outlining the key contacts who are to be responsible, accountable, and informed in the case of an emergency

**W. APP DEVELOPMENT / MAINTENANCE / SUPPORT**– As part of the monthly application fee, the Successful Bidder shall provide the Lottery with app development, maintenance and support. This includes, but is not limited to, ongoing APP maintenance, APP support, APP hosting, and database support. **Please reference – Lottery Digital Assets: nylottery-develop – Exhibit C, Login to Dev Environment – Exhibit I, and NYL Services API\_Key – Exhibit E**

1. **APP Development - As a monthly APP fee**, the Successful Bidder shall provide 100 (one hundred) hours each month to support APP development. In the event the total hours are not used in a month, any remaining hours shall carry-over. By the 15<sup>th</sup> of each month for the previous calendar month, the Successful Bidder shall provide to the Commission a monthly report of hours used for each effort to include breakout of work completed by each assigned position and all hours carried over and not used. At the end of each Contract year, the Successful Bidder shall reduce its final invoice for all unused hours.

**X. SINGLE SIGN-ON (“SSO”) MANAGEMENT / HOSTING / SUPPORT** – As part of the monthly maintenance fee, the Successful Bidder shall perform regular updates and bug fixes to ensure security and proper functionality of the SSO module. The primary function of the SSO module is to manage all inbound API calls from external programs which enable users to interact with all online Lottery programs with a single set of credentials. The SSO is a real-time data management solution, with established APIs and web services, designed to manage warehousing, rules and access of SSO credentials for the Commission’s Lottery programs.

The Commission requires that the database and configuration of the SSO and current passwords remain the same as the current SSO. The Successful Bidder is required to provide a web accessible user interface which will enable the Commission to manage and review sign-on information.

During user registration and subsequent sign-on, module shall integrate, consolidate, and maintain quality standards for all data originating from disparate sources into a single master data management repository that houses all data as required by the Lottery.

This shall include, but not be limited to:

1. Data Normalization
2. Data Matching and De-Duplication
3. Postal Address Verification
4. Data Consolidation

**Y. TRANSITION** – As part of the monthly account fee, the Successful Bidder shall provide a transition plan to include high-level timeline and process for account transition for Lottery digital marketing assets. The transition plan shall be submitted no later than six weeks from Contract execution and the Successful Bidder must work with the Commission to transition critical elements, as determined by the Commission.

Upon expiration or termination of the Contract, the Successful Bidder shall cooperate to the fullest extent with any successor vendor in order to accomplish a smooth and orderly transition, so that the services required are uninterrupted and are not adversely impacted by the change in vendor. At the Commission’s request, the Successful Bidder shall also, at no cost to the Commission, make appropriate staff available to the Commission and to the successor vendor during normal business

hours to answer questions regarding services and digital marketing programs which have been provided by the Successful Bidder under the Contract.

- Z. DEVELOPMENT** – As part of the monthly account fee, the Successful Bidder shall be responsible for development as outlined in each authorized WP and supporting requirements documentation. Final specifications shall be provided to the Commission’s Project Manager for the Lottery. The Successful Bidder shall provide all records and documentation to the Commission at Contract termination. The Successful Bidder shall provide evidence of destruction. To the extent possible, source code shall be developed using open source software. The development process shall follow a natural progression from back-end to front-end. The back-end development of each effort is crucial as a foundation for the overall development and its related functionality within the Commission’s integrated system and shall be developed in consideration of the Commission’s Lottery systems and data warehouse, inputs and outputs, ITS requirements and security policies, third-party interfaces, the Americans With Disabilities Act, and digital strategic marketing plan.

The Successful Bidder shall provide Alpha and Beta versions of digital projects, built on-top of the back-end that directly reflect the milestones in the WP and work as part of the progression toward testing and deployment. The Successful Bidder shall include stakeholders when required to validate functions as set forth in stakeholder requirements. Any necessary revisions shall be made in collaboration with the Commission and shall be documented by the Successful Bidder. Final revisions shall be completed prior to stakeholder testing. A formalized process shall be established between the Successful Bidder and the Commission to ensure standardization of development and review processes. The Successful Bidder shall document such process upon written approval of the Commission.

The Successful Bidder shall produce deliverables on the agreed upon timeline. Failure to produce deliverables within the specified time frame without an extension authorized in writing from the Commission shall result in assessing liquidated damages, as outlined within Appendix Q

- AA. TESTING AND DEPLOYMENT** – Deployment is the final stage before the digital product shall be available to the end-user. All functionality shall be tested and applied to various use-cases by the Successful Bidder. Testing and deployment shall be included as part of the monthly account fee for existing products. Project-based initiatives that require testing shall include testing and deployment fees. After project-based initiatives go live, they then become existing products. Once the Successful Bidder confirms use-case testing is error free, the Successful Bidder provides the Commission with the testing environment. If testing fails, the Successful Bidder and the Commission shall mutually agree to a timeline for the Successful Bidder to cure and retest as agreed to by Successful Bidder and Commission in the WP. Quality Assurance (“QA”) testing of the code and final product shall be conducted by the Successful Bidder prior to providing the code and final product to the Commission for acceptance testing. It is expected that when the digital product is handed over to the Commission for acceptance testing that the product is error-free and covers all the conditions specified in the requirements documents. Failure of the Successful Bidder to provide the Commission with quality tested software for acceptance testing may result in the Commission assessing liquidated damages. The Commission’s acceptance testing shall be conducted by the Commission and approved by the Commission once successfully completed. A formalized process shall be established between the Successful Bidder and the Commission to ensure standardization of testing processes. The Successful Bidder shall document such process upon written approval of the Commission.

A release by the Successful Bidder to the Commission for testing shall be accompanied by release notes in summary form that can be easily understood by a non-technical reader. The release notes shall evidence good configuration management practices, namely each release shall be identified by a version number and the changes shall be succinctly defined.

The Successful Bidder cannot push the final product to the live environment, until the Commission gives written authorization of the Successful Bidder's release.

**BB. USER EXPERIENCE (“UX”) & USER INTERFACE (“UI”)** – As part of the monthly account fee, the Contract shall be responsible for all UX and UI for existing products. Project-based initiatives that require a UX and UI shall include UX and UI fees in the WP. After project-based initiatives go-live, they then become existing products. UX and UI are integral elements of all digital marketing properties and efforts. It is imperative that best practices are implemented in Lottery digital marketing projects and adhere to accessibility guidelines established by the World Wide Web Consortium (W3C). UX and UI shall be compliant with the most recent standards of the Americans With Disabilities Act and of ITS Policies. The Successful Bidder shall update or modify assets to ensure compliance no later than 30 days after release of updates to standards or polices. The Commission shall audit digital properties for compliance prior to release and as needed. If non-compliant, the Successful Bidder and the Commission shall mutually agree to a timeline for the Successful Bidder to cure.

**CC. CUSTOMER RELATIONSHIP MANAGEMENT (“CRM”)** – No more than 90 days after the contract start date, as part of the monthly maintenance fee, the Successful Bidder shall provide an operational customer relationship management solution to track the relationships with customers and manage fully-configurable rules-based communications and promotions. CRM user fees shall be billed to the Commission by the Successful Bidder monthly as a pass-through with no mark up. Tools shall include analytics, dashboard, and a content management system that, at a minimum, also allows the Commission's staff to upload content, set business rules, and send communications. In addition, the solution shall include, but not be limited to, the following:

1. Secure web access (the Commission should be able to access remotely for use)
2. Shared calendars based on roles and permissions
3. Integration with third-party applications
4. Mail merge
5. List building/management
6. Customizable templates for communications
7. Campaign management
8. Customer segmentation and profiling
9. Campaign response metrics
10. Campaign Return on Investment (“ROI”) reporting

**DD. DIGITAL PLAYER ENGAGEMENT** – The Successful Bidder shall provide mechanisms, management, and oversight of digital player engagement efforts to attract and engage new and existing Lottery players who are already accustomed to advanced digital games and rewards programs that offer fun, engaging, competitive, and social tactics into games. Development of the digital engagement solution is a project-based initiative that will require WP for development and ongoing maintenance. The solution may include, but is not limited to, common techniques such as points, levels, badges, digital games, unlock features, chat features, player profile customization (to allow users the ability to set their own view in the interface), social features, and leader boards. Player engagement efforts shall include rewards, second chance winner drawings via certified random generator, drawing audit, winner notification, prize fulfillment, digital customer service, content management, reporting, push notifications, a digital coupon generator, and coupon redemption tracking. The Successful Bidder shall adhere to **2.3.E Competitive Bidding Purchasing Requirement** to obtain any elements of player engagement efforts not directly provided by the Successful Bidder.

**EE. ANNUAL CONTRACTOR REVIEW** – As part of the monthly account fee, once a year the Successful Bidder shall participate in an Annual Contractor Review of overall account performance to inform

account decisions in the next fiscal year, including determination of any AMT staffing changes that may be required. The Annual Contractor Review will provide the Commission with an opportunity to review the prior year's activity, quality of work and performance. The Annual Contractor Review will consist of the following two components:

1. **Performance Evaluation** – The Successful Bidder's performance shall be evaluated across all areas as defined by monthly fee type. Performance shall be evaluated based on the Successful Bidder's ability to meet the Commission's expectations.
2. **Contractor Metrics** – The Successful Bidder shall be evaluated on their ability to meet or exceed expectations in project WP, project specifications and Contract requirements.

#### **FF. ENVIRONMENTAL CONSCIOUSNESS, SUSTAINABILITY AND ENERGY CONSERVATION**

The Successful Bidder shall commit to preventing waste, maximizing resources, reducing energy consumption, increasing efficiency, complying with the green procurement and agency sustainability standards established pursuant to Governor David A. Paterson's New York State Executive Order No. 4 (<https://ogs.ny.gov/greenny/executive-order-4>) and complying with the emissions reduction and energy efficiency standards established in Governor Andrew Cuomo's New York State Executive Order No. 166 (<https://www.governor.ny.gov/news/no-166-redoubling-new-yorks-fight-against-economic-and-environmental-threats-posed-climate>.)

## **PART THREE – PROPOSAL RESPONSE**

### **3.1 Introduction**

In preparation of the Proposal, each Bidder should pay special attention to the requirements and information being requested to respond fully to the RFP. Any Proposal found to be incomplete or imposing conditions in response to the requirements under this RFP may be deemed non-responsive and removed from further consideration.

### **3.2 Technical Proposal**

#### **A. BUSINESS ORGANIZATION, FINANCIAL VIABILITY, EXPERIENCE, AND REFERENCES**

The Proposal must include the information listed below:

##### **1. Business Organization**

To satisfy the following requirements, a Bidder must:

- a. State the full name and address of its organization and, if applicable, any branch office, or other subordinate element that will perform or assist in the performance of the work hereunder;
- b. Indicate whether it operates as an individual, partnership, corporation, joint venture, or other specified form of business organization;
- c. State whether it is qualified and / or registered to do business in the State of New York;
- d. Indicate the name, address (including email), and telephone number(s) of the individual from your organization who is authorized to bind the organization to the terms and conditions of the Proposal;
- e. State the name, address, telephone number, and email address of Bidder's representative to contact regarding all contractual matters concerning this Proposal;
- f. State the name, address, and function of any and all known subcontractors, associated companies, or consultants to be involved in any phase of work under this RFP;
- g. Provide the Bidder's Federal Employer Identification Number;
- h. Provide a company organizational chart by staff title;
- i. Provide a summary of the Bidder's mission, culture, and guiding philosophy;
- j. Explain the organization's hiring practices, including suitability standards;
- k. Provide a list of the company's strengths in relation to the work defined in this RFP, including employee capacity to undertake and successfully carry out the proposed services;
- l. Provide a list of accounts lost or resigned from over the past two years and explanation of why such loss occurred; and
- m. To the extent not already provided in the Vendor Responsibility Questionnaire, Bidders shall describe key corporate personnel, ownership control, and facilities available to satisfy the requirements of the RFP. This information will be used in conjunction with the Vendor Responsibility Questionnaire.

##### **2. Financial Viability**

In order to determine the Bidder's financial ability to perform under the Contract, the Commission requires the following financial information:

- a. Audited financial statements prepared by an independent certified public accountant (or equivalent for non-U.S. companies) for the Bidder for the last three years (the most recent and the two prior fiscal years). If the Bidder is a subsidiary of another corporation, the financial statements of the Bidder, as well as the consolidated financial statements of the parent company, shall be submitted. If the Bidder is a parent corporation, parent-only financial statements, if available, and statements for the operating division that will perform these services, shall be submitted.

If audited parent-only or Successful Bidder/subsidiary statements are not available, the Commission will accept unaudited statements, provided the Bidder's chief financial officer certifies that the statements are current, accurate, and complete;

- b. If the Bidder is a subsidiary and will rely on the financial resources of the parent to perform this Contract, the parent must certify, in writing, the availability of its resources to the Bidder;
- c. The Bidder must provide a letter of commitment from a creditor, if borrowing will provide any or all of the capital necessary for the Bidder to perform any work for the Contract resulting from this RFP; and
- d. The Commission reserves the right to require any additional information necessary to determine the financial integrity and responsibility of the Bidder.

### **3. Experience**

The Bidder must demonstrate in its Proposal that its organization is of sufficient size and has the qualifications and experience required to perform the requested services defined in the RFP. The Bidder should include sufficient detail to demonstrate the relevance of such qualifications and experience to this RFP, by providing the following:

- a. A description of the experience of the Bidder's organization that would be considered relevant to the successful accomplishment of the scope of work required herein and whether any of that experience included the Bidder as a prime contractor or subcontractor. The Bidder must also provide the name of the entity(ies) in the prime and subcontractor roles, if applicable. The description must include how the Bidder meets the Minimum Qualifications as outlined in Section 1.3, including experience with integrated digital projects; development, oversight and maintenance of technical solutions to support digital efforts; digital project management and managing multiple vendor partners; and experience implementing real-time apps.
- b. The Bidder must provide three actual case studies describing previous experience and expertise with other full-time accounts' projects similar in size, scope, nature, and complexity in the previous five years. The Commission may be included as one of the three projects, if Bidder is a current or previous Contractor. Details of the similarities, performance measurements, and source must be documented and included.

The descriptions must include names, titles, addresses and telephone numbers that may be contacted to verify qualifying experience. If the experience is provided by a teaming partner or a subcontractor that will provide a major part of the products and services, then experience information for that entity must be included.

### **4. References**

The Bidder must provide three references relevant to the services requested in this RFP. References must include company name, contact person (name, title, phone number(s), email address, and mailing address) and include a general statement of the type of engagement performed for this reference and the dates of service.

The Commission reserves the right to contact references as many times as it deems necessary and to contact as many references as it deems necessary, to obtain a complete understanding of the Bidder's performance and experience. The Commission also reserves the right to request additional or alternative references to those provided in the Proposal. References will be used to substantiate the Bidder's Technical Proposal.

## B. PROJECT MANAGEMENT AND STAFFING

The Proposal must include the information listed below:

1. Identify all staff (name and title/position) and other personnel to be used under the contract pursuant to this RFP.

**Note:** If staff is "To Be Determined", the Bidder must indicate the staff title, qualifications, and attributes required for the position.

2. Provide résumés (not biographies) for all members of the Account Management Team indicating the relevant experience of each. **Biographies do not provide sufficient information to allow for adequate evaluation of the individual's capabilities.**
3. Explain the role, if any, that proposed staff had in previous projects with the organization, as presented in the submitted case studies.

## C. WORK PLAN

The Proposal must include a detailed Work Plan that identifies the processes to be utilized for all aspects of the project, including specific deliverable dates. The Bidder's Work Plan should do the following:

1. Describe the approach to the project, including:
  - a. Project Management Methodologies
    - Describe the methodology preferred to complete digital projects.
  - b. Requirements Documentation
    - Provide examples of a working papers/requirements document that has been created by the Bidder's business for each: Business, Technical, Stakeholder, Functional, Non-Functional, and System Requirements.
  - c. Project Workflow
    - Describe how a project workflow is developed by the Bidder. Provide samples.
    - Indicate the web-based communication tool(s) proposed. Describe how the Bidder leads cross-functional, multiple partner, complex projects.
  - d. Timelines
    - How are timelines developed by the Bidder? How often are they updated? Does the Bidder use a project management tool? If so, what system does the Bidder use?
  - e. Testing
    - Provide 3 test scripts that the Bidder deems relevant to Scope of Work.
  - f. Quality Assurance ("QA")
    - Provide process for QA for a small, mid-sized, and complex project.

- g. Launch**
    - Explain process for pre- and post-launch to include technical procedures, resource needs and escalation plans.
  - h. Reporting**
    - Provide examples and information regarding reporting capabilities from applicable systems.
  - i. Dashboard Capabilities**
    - Provide examples of the Bidder's real-time dashboard capabilities for like clients.
    - If the Bidder does not have real-time reporting capabilities, please provide detailed documentation regarding the refresh period.
  - j. Digital Effectiveness Analysis and Optimization**
    - Provide examples and methodology to support this function.
  - k. Digital Marketing Content Creative**
    - Provide examples including work-flow process for completion of digital marketing creative.
  - l. Digital Player Engagement**
    - Provide examples of digital engagement projects completed with the Bidder's clients.
  - m. CRM Tool**
    - Provide example of CRM tool to be used and examples of usage.
2. Identify who the primary point of contact is on the AMT.
    - Describe how will this individual will interact with the Commission's Lottery team.
  3. Detail the Bidder's approach for ensuring compliance with NYS ITS Technology Standards/Policies.
  4. Detail the Bidder's security process.
  5. Describe the Bidder's approach to maintenance, hosting, and crisis management, including response times for various levels or degrees of error.
  6. How will the Bidder support high-volume moments on applications and websites?
  7. Provide examples that demonstrate how the Bidder has integrated with third parties for applications and website.
  8. Explain the Bidder's approach to managing the life cycle of a digital project.
  9. Describe how the Bidder stays on top of industry trends and how the Bidder will apply its knowledge to ensure the Lottery stays relevant in the evolving digital landscape.
  10. How will the Bidder ensure that the Commission is compliant with WLA standards for Responsible Gaming?
  11. Describe the Bidder's approach to strategic planning, both short and long-term.
  12. Describe the Builder's philosophy on innovation.
  13. Describe the Bidder's philosophy on using open source software.
  14. Describe the Bidder's analytical capabilities as it pertains to market research.

15. Provide 2 examples of the Bidder's managed Business Continuity Plan.

#### D. MWBE PLAN

In addition to requirements specified in Section 7.8 of this RFP, each Bidder must provide, in writing, their Diversity Practices Questionnaire form, provided in this RFP as **Appendix K, Diversity Practices Questionnaire**.

Pursuant to § 310(22) of Article 15A of New York State Executive Law, "Diversity practices" shall mean the Successful Bidder's practices and policies with respect to:

1. Utilizing certified minority- and women-owned business enterprises in contracts awarded by a State Agency or other public corporation, as subcontractors and suppliers; and
2. Entering into partnerships, joint ventures, or other similar arrangements with certified minority- and women-owned business enterprises as defined in this article or other applicable statute or regulation governing an entity's utilization of minority- or women-owned business enterprises.

**Note:** Bidders will be scored on this section pursuant to **Part 5, Evaluation and Selection**. All available points will be awarded based on the answers provided on the **Diversity Practices Questionnaire, Appendix K**.

### 3.3 Pricing Proposal

Bidders must complete **Attachment 3a, Pricing Proposal Form**, as directed on the form and based on the scope of work defined in **Part 3** of the RFP. **Bidders must use Attachment 3a for their Pricing Proposal. Alternate forms will be considered non-responsive.**

- A. Bidders must provide fixed monthly pricing for all categories of ongoing services defined in **Part 2**. These fees will be fixed for the five-year term.
- B. Bidders must complete the **Rate Card – Attachment 3b** and provide an average blended hourly rate per level (Senior, Mid-Level and Junior). These rates shall be multiplied by the estimated value provided on the **Pricing Proposal Form – Attachment 3a**.

The **Rate Card** shall include the weighted hourly rates for *ad hoc* staff. Weighted hourly rates are all-inclusive, including any overhead, profit, and ancillary costs. These rates will be utilized to calculate the agency's fee for initiatives included in the fiscal year digital marketing plan, as approved in WPs. These rates shall remain firm for the term of the Contract.

### 3.4 Proposal Clarification Process

The Commission may request clarification from a Bidder to resolve any ambiguity or questioning information presented in the Bidder's Proposal. Clarifications are an opportunity to explain, but not to enhance, a Proposal. Requests for clarification may occur throughout the Proposal submission review and/or the Proposal evaluation process. Clarification responses must be in writing and must address only the information requested. Responses must be submitted to the Commission within the time stipulated at the time of the request. As applicable, clarifications will be treated as addenda to the Bidder's Proposal.

## PART FOUR – EVALUATION AND SELECTION

### 4.1 Introduction

This Part describes the evaluation and award process that will be used to determine which Proposal provides the greatest overall benefits to the State. The ability of the Commission to evaluate a Bidder's Proposal is dependent upon the proper submission and completeness of the Proposal. The failure of a Bidder to provide information requested by this RFP, to submit the Proposal according to the required format, or to respond appropriately to a clarification request or demonstration request, may result in rejection of the Bidder's Proposal or reduction in scoring during the evaluation.

### 4.2 Method of Award

The method of award under this RFP will be "Best Value", the evaluation method for awarding a Contract to the Bidder whose Proposal optimizes quality, cost, and efficiency among responsible offers. The determination of Best Value will be based on a scoring of Technical and Pricing Proposals in response to the RFP specifications.

### 4.3 Evaluation Methodology

The Commission will conduct a comprehensive, fair, and impartial evaluation of Proposals received in response to this RFP. An evaluation committee (the "Committee") will be designated and will be comprised of Commission staff and may include other employees of the State of New York. The Commission reserves the right to make changes to the Committee's membership as it deems appropriate.

Scoring of the Technical Proposals will be by consensus of the Committee. Pricing Proposals will be scored following conclusion of the Technical Proposal scoring process. **The relative scoring weight of Technical to Price shall be: Technical 65%; Price 35%.**

The evaluation and award process will be comprised of the following:

- A. Pass / Fail evaluation of the Bidder's minimum qualifying requirements as provided for in this RFP's Section 1.3;
- B. Review of Proposals to assess compliance with Proposal submission requirements, including responsiveness to terms, conditions, and requirements;
- C. Detailed review by the Committee of the Technical Proposals relative to proposed functions, features, services, and references;
- D. Proposal clarifications, if applicable;
- E. Scoring of Technical Proposals by the Committee using pre-defined evaluation criteria;
- F. Assessment and scoring of Pricing Proposals after finalization of the Technical Proposal scoring process;
- G. Compilation of the Technical and Pricing score of each Bidder into a summary score sheet by staff of the Commission's Contracts Administration Office;
- H. Preparation of a Recommendation of Award Memorandum ("Memorandum"), on behalf of the Committee, by the Commission's Contract Management Specialist 3, or designee;
- I. Submission of the final Memorandum to the Commission's Executive Director for review and acceptance of the Committee's recommendation and briefing of the Commission;
- J. Review and acceptance of the award by the Commissioners, if the Commissioners so elect;
- K. Signature of the Memorandum by the Commission's Executive Director, or his or her designee; and

## L. Notice of Award.

### 4.4 Information From Other Sources

The Commission reserves the right to obtain from sources other than the Bidder, information concerning a Bidder, the Bidder's offerings and capabilities, and the Bidder's performance, that the Commission deems pertinent to this RFP and it may consider such information obtained when evaluating the Bidder's Proposal. This additional pursuit of information may include, but is not limited to, the Contract Administration Office or Chair of the Committee, if applicable, engaging experts from outside the Committee to better inform the Committee's findings.

### 4.5 Evaluation and Selection Criteria

Proposals determined to comply with the requirements set forth in this RFP will be evaluated based on the following criteria:

#### A. Technical Evaluation - 65%

- Bidder's Organization & Financial Viability (10 points)
- Experience (15 points)
- Project Management & Staffing (10 points)
- Work Plan (25 points)
- MWBE Diversity Practices (5 points)

#### B. Pricing Evaluation - 35%

The Bidder with the lowest price (Estimated Grand Total from the Pricing Proposal – Attachment 3a) will be awarded the full points allocated to the Pricing evaluation. The score for each of the remaining Bidders will be proportionate to the lowest Bidder.

**Note:** Points awarded will be rounded to the nearest hundredth place.

### 4.6 Final Composite Score / Determination of Award Process

The Technical and Pricing scores will be combined to determine the final composite score for each Bidder. Award will be made to the responsive and responsible Bidder who achieves the highest composite score.

### 4.7 Notice of Award

A Contract award notification letter will be sent to the Successful Bidder and unsuccessful Bidders indicating that an award was made and that the award is subject to approval by the New York State Office of the Attorney General and OSC.

No public discussion or news releases relating to this RFP or the resulting Contract shall be made by any Bidder without the prior approval of the Commission.

### 4.8 Debriefings

The Commission shall, upon request, provide a debriefing (the Commission will accommodate in person or via telephone debriefings, as requested by the Bidder) to any unsuccessful Bidder that responded to this solicitation regarding the reasons that the Bidder's response was not selected for an award. A debriefing shall be requested by the unsuccessful Bidder within 15 calendar days of release by the Commission of a notice in writing or electronically that the Bidder's Proposal is unsuccessful.

#### 4.9 Protest or Appeal

If a Bidder decides to protest the award decision, the following protest procedures shall be followed:

- A. Any protest of the award decision must be filed with the Commission, no later than 10 business days following the date of written notification of award to the unsuccessful Bidder;
- B. The protest must clearly state the basis for the protest and include all relevant documentation supporting such protest;
- C. The Commission shall conduct a review of the protest and issue a written determination to the protesting party within 15 business days of receipt of the protest. If additional time for issuance of the determination is necessary, the Commission will inform the Bidder of the delay and of the time frame within which a determination may be expected. The final written determination provided to the Bidder will constitute the Commission's final administrative determination of the protest;
- D. If an unsuccessful Bidder appeals the Commission's final administrative determination of the Bidder's protest, the unsuccessful Bidder must submit such an appeal to OSC's Bureau of Contracts ("BOC"), within 10 business days of the Bidder's receipt of the Commission's final written determination. The protest appeal must be in writing and must contain specific factual and / or legal allegations setting forth the basis on which the protesting party challenges the Contract award by the Commission. A copy of the appeal must be served on the Commission, the Successful Bidder(s), and any other party that participated in the review of the protest conducted by the Commission. The unsuccessful Bidder's appeal must contain written affirmation that a copy of the appeal has been served as required by this paragraph;
- E. The appeal must be filed with: Director, Bureau of Contracts – 11th Floor, New York State Office of the State Comptroller, 110 State Street, Albany, NY 12236;
- F. The Commission will submit an answer to the appeal to the BOC simultaneously with the delivery of the Contract to the BOC for its review, or within 7 business days of the submission of the appeal, whichever is later. The Commission's answer to the appeal must include written affirmation that, simultaneous with the submission to BOC, the answer was transmitted to the protestor and the Successful Bidder(s);
- G. A Successful Bidder may, but is not required to, submit an answer to the appeal with the BOC. Such answer must include written affirmation that the answer was simultaneously delivered to the Commission and the protestor and must meet the submission requirements as noted above for the Commission;
- H. The BOC will evaluate the merits of the protest, the Commission's determination and any response submitted by an interested party. The BOC, in its review, may require the Commission, the protesting party, the Successful Bidder, or any other interested party to address additional issues raised; may obtain information from an outside source; or may determine whether it deems it necessary to conduct a fact-finding hearing, and the level of formality of any hearing conducted; and
- I. The BOC will issue a written determination addressing the issues raised by the appeal. All interested parties shall be provided with a copy of the determination. The determination shall be made part of the procurement record.

## **PART FIVE – GENERAL REQUIREMENTS FOR SUBMISSION OF PROPOSALS**

### **5.1 General**

Bidders shall submit a complete response to this RFP that satisfies the requirements set forth below. Failure to do so may render the Bidder's Proposal non-responsive. A Document Submittal Checklist is included in this RFP as **Attachment 4, Document Submittal Checklist**.

All Proposals submitted in response to this RFP shall be written in English, with quantities expressed in Arabic numerals and United States Dollars (\$ USD), as applicable.

### **5.2 Proposal Disclosure by Bidder**

Disclosure by a Bidder or agent of the Bidder, of Proposal contents prior to the notice of the Contract award may result in rejection of the Proposal.

### **5.3 Material Requirements**

Material Requirements of the RFP are those requirements designated as mandatory, without which an adequate analysis and comparison of Proposals is impossible, or those requirements that affect the competitiveness of Proposals or the cost to the Commission.

Proposals that do not meet all material requirements of this RFP, or that fail to provide all required and mandatory information, documents, or supporting materials, or include language that is conditional or contrary to terms, conditions, and requirements, may be rejected as nonresponsive.

The Commission, in its sole discretion, reserves the right to determine whether a Proposal meets the requirements of the RFP.

### **5.4 Proposal Content and Submission**

Bidders shall submit a complete Proposal as outlined below:

#### **A. PROPOSAL CONTENT**

Each Bidder is expected to provide the Commission with information and evidence that will make possible a contract award that best serves the stated interests of the Commission and the State of New York. Bidders are given wide latitude in the degree of detail they offer or the extent to which they reveal plans, designs, systems, processes, and procedures.

There is no limit on the number of pages in each Proposal; however, Bidders should prepare their Proposals simply and economically, providing a straightforward and concise description of their abilities to satisfy the requirements of this RFP. Proposals containing a preponderance of boilerplate text are discouraged. Emphasis in each Proposal should be on completeness and clarity of content.

Failure by a Bidder to provide the appropriate information or materials in response to each stated requirement or request for information may result in lower scores during the evaluation or determination of a non-responsive Proposal. Responses to complex RFP requirements that are stated in a form semantically equivalent to "Bidder agrees to comply" may be rejected for non-responsiveness at the discretion of the Commission.

## B. PROPOSAL CONTENT

Each Bidder must submit a complete Proposal in the format described below.

**Each Proposal must consist of two (2) volumes:** Volume I - Technical Proposal and Volume II - Pricing Proposal. Each Volume must be sealed separately from the other and packaged together when submitted to the Commission as defined in Item C of this section, "Proposal Submission".

### **Volume I – Technical Proposal:**

The Technical Proposal shall include a transmittal letter, signed by an official authorized to bind the Bidder to its provisions, and shall include Information outlined below in Item 1.

The Proposal shall include descriptive and technical matter only. No pricing information shall be contained in the Technical Proposal.

**The contents of the Technical Proposal (Volume I) shall follow the outline below and include appropriate headings as represented in the RFP, and page numbers.**

To assist Bidders in their Proposal response and submittal of the required documents, a **Document Submittal Checklist, Attachment 4**, is incorporated into this RFP. This checklist shall be completed and included with the Bidder's Technical Proposal.

1. Transmittal Letter: The transmittal letter must be signed and shall contain names, addresses (physical and email), and telephone numbers of individuals who are authorized by the Bidder to address matters related to the Proposal including, but not limited to, contractual, technical, site visit, and references. **The transmittal letter must also contain a statement that the Proposal will remain valid for at least 180 days from the Proposal due date;**
2. Document Submittal Checklist – (Attachment 4);
3. Bidder Acknowledgement of Addendum – (Attachment 1);
4. Signed Contract Form (Appendix B) (Section 6.2);
5. Designation of Proprietary Information (FOIL) in the form described in Section 5.11 of this RFP;
6. Disclosure and Investigations During Proposal Evaluation as described in Section 5.12 of this RFP;
7. Disclosure of Litigation and Other Information as described in Section 5.13 of this RFP;
8. Vendor Assurance of No Conflict of Interest or Detrimental Effect, Appendix M as described in Section 7.11 of this RFP;
9. Certifications and representations as required by this RFP and as listed in the Document Submittal Checklist;
10. Response to Minimum Qualifications requirements in Section 1.3;
11. References; and

12. Response to specifications and in the order provided for in this **Part Five – General Requirements for Proposals**, including technical documentation as appendices.

**Volume II – Pricing Proposal:**

The Pricing Proposal must be prepared as directed using the **Pricing Proposal Form, Attachment 3a**.

**C. PROPOSAL SUBMISSION:**

All volumes of the Bidder’s Proposal shall be submitted to the Commission as set forth below and shall be received by the date and time set forth in the Schedule of Events.

**Technical Proposal**

The Technical Proposal shall be submitted separately from the Pricing Proposal, clearly marked “Technical Proposal”, and be submitted as noted below:

- **Electronic (non-redacted): One (1) searchable PDF file of the complete non-redacted Technical Proposal.**
- **Electronic (redacted pursuant to Section 5.11 “Designation of Proprietary Information (FOIL)”) containing a searchable PDF file of the complete redacted Technical Proposal.**

The electronic files shall include all Technical Proposal sections within a single file to facilitate searches for terms across the breadth of the Technical Proposal.

Technical Proposals and Redacted Technical Proposals **must** be sent to: [Officer.Contracting@gaming.ny.gov](mailto:Officer.Contracting@gaming.ny.gov). In the Subject line, please include “**RFP #C202103 – Technical Proposal**”

**Do not include any pricing in the Technical Proposal. Technical Proposals that contain pricing will be deemed non-responsive and removed from consideration.**

**Pricing Proposal**

The Pricing Proposal shall be submitted separately from all other Proposals.

- **Electronic: One (1) searchable PDF file of the complete Pricing Proposal.**
- **Electronic (redacted pursuant to Section 5.11 “Designation of Proprietary Information (FOIL)”) containing a searchable PDF file of the complete redacted Pricing Proposal.**

Pricing Proposals **must** be sent to: [Procurement@gaming.ny.gov](mailto:Procurement@gaming.ny.gov). In the Subject line, please include “**RFP #C202103 – Pricing Proposal**”

The Commission is not responsible for technical, hardware, software, telephone, or other communication malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one’s ability to submit Proposals electronically, including any injury or damage to Bidder’s or any other person’s or entity’s computer relating to or resulting from the Bidder’s electronic submission of its Proposals.

Any late, illegible, incomplete, invalid, unintelligible, misdirected, or corrupted submissions will be disqualified.

#### **D. PROPOSAL RECEIPT**

The Commission's Contract Administration Office will provide the sender with an email confirmation indicating receipt of the Proposal.

Upon receipt of a Proposal, the Pricing Proposal (**Volume II**) will be secured by the Commission's Finance Office and will not be opened (or accessible) until after the technical evaluation process is complete.

The Technical Proposal (**Volume I**) will remain with the Commission's Contract Administration Office for initial review of document submission as provided in this RFP and subsequently distributed to the Committee at the start of the evaluation process.

#### **5.5 Late Proposal**

A Proposal must be received by the Commission on or before the due date and time specified in the Schedule in **Part 1, General Information**, of this RFP. The Bidder is responsible for timely receipt of its Proposal and should plan for delivery accordingly. Failure of a Bidder to submit a Proposal by the specified time may result in rejection or disqualification of the Proposal. Proposals rejected or disqualified for lateness may be returned unopened to the Bidder.

#### **5.6 Joint Proposals**

Two or more firms may join to submit a Proposal in response to this RFP. If a joint Proposal is submitted, the Proposal must define the responsibilities that each entity is proposing to undertake. Of the entities submitting a joint Proposal, one must be designated as the primary Bidder. Any contract award issued resulting from such a submission will be made exclusively to the primary Bidder. A joint Proposal must designate a single authorized official from one of the entities participating in such joint Proposal to serve as the sole point of contact between the Commission and the entities that are responding together.

#### **5.7 Multiple Proposals from One Bidder Prohibited**

Multiple Proposals from one Bidder are not permitted under this RFP. A Bidder shall submit only a single Proposal, consisting of a Technical Proposal and a Pricing Proposal. However, a Bidder may, within the single Proposal, and separate from the response to the requirements of this RFP, identify options, including solicited and unsolicited products, services, and features, absent of price, which the Bidder believes may be appealing and useful to the Commission. The inclusion of options accommodates the purpose of defining alternatives through multiple Proposals.

#### **5.8 Costs Associated with Preparation of Proposals**

The Commission and State shall not be liable for any of the costs incurred by a Bidder in preparing or submitting a Proposal, and, therefore, the Commission and/or State will not assume any responsibility or liability for any costs incurred by a Bidder. The responsibilities and liabilities of the Commission and State shall be limited to those set forth in the Contract.

#### **5.9 Accuracy of Bids**

Bidders are responsible for the accuracy of their bids. All Bidders are directed to take extreme care in developing their bids. Bidders are cautioned to review their bids carefully prior to bid submittal, as request for bid withdrawals after the Proposal Due Date will not be granted. All exceptions and deviations shall be noted in

bids, and no adjustments made after an award is issued. If a Bidder submits a bid ahead of the submission deadline, they may submit an amended bid any time prior to the Proposal Due Date indicated in the Schedule of Events.

### 5.10 Extraneous Terms

Bids shall conform to the terms set forth in the solicitation. Material deviations may render the bid nonresponsive and may result in the rejection of the bid. Extraneous terms proposed by a Bidder for consideration shall be submitted using the format and process set forth in the RFP. Any Bidder submissions on standard, pre-printed forms, such as, but not limited to, product literature, order forms, license agreements, contracts, or other documents that are attached or referenced with submissions shall not be considered part of the bid or resulting Contract but shall be deemed included for informational or promotional purposes only. Only extraneous terms accepted by the Commission, in writing, shall be expressly incorporated into the Contract. Acceptance and/or processing of a bid shall not constitute acceptance of extraneous terms. The Commission will not entertain any exceptions to **Appendix A, Standard Clauses for New York State Contracts**.

### 5.11 Designation of Proprietary Information (FOIL)

During the evaluation process, the content of each Proposal will be held in confidence and details of any Proposal will not be revealed (except as may be required under the New York State Freedom of Information Law ("FOIL") as found in New York State's Public Officers Law Article 6. FOIL provides for an exemption from disclosure for trade secrets or information the disclosure of which would cause substantial injury to the competitive position of a commercial enterprise. This exception applies both during and after the evaluation process.

**If a Bidder believes its Proposal contains any such trade secrets or other confidential information, the Bidder must submit a request with its Proposal to exempt such information from disclosure. Such request must: (a) identify the specific material in the Proposal; (b) identify the location (section, page number) of such material; and (c) state the reasons why the Bidder believes that FOIL permits the exception of such information from disclosure.**

Requests for exemption of the entire contents of a Proposal from disclosure have generally not been found to be meritorious and are discouraged. Requests for exemption of information from disclosure to *bona fide* trade secrets or specific information, the disclosure of which would cause a substantial injury to the Bidder's competitive position.

For proprietary designations, the Commission's legal staff, as directed by the Designated Contacts, will review each designation and communicate with the Bidder in the determination of such designation. The designation shall not become final until accepted by the Commission via formal letter. Once a designation is final, the Bidder will be required to submit a redacted version of the Proposal consistent with the accepted designation. The redacted version will be the material that is released in response to a relevant FOIL request.

### 5.12 Disclosure and Investigations During Proposal Evaluation

Subsequent to Proposal submission, the Commission may initiate investigations into the backgrounds of the Bidder and individuals or entities related to any officers, directors, members, principals, investors, owners, subcontractors, employees, or any other individuals or entities related to the Bidder, as the Commission may deem appropriate, in the discretion of the Commission. Such background investigations may include fingerprint identification by the New York State Division of Criminal Justice Services ("DCJS") and the Federal Bureau of Investigation ("FBI"), and such additional investigation as may be required.

The Commission may reject a Proposal based upon the results of any such background checks. Each Bidder is advised that any Bidder who knowingly provides false or intentionally misleading information in connection

with any investigation by the Commission may cause the Proposal of such Bidder to be rejected, or a Contract to be canceled by the Commission, in the sole discretion of the Commission.

If a Bidder or a subcontractor is a subsidiary of a parent entity, the Commission may, in its sole discretion, also require the above disclosures from the parent entity.

### **5.13 Disclosure of Litigation and Other Information**

The Commission has a strong interest in the Successful Bidder's continuing ability to provide secure, high quality products and services, and as such, the Commission requires that a Bidder list and summarize pending or threatened litigation, administrative or regulatory proceedings, or similar matters that could materially affect the Bidder. A Bidder as part of its disclosure requirement, must state whether the Bidder, or any of the owners, officers, directors, or partners of such Bidder have ever been convicted of a felony. Failure to disclose any such matter may result in rejection of the Bidder's Proposal or termination of a contract. Such disclosures must be included in the Bidder's Proposal.

This disclosure obligation is a continuing requirement. Any such matter commencing after submission of a Proposal, and with respect to the Successful Bidder, after the approval of a Contract, must be disclosed to the Commission in a written statement and in a timely manner.

### **5.14 Change in Financial Condition**

If a Bidder who has submitted a Proposal in response to this RFP experiences a substantial change in financial condition prior to the award of a Contract pursuant to this RFP, or if a Successful Bidder experiences a substantial change in financial condition during the term of the Contract with the Commission, the Bidder is required to notify in writing the Executive Director of the Commission, or his or her designee, at the time the change occurs or is identified. Failure to notify the Executive Director of the Commission, or designee, of such a change may result in rejection of a Bidder's Proposal or termination of the Contract, in the sole discretion of the Commission. The Commission reserves the right, based on its assessment of a change in financial condition, to reject a Bidder's Proposal or terminate a Contract. **This disclosure obligation is a continuing requirement.**

### **5.15 Change in Ownership**

If a Bidder experiences a material change in ownership prior to the award of a contract or during the term of a contract with the Commission, the Bidder is required to notify in writing the Executive Director of the Commission, or his or her designee, at the time the change occurs or is identified. "Material change in ownership" is defined as any merger, acquisition, assignment, or change in parties who, in the aggregate, own greater than five percent (5%) of the Bidder or the parent company of the Bidder. Failure to notify Executive Director of the Commission, or Commission designee, of such a change may result in the rejection of a Bidder's Proposal or termination of the Contract, in the sole discretion of the Commission. The Commission reserves the right, based on its assessment of a material change in ownership, to reject a Bidder's Proposal or terminate a contract. **This disclosure obligation is a continuing requirement.**

### **5.16 Partisan Political Activity**

Funds provided pursuant to this Contract shall not be used for any partisan political activity, or for activities that may influence legislation or the election or defeat of any candidate for public office.

### **5.17 New York State Public Officers Law**

Contractors, consultants, vendors, and subcontractors may hire former Commission employees. However, as a general rule, and in accordance with New York State Public Officers Law Section 73, former employees of

the Commission may neither appear nor practice before the Commission, nor receive compensation for services rendered on a matter before the Commission, for a period of two years following their separation from Commission service. In addition, former Commission employees are subject to a "lifetime bar" from appearing before the Commission or receiving compensation for services regarding any transaction in which they personally participated, or which was under their active consideration during their tenure with the Commission.

### **5.18 Ethics Requirements**

The Successful Bidder and its subcontractor(s) shall not engage any person who is, or has been at any time, in the employ of the State to perform services in violation of the provisions of the New York State Public Officers Law, other laws applicable to the service of State employees, and the rules, regulations, opinions, guidelines, or policies promulgated or issued by the New York State Joint Commission on Public Ethics, or its predecessors (collectively, the "Ethics Requirements"). The Successful Bidder certifies that its employees and those of its subcontractor(s) who are former employees of the State, and who are assigned to perform services pursuant to this Contract, shall be assigned in accordance with all Ethics Requirements. During the contract term, no person who is employed by the Successful Bidder or its subcontractor(s) and who is disqualified from providing services set forth in this Contract pursuant to any Ethics Requirements may share in any net revenues of the Successful Bidder or its subcontractor(s) derived from this Contract. The Successful Bidder shall identify and provide the State with notice of those employees of the Successful Bidder and its subcontractor(s) who are former employees of the State that will be assigned to perform services pursuant to this Contract, and make sure that such employees comply with all applicable laws and prohibitions. The State may request that the Successful Bidder provide the State with whatever information the State deems appropriate about each such person's engagement, work cooperatively with the State to solicit advice from the New York State Joint Commission on Public Ethics, and, if deemed appropriate by the State, instruct any such person to seek the opinion of the New York State Joint Commission on Public Ethics. The State shall have the right to withdraw or withhold approval of any subcontractor(s) if utilizing such subcontractor(s) for any work performed hereunder would be in conflict with any of the Ethics Requirements. The State shall have the right to terminate the Contract resultant from this RFP at any time if any work performed hereunder conflicts with any of the Ethics Requirements.

### **5.19 Hiring of Commission Personnel**

At all times during the Proposal evaluation period and continuing for one year following either the award of a contract, or the rejection of all Proposals, Bidders are prohibited from officially or unofficially making any employment offer, or proposing any business arrangement whatsoever, to any Commission employee involved in the evaluation of Proposals, the contract award, or contract negotiations. A Bidder making such an offer or proposition may be disqualified from further consideration.

### **5.20 News Releases**

A news release pertaining to this RFP, or the services, evaluation, or project to which this RFP relates, may not be made without prior written Commission approval, and then only in accordance with express written instructions from the Commission. No outcome of the award under this procurement may be released without prior approval by the Commission and then only to persons designated by the Commission.

### **5.21 Advertising**

Each Bidder agrees not to use the Commission's name, logos, images, nor any data, or results arising from this procurement or contract as part of any commercial advertising without prior written approval by the Commission, and then only in consultation and cooperation with the Commission.

## 5.22 State's Reserved Authority

In addition to any authority set forth elsewhere in this RFP, the Commission reserves the authority to:

- A. Award a Contract for all, part, or none of the services requested by this RFP;
- B. Waive any informality or technical defect if, in the judgment of the Commission, the best interest of the Commission will be so served;
- C. Eliminate any non-material mandatory specification(s) that cannot be complied with by any of the prospective Bidders;
- D. Amend the RFP and direct Bidders to submit Proposal modifications accordingly;
- E. Change any of the scheduled dates stated herein;
- F. Reject any or all bids received in response to this RFP, and reissue a modified version of this RFP;
- G. Withdraw the RFP at any time, at the sole discretion of the Commission;
- H. Seek clarifications and revisions to Proposals;
- I. Use information obtained through management interviews, and the State's investigation of a Bidder's qualifications, experience, ability, or financial standing, and any material or information submitted by the Bidder in response to the request by the Commission for clarifying information in evaluation and/or selection under this RFP;
- J. Disqualify any Bidder whose conduct and/or Proposal fails to conform to the requirements of this RFP;
- K. Negotiate with the Successful Bidder within the scope of the RFP in the best interests of the State;
- L. Request Best and Final Offers;
- M. Set aside the original Successful Bidder if the Commission determines that such Bidder is non-responsive or not responsible. The Commission may then award the Contract to the Bidder with the next highest total combined score if such a Bidder is responsible and such Bidder's Proposal is responsive; and
- N. Stop the work covered by the Proposal and the Contract at any time that it is deemed the Successful Bidder is unable, unwilling, or incapable of performing the work to the Commission's satisfaction. The Commission may then arrange for the completion of the work as it deems advisable, and if the cost thereof exceeds the amount of the bid, the Successful Bidder and its surety shall be liable to the State for such cost. If the Commission stops the work as provided herein, together with the reason thereof, the Successful Bidder shall have 10 working days to respond thereto before any such stop order shall become effective.

## 5.23 Default

The Commission reserves the right to cancel the Contract and to pursue any and all legal remedies provided at law, in equity, in this RFP, or in the Contract for breach or nonperformance of a Contract or other infractions, whether or not such default results in the cancellation of the Contract executed pursuant to this RFP.

In addition to the remedy of Contract cancellation and all other remedies available to the Commission hereunder, in the Contract, at law or in equity, the Commission may in its sole discretion accept partial, incomplete or otherwise non-complying performance, and may deduct from the price to be paid under the Contract a sum which in the Commission's determination reasonably reflects the difference in value between the Contract as it was to have been performed, and as it was actually performed.

The Commission shall be entitled to collect costs incurred as the result of any breach, including court costs and reasonable attorneys' fees.

#### **5.24 Disputes Under the Contract**

In the event that any dispute arises between the parties with respect to the performance required of the Successful Bidder under the Contract, the Commission's Executive Director, or his or her designee, shall issue a written determination to the Successful Bidder. That interpretation shall be final, conclusive and not subject to review in all respects unless the Successful Bidder, within thirty (30) days of receipt of said writings, delivers a written appeal to the Executive Director or his or her duly authorized designee. The decision of the Executive Director on any such appeal shall be made within thirty (30) days and shall be final and conclusive and the Successful Bidder shall thereafter in good faith and due diligence render such performance as the Executive Director has determined is required of it. The Successful Bidder's options with respect to any such decision on appeal shall be whether 1) to accept the determination of the Executive Director as a correct and binding interpretation of the Contract, or 2) to make such claims as it may desire before the appropriate court of competent jurisdiction.

Pending a final judicial resolution of any such claim, the Successful Bidder shall proceed diligently and in good faith with the performance of the Contract as interpreted by the Executive Director, and the Commission shall compensate the Successful Bidder pursuant to the terms of the Contract.

#### **5.25 Delegation and/or Assignment**

No delegation of any duties under this Contract shall be binding upon the State until the Commission has given written consent to such delegation; nor shall assignments of rights to monies due or to become due under this Contract be permitted to any firm other than Successful Bidder, except by express written consent of the Commission.

#### **5.26 Right to Audit Successful Bidder's Operations**

The Commission reserves the right to audit the Successful Bidder's records and operations as they relate to Lottery operations. Said audits may be conducted by the Commission's own auditors, by an independent firm, or a State agency specified by the Commission. The Successful Bidder shall agree to cooperate fully with any and all audits.

#### **5.27 Indemnification**

To the extent permitted by law, the Successful Bidder shall forever defend, indemnify, and hold harmless the State of New York, the Commission, and their respective commissioners, officers, agents, directors, employees, other contractors, and sales agents, and all agents, employees, officers and directors thereof, from and against any and all claims, liabilities, losses, damages, costs, injuries, debts, or expenses (including reasonable fees, court costs, and expenses of attorneys of the Commission's choice), which may be made, incurred, suffered, or required, in whole or in part, based on, arising out of, or being related to

- A. the Successful Bidder's response to this RFP,
- B. the Successful Bidder's obligations to the State of New York or other governmental or legal authority,

- C. the Successful Bidder's contracts and subcontracts,
- D. products and services provided by the Successful Bidder under the Contract,
- E. claims that any or all of the products or services provided by the Successful Bidder under the Contract violate the Intellectual Property Rights of a third party, and/or
- F. an actual or alleged act or omission of:
  - 1. the State of New York and the Commission;
  - 2. the Successful Bidder;
  - 3. a subcontractor of Successful Bidder; or,
  - 4. any person directly or indirectly employed by or in an agency relationship with the Successful Bidder or a subcontractor, or which may arise out of or be related to the Successful Bidder's response to this RFP or its or any of its subcontractor's performance or failure to perform under any Contract.

All obligations of indemnification shall survive the termination of the Contract.

#### **5.28 Authority of the Commission**

On all questions concerning the interpretation of specifications, the acceptability and quality of material furnished and/or work performed, the classification of material, the execution of the work, the assessment of liquidated damages, and the determination of payment due or to become due, the decision of the Commission shall be final and binding.

## **PART SIX - PROVISIONS**

### **6.1 Governing Law**

The Proposal submission process, the evaluation of Proposals, the award procedure, and the Contract resulting from this RFP, shall be governed by the laws of the State of New York and shall be interpreted according to New York State law. All disputes of claims arising under this RFP or any Contract resulting from this RFP, other than as specifically set forth in this RFP, shall be brought exclusively in the appropriate court of the State of New York. By submitting a Proposal, a Bidder waives access to any other court or forum that may have concurrent jurisdiction within or outside New York State to hear or resolve any such dispute or claim.

### **6.2 Form of Contractual Agreement**

Every Bidder responding to this RFP must include in its Proposal a signed Contract in the form attached as **Appendix B**. Signing the Contract form and submitting it as part of the Technical Proposal serves as acknowledgment and agreement to the terms of the Contract if deemed the Successful Bidder under the RFP process. **Failure to comply with this submission requirement may deem the Bidder's Proposal non-responsive.**

Any exception to the Contract must be raised in a Bidder question submitted to the Commission pursuant to the Schedule and in accordance with the Question and Answer process, both set forth in **Part 1, General Information**. **The Commission does not intend, but reserves the right, to negotiate any changes in the provisions of the Contract following the receipt of Proposals.**

Following notification of award, the Successful Bidder will be expected to sign a Contract with the Commission. The final contract will be in the form incorporated into the RFP as **Appendix B** (the "Contract"), or as revised through the RFP amendment process. **Appendix A, Standard Clauses for New York State Contracts**, becomes part of all New York State contracts and is incorporated into the Contract. The Contract will become binding and effective after approval by the Commission and the New York State Office of the Attorney General and OSC.

### **6.3 Term of Contract**

The Contract shall be effective upon the approval of the Office of the New York State Controller and remain in effect for five years.

### **6.4 Severability**

If a court of competent jurisdiction determines any portion of this RFP and/or the Contract to be invalid, such portion shall be severed, and the remaining portions of the RFP and/or the Contract shall remain in effect.

### **6.5 Standard Clauses for All New York State Contracts**

**Appendix A, Standard Clauses for New York State Contracts**, dated October 2019, is attached. **Appendix A, Standard Clauses for New York State Contracts** becomes part of all New York State contracts.

### **6.6 All-Inclusive**

This is an all-inclusive Contract. Unless otherwise specified, all-inclusive shall mean that the Bidder's bid price includes, but is not necessarily limited to, all labor, material, and supplies; all administrative, reporting, or other requirements; and all overhead costs and profit. The Bidder's bid price shall also include parking fees and any other ancillary fees and costs, including permits, licenses, insurance, etc. Details of services not explicitly stated

in these specifications, but necessarily attendant, are deemed to be understood by the Bidder and included herein.

## 6.7 Compensation, Invoicing, and Payment

### A. SCOPE OF WORK

The Successful Bidder will be compensated for services provided in accordance with the Scope of Work at the monthly fixed fees set forth in the Pricing Proposal. The fixed fees will be paid upon proper invoicing in equal monthly installments.

The Successful Bidder will not be compensated for direct unbillable expenses, such as travel and other out-of-pocket expenses that are required as a regular course of business.

### B. PROJECTS

The Successful Bidder will be compensated for services provided, as described in approved WPs, at the hourly rates set forth in the Rate Card. The Successful Bidder will be responsible for providing all back-up documentation on staffing hours on a monthly basis.

The firm should include in its Rate Card the hourly rates for any consultants or other specialized personnel it anticipates may be needed to perform the services necessary in the annual plan. The rates for these services must be provided in **Attachment 3b, Rate Card**.

Payments to third parties by the Successful Bidder can only be reimbursed to the Successful Bidder for work performed in connection with the Contract and the Successful Bidder must pass through the third party's best available rate, including without limitation any discounted rates, to the Commission for work performed by third parties and with no mark-up.

The Successful Bidder will be reimbursed for travel expenses with documented receipt for work performed as approved in WPs, if the Commission deems such expenses reasonable. Applicable travel guidelines are detailed below.

### C. TRAVEL REIMBURSEMENT

The Successful Bidder will only be reimbursed for reasonable travel expenses needed in the performance of the work included in any WPs requiring such travel. Such travel expenses require prior approval from the Commission. Reimbursement will be based on proper, supported receipts and in accordance with the prevailing allowances established by the State of New York for Management/Confidential Employees. For more information please refer to the New York State Travel Manual at: <http://www.osc.state.ny.us/agencies/travel/manual.pdf>.

For current mileage reimbursement rates please visit: <https://www.gsa.gov/travel/plan-book/transportation-airfare-rates-pov-rates-etc>.

The hourly rate to be paid for the Bidder while in travel status will be 50% of the hourly rate provided in the Pricing Proposal.

Payment for services will be made upon completion of the services, in accordance with the terms of this RFP, and upon receipt by the Commission of a proper invoice. The Commission's Full-Service Lottery System Provider (currently IGT) is contractually obligated to underwrite the Lottery's product development and marketing efforts. Under this agreement, the Full-Service Lottery System Provider may be directed by the Commission to make direct payments to vendors providing product development and marketing services to the

Lottery via the Automated Clearing House (“ACH”) process. The Successful Bidder shall accept payment directly from the Commission or from the Full-Service Lottery System Provider for all services provided in accordance with this RFP.

Invoices shall be consistent with the pricing provided in the **Pricing Proposal, Attachment 3a and the Rate Card, Attachment 3b**, as defined in Section 3.3 of this RFP . Sales tax should not be included on invoices, as New York State agencies are tax exempt (a tax-exempt certificate will be provided to the Successful Bidder if required).

## **6.8 Vendor Responsibilities As Primary Vendor**

The Successful Bidder is required to assume responsibility for all contractual activities offered in the Proposal, whether or not the Successful Bidder performs such activities. Further, the Commission will consider the Successful Bidder to be the sole point of contact regarding contractual matters, including payment of any and all charges resulting from the Contract.

The Successful Bidder may have subcontractors, but the Successful Bidder shall accept full responsibility for the performance of any such subcontractor. If any part of the work is to be subcontracted, responses to this RFP shall include a list of subcontractors.

## **6.9 Approval of Staffing**

Subsequent to award of the Contract, the Commission must be notified of any personnel changes on the account at least five days prior to the departure of any given employee in the event of a resignation. In the event of a termination by the Successful Bidder, the Commission must be notified within 24 hours after the termination. The Successful Bidder’s senior management must present the Commission with a transition plan within 48 hours of the Successful Bidder’s announcement that a position will be vacated. The Successful Bidder will have 60 days to fill an open position with an individual with the same or greater qualifications than the individual who vacated the position. The Commission reserves the right to review and, if perceived necessary, disapprove any employee of the Successful Bidder who is proposed to be assigned to the Commission Contract, either at Contract inception or during the term or any extension thereof.

The Successful Bidder agrees to commit to the level and quality of staffing as specified in its Proposal, and to submit quarterly reports to the Commission specifying current staffing levels, personnel, vacancies, and plans for filling vacancies.

## **6.10 Subcontract Approval**

Any subcontractors must first be approved by the Commission, which may require the Successful Bidder to replace subcontractors who are determined to be unacceptable, either at Contract inception or during the term or any extension thereof. Subcontractors are subject to background checks of personnel and principals.

The Successful Bidder agrees not to subcontract any of its services, unless as indicated in its Proposal, without the prior written approval of the Commission. Approval shall not be unreasonably withheld upon receipt of a written request to subcontract.

The Successful Bidder may arrange for a portion(s) of its responsibilities pursuant to the Contract to be subcontracted to qualified, responsible subcontractors, subject to approval by the Commission. If the Successful Bidder determines to subcontract a portion of the services, the subcontractor(s) must be clearly identified and the nature and extent of its involvement in and/or proposed performance under the Contract must be fully explained by the Successful Bidder to the Commission. As part of this explanation, the subcontractor (and any of its subcontractors) must submit to the Commission a completed **Appendix M, Vendor Assurance of No**

**Conflict of Interest or Detrimental Effect**, as required of the Successful Bidder prior to execution of the Contract (See Section 7.11).

The Successful Bidder retains ultimate responsibility for all services performed under the Contract.

All subcontracts shall be in writing and shall contain provisions that are functionally identical to, and consistent with, the provisions of the Contract including, but not limited to, the body of the Contract, **Appendix A, Standard Clauses for NYS Contracts**, and the RFP. Unless waived in writing by the Commission, all subcontracts between the Successful Bidder and subcontractors shall expressly name the State, through the Commission, as the sole intended third-party beneficiary of such subcontract. The Commission reserves the right to review and approve or reject any subcontract, as well as any amendment to said subcontract(s). Such right shall not make the Commission or the State a party to any subcontract, or create any right, claim, or interest to the subcontractor or proposed subcontractor as against the Commission.

The Commission reserves the right, at any time during the term of the Contract, to verify that the written subcontract between the Successful Bidder and subcontractor(s) complies with all the provisions of this section and any subcontract provisions contained in this Contract.

The Successful Bidder shall give the Commission immediate notice in writing of the initiation of any legal action or suit that relates in any way to a subcontract with a subcontractor, or that may affect the performance of the Successful Bidder's duties pursuant to the Contract. Any subcontract shall not relieve the Successful Bidder in any way of any responsibility, duty and / or obligation of the Contract.

If at any time during performance under the Contract, total compensation to a subcontractor exceeds or is expected to exceed \$100,000, that subcontractor shall be required to submit and certify a **New York State Vendor Responsibility Questionnaire**, as found in **Appendix E**.

#### **6.11 Delegation and/or Assignment**

No delegation of any duties under the Contract to another entity shall be binding upon the State until the Commission has given written consent to such delegation; nor shall assignments of rights to monies due, or to become due, under this Contract be permitted to any entity other than the Successful Bidder, except by express written consent of the Commission.

#### **6.12 Vendor Code of Conduct**

The Commission is an extremely sensitive enterprise because of the nature of its business and because it is government-operated. Therefore, it is essential that its operation, and the operation of other enterprises which would be linked to it in the public mind, avoid not only impropriety but also the appearance of impropriety. Therefore, contractors and subcontractors associated with the Commission are expected to:

- A.** Offer goods and services only of the highest standards;
- B.** Use their best efforts to prevent themselves and their industry from becoming embroiled in unfavorable publicity;
- C.** Make sales presentations in a responsible manner, and when it is necessary to point out the superiority of their goods or services over those of their competitors, to do so in such a manner as to avoid unfavorable publicity for the industry;
- D.** Avoid promotional activities that could be interpreted as improper and result in embarrassment to the industry;

- E. Report security problems, or potential security problems, promptly to the Commission; and
- F. Not offer or give any gift, gratuity, favor, entertainment, loan, or any other thing of material monetary value to any Commission employee, or to any individual influencing the outcome of this project.

### **6.13 Licensed Intellectual Property**

To the extent that the Bidder utilizes or relies upon the intellectual property rights of a third-party in fulfilling its obligations under the Contract, the Bidder will provide the Commission with whatever assurance the Commission deems necessary that the use of such third-party intellectual property is permissible. In addition, in the event of a failure to perform or a breach of Contract, the Bidder must ensure continued right of use of licensed intellectual property by the Commission. The Commission will not pay a fee for rights already held by the Bidder; however, if fees are incurred for the licensing of intellectual property owned by any third-party relevant to the fulfillment of the services under this RFP, any fees to be paid by the Commission for use of a third-party's intellectual property will be negotiated on a case by case basis, and require the Commission's approval before payment. The Bidder, as part of its Proposal, must provide a list of any third-party's intellectual property relevant to this procurement that the Bidder is currently licensed to use.

### **6.14 Commission Security Requirements**

The Successful Bidder, including its employees, officers, agents, and subcontractors, shall be required to comply with all present and future security policies of the Commission. In addition, the Successful Bidder, its subcontractors, project managers, their employees, officers and agents, and any and all persons involved in projects and work assignments under this Contract will be required, prior to access to any Commission site, to be given a security clearance by the Commission. Anyone seeking access to a Commission site must provide their name, address, date of birth, company affiliation, and a company point of contact for employment verification, at least one week prior to any site visit. Once preliminary access approval is granted by the Commission, all visitors to a site must provide two forms of valid identification, including one photo ID and written authorization that they are acting on behalf of a designated employer and/or contractor. Only after site authorization is confirmed, will the Commission approve access to the Commission site.

#### **A. PHYSICAL SECURITY DURING THE DELIVERY OF CONTRACTED SERVICES**

1. The Successful Bidder shall be solely responsible for the safety and security of the project sites, facilities, and components under the Contract, with the exception that the Successful Bidder is not responsible for overall building security at locations under the control and management of Commission, State, local or federal agencies. The Successful Bidder remains responsible, however, for security of project components or equipment within such buildings (e.g., secure equipment enclosures within the space provided by such agencies). The Successful Bidder shall be responsible for, and shall correct its failure or theft of, any components or portion of the project due to the Successful Bidder's inadequate physical and / or information security at its cost and expense.
2. The physical security and the information security of project data shall be provided at a level commensurate with that normally established for a similar system in today's heightened security environment. All components of site security shall be of suitable strength and design and shall reasonably withstand attempts to gain unauthorized access.

#### **B. ACCESS BY PERSONNEL**

1. The Successful Bidder, its officers, agents, subcontractors, and their employees and independent contractors, shall be required to comply with all applicable facility and information security policies and procedures of the Commission and the State in performing the scope of work under

this RFP. Such policies and procedures shall be communicated to the Successful Bidder as a condition precedent to the Successful Bidder's obligations under this paragraph.

2. The Successful Bidder warrants that individuals performing work under this RFP are legally eligible to work in the United States and that such eligibility shall be maintained during the engagement while the individual is accessing any Commission site, information systems, or data contained therein. In addition, prior to accessing any Commission site, project information systems, or data contained therein, the Successful Bidder, and its officers, agents, sub-contractors, and their collective employees and independent contractors performing work under this RFP, shall be required to:
  - a. obtain security clearance from the Commission, which may include, at the Commission's discretion, a criminal history and/or background investigation of individuals proposed to perform work under the Contract. Individuals assigned to the project by or through the Successful Bidder shall be required to submit identifying information to the Commission.
  - b. obtain from the Commission and prominently display on their person, Commission-issued identification cards while physically present at any Commission site.
3. When an emergency or other circumstance occurs that renders immediate compliance with the foregoing requirements impractical, the Commission may, in its sole judgment, defer an individual's compliance with the foregoing requirements and grant temporary access. Such deferment shall not be construed as a waiver of the Commission's right to subsequently require security clearance as to any individual previously granted such temporary access; provided however, that even in such circumstances, the Commission approves such individual's access prior to such individual accessing a site, system, or data, and the Commission may accompany such individual when on-site.
4. The Commission reserves the right, in its sole discretion, and without liability to the Successful Bidder's officers, agents, subcontractors, and their collective employees and independent contractors assigned to work under the Contract, to accompany any such approved individual when on-site, and to withhold approval of and refuse to permit access prior to such an individual accessing a site, project information systems, or data. The Commission also reserves the right, in its sole discretion, and without liability to the Successful Bidder's officers, agents, subcontractors, and their collective employees and independent contractors assigned to work under the Contract, to withhold approval of and refuse to permit access to Commission facilities, information systems or data contained therein, to any individual proposed by or through the Successful Bidder (a) who refuses to comply with the security procedures outlined in this section, or (b) where the Commission determines that the individual(s) may present a risk to the Commission's security interests. The Commission shall not be liable for payments or damages of any kind if the Successful Bidder is delayed or unable to perform under the Contract resulting from the Commission's denial of access to any individual(s) pursuant to this section.

### **6.15 Ownership of Materials**

Ownership of all data, documentary material, and reports originated and prepared exclusively for the Commission pursuant to any Contract resulting from this RFP shall belong to the Commission.

The Successful Bidder agrees that, except where noted, all materials, documents, products, reports, data and other information, whether finished, unfinished, or draft developed, gathered, or compiled pursuant to the Contract by the Successful Bidder, are the sole property of the Commission and they shall not be used or destroyed by the Successful Bidder or any other person without express written permission of the Commission.

## 6.16 Net Neutrality Principles

Pursuant to New York State Executive Order 175, Internet Service Providers (“ISPs”) contracting with an Affected State Agency must adhere to net neutrality principles and ensure that internet services provided to the Commission include net neutrality protections. Specifically, ISPs may not block lawful content, applications, services, non-harmful devices, or applications that compete with other services provided by the ISP. By submission of a Proposal, the Bidder agrees to comply with these provisions.

## 6.17 Technology Provisions

In addition to the provisions below, the Successful Bidder shall be compliant with all New York State security policies and standards, which are located here: <https://its.ny.gov/eiso/policies/security>.

The Successful Bidder shall be compliant with all ITS Policies, which are located here: <https://its.ny.gov/tables/technologypolicyindex>.

### A. PERMITTED LICENSE TRANSFERS

Should the Commission’s business operations be altered, expanded, or diminished, licenses granted hereunder may be transferred or combined for use at an alternative or consolidated site not originally specified in the license, including transfers between agencies, as applicable (“permitted license transfers”). The Commission may make such permitted license transfers, without the need to secure the approval of the Successful Bidder but shall give 30 days’ written notice of the transfer to the Successful Bidder, prior to such transfer. There shall be no additional license or other transfer fees due the Successful Bidder.

### B. NO HARD STOP / PASSIVE LICENSE MONITORING

The Successful Bidder hereby warrants and represents that the licensed product and all upgrades do not and will not contain any computer code that would disable or impair, in any way, its operation based on the elapsing of a period of time, exceeding an authorized number of copies, advancement to a particular date or other numeral, or other similar self-destruct mechanisms (sometimes referred to as “time bombs”, “time locks”, or “drop dead” devices), or that would permit the Successful Bidder to access the licensed product to cause such disablement or impairment (sometimes referred to as a “trap door” device). The Successful Bidder agrees that in the event of a breach, or alleged breach of this provision, the Commission shall pursue all available remedies and damages at law, including monetary damages, temporary restraining orders, injunctions, or other forms of equitable relief against the continuance of such breach, in addition to any and all remedies to which the Commission shall be entitled.

### C. SOURCE CODE FOR LICENSED PRODUCT

If source code is offered by either the Successful Bidder or the manufacturer or developer of the licensed product to any other commercial customers, the Successful Bidder shall: provide the Commission with the source code for the licensed product before, or simultaneously with, the release of the licensed product. Source code, as well as any corrections or enhancements to such source code, shall be updated for each new release of the licensed product.

### D. OWNERSHIP OF AND TITLE TO CONTRACT DELIVERABLES

The Successful Bidder acknowledges that it is seeking to be commissioned by the Commission to perform the services detailed in this RFP, which may include the development of intellectual property by the Successful Bidder, its subcontractors, partners, employees, or agents for the Commission (“Custom Products”). Unless otherwise specified in writing in this RFP, if awarded the Contract, and upon the creation of such Custom Products, the Successful Bidder conveys, assigns, and transfers to the Commission the sole and exclusive rights, title, and interest in the Custom Products, whether

preliminary, final, or otherwise, including all trademarks and copyrights. The Successful Bidder agrees to take all necessary and appropriate steps to ensure that the Custom Products are protected against unauthorized copying, reproduction, and marketing by or through the Successful Bidder, its agents, employees, or subcontractors. Nothing herein shall preclude the Successful Bidder from otherwise using the related or underlying general knowledge, skills, ideas, concepts, techniques, and experience developed in performing services under the Contract in the course of the Successful Bidder's business. The Commission may, by providing written notice thereof to the Successful Bidder, elect in the alternative to take a non-exclusive perpetual license to Custom Products in lieu of taking exclusive ownership and title to such Products. In such case, the Commission shall be granted a non-exclusive perpetual license to use, execute, reproduce, display, perform, adapt, and distribute Custom Products as necessary to fully effect its general business purpose(s) as stated in the RFP and corresponding Contract.

#### **E. OWNERSHIP OF AND TITLE TO EXISTING SOFTWARE**

Title and ownership to existing software delivered by the Successful Bidder under the Contract, which software is normally distributed commercially by the Successful Bidder or a third-party proprietary owner, whether or not embedded in, delivered, or operating in conjunction with hardware or Custom Products, shall remain with the Successful Bidder or the third-party. Effective upon acceptance by the Commission, such existing software shall be licensed to the Commission and shall, at a minimum, grant the Commission a non-exclusive, perpetual license to use, execute, reproduce, display, perform, adapt (unless the Successful Bidder advises the Commission as part of its Proposal that adaptation will violate existing agreements or statutes and demonstrates such to the Commission's satisfaction), and distribute existing software to the Commission up to the license capacity stated in the Contract with all license rights necessary to fully effectuate the general business purposes stated in the RFP. With regard to third-party software, the Successful Bidder shall be responsible for obtaining these rights at its sole cost and expense.

#### **F. FEDERAL OR STATE REQUIREMENTS**

The Successful Bidder shall comply with applicable federal and New York State (state) law and regulations regarding dissemination of personal, private and sensitive data. In the event that it becomes necessary for the Successful Bidder to receive "Confidential Information" as defined within section 18.8 of the Contract, which federal or state law prohibits from disclosure, the Successful Bidder hereby agrees to return or destroy all such Confidential Information that has been received from the Commission when the purpose that necessitated its receipt by the Successful Bidder has been completed. In addition, the Successful Bidder agrees not to retain any Confidential Information which federal or state law prohibits from disclosure after termination of the Contract. Notwithstanding the foregoing, if the return or destruction of the Confidential Information is not feasible, the Successful Bidder agrees to extend the protections of the Contract for as long as necessary to protect the Confidential Information and to limit any further use or disclosure of that Confidential Information. If the Successful Bidder, with agreement from the Commission, elects to destroy Confidential Information, it shall use reasonable efforts to achieve the same and notify the Commission accordingly. The Successful Bidder agrees that it shall use all appropriate safeguards to prevent any unauthorized use or unauthorized disclosure of Confidential Information, which federal or state law prohibits from disclosure.

The Successful Bidder agrees that it shall immediately report to the Commission the discovery of any unauthorized use or unauthorized disclosure of such Confidential Information of any Commission information. The Commission may terminate the Contract if it determines that the Successful Bidder has violated a material term of this Part. The terms of this Part shall apply equally to the Successful Bidder, its agents and subcontractors, if any. The Successful Bidder agrees that all subcontractors, if any, and agents shall be made aware of and shall agree to comply with the requirements of this Part.

## **G. OFFSHORE RESTRICTIONS**

Confidential Information accessed by or provided to the Successful Bidder during the course of performing services for the Commission shall not be stored or accessed outside of the continental United States.

## **H. ACCESS TO REGULATED DATA**

Access to and use of sensitive and Confidential Information is limited to authorized government employees and legally designated agents, for authorized purposes only. To the extent that the Successful Bidder, its employees, agents, or subcontractors have access to Commission data, including, but not limited to, federal- and state-regulated data, pursuant to their responsibilities under the Contract, the Successful Bidder agrees that it will abide by, and will require in writing that its employees, agents, or subcontractors shall similarly abide by, any such requirements, including the execution of any documents certifying their compliance with such requirements.

## **I. GENERAL SECURITY PROVISIONS**

1. The Successful Bidder shall comply fully with all requirements of applicable information security standards, policies and procedures of New York State, including, but not limited to the following standards, policies and procedures that have been adopted by the ITS:

- Acceptable Use of Information Technology Resources Policy
- Information Security Policy
- Security Logging Standard
- Information Security Risk Management Standard
- Information Security Controls Standard
- Sanitization / Secure Disposal Standard
- Mobile Device Security Standard
- Remote Access Standard
- Secure System Development Life Cycle Standard
- Secure Configuration Standard
- Secure Coding Standard

ITS information security standards, policies, and procedures may be found at <https://its.ny.gov/eiso/policies/security>. The Successful Bidder warrants that its employees, agents and subcontractors are properly informed and trained regarding generally accepted information security practices and ITS information security standards, policies, and procedures.

2. The Successful Bidder shall comply fully with all Commission fingerprinting and background check requirements, which are communicated to the Successful Bidder by the Commission during the performance of the Contract.
3. The Successful Bidder shall also comply fully with all requirements of this Contract pertaining to security requirements specific to the services the Successful Bidder is providing to the Commission through the Contract. If any software application or vulnerability security scanning undertaken hereunder reveals vulnerabilities or any other security risks attendant to the provided solution, the Successful Bidder is responsible for ensuring those vulnerabilities and risks are promptly remediated to the Commission's reasonable

satisfaction. In addition to the specific security provisions required herein, the Successful Bidder shall also use commercially reasonable best efforts to address and remediate any vulnerabilities associated with the types of configuration services it is providing under the Contract.

4. Encryption. The Successful Bidder shall use industry standard information security measures, including standard encryption protocols in compliance with the ITS Encryption Standard, NYS-S14-007 (which may be found at <https://www.its.ny.gov/document/encryption-standard>) to protect and guard the availability and security of all Commission data maintained by the Successful Bidder. If the requirements set forth in the RFP and/or the Contract are not the same as the ITS policies cited herein, the more restrictive policy shall apply. The Successful Bidder shall be strictly prohibited from using Commission data in any fashion other than that defined herein or authorized in writing by the Commission. All Commission data maintained by the Successful Bidder shall be encrypted including, but not limited to, data in transit and data at rest.

## **J. DATA OWNERSHIP, MIGRATION, ACCESSIBILITY, LOCATION, TRANSPORT, PROTECTION AND DESTRUCTION**

### **1. Data Ownership**

All Commission data is owned exclusively by the Commission and shall remain the property of the Commission. The Successful Bidder is permitted to use data solely for the purposes set forth in the RFP and the Contract, and for no other purpose. At no time shall the Successful Bidder access, use, or disclose any Confidential Information (including personal, financial, health, or criminal history record information or other sensitive criminal justice information) for any other purpose. The Successful Bidder is strictly prohibited from releasing or using data or information for any purposes other than those purposes specifically authorized by the Commission. The Successful Bidder agrees that Commission data shall not be distributed, used, repurposed, transmitted, exchanged or shared across other applications, environments, or business units of the Successful Bidder or otherwise passed to other contractors, agents, subcontractors or any other interested parties, except as expressly and specifically agreed to in writing by the Commission.

### **2. Migration**

The Successful Bidder's services shall ensure easy migration of the Commission's data including its Confidential Information under this Contract by providing its solution in a manner designed to do so. This may include the Successful Bidder keeping Commission data separate from processes of the software itself and maintaining that information in a format that allows the Commission to easily transfer it to an alternative application platform. The Successful Bidder shall make its APIs available to the Commission.

### **3. Data Access and Location**

The Successful Bidder shall ensure that all Commission data related to this RFP and Contract is stored in a controlled access environment to ensure data security and integrity. All access to Commission data, physical or virtual, shall be conducted within the Continental United States ("CONUS") and have adequate security systems in place to protect against the unauthorized access to the facilities and data stored therein. The Successful Bidder shall not send, or permit to be sent, to any location outside of the CONUS, any Commission data related to this RFP and Contract. The Successful Bidder shall provide the Commission a list of the physical locations where the data is stored at any given time and shall update that list if the physical location changes. Access into and within the facilities shall be restricted through an access control system that requires positive identification as well as maintains a log of all accesses (e.g., date and time of the event, type of event, user identity, component

of the information system, outcome of the event). The Successful Bidder shall have a formal procedure in place for granting computer system access to the data and to track access. Access for projects outside of those approved by the Commission is prohibited.

#### **4. Physical Data Transport**

The Successful Bidder shall use, if applicable, reputable means to physically transport Commission data. Deliveries shall be made either via hand delivery by an employee of the Successful Bidder or by restricted delivery via courier (e.g., FedEx, United Parcel Service, United States Postal Service) with shipment tracking and receipt confirmation. This requirement applies to transport between the Successful Bidder's offices, to and from subcontractors, and to the Commission.

#### **5. Data Protection and Transmission**

The Successful Bidder shall use appropriate means to preserve and protect Commission data. This includes, but is not limited to, use of stable storage media, regular data backups and archiving, password protection of volumes, and data encryption. The Successful Bidder shall, in accordance with applicable law and the instructions of the Commission, maintain such data for the time period required by applicable law, exercise due care for the protection of data, and maintain appropriate data integrity safeguards against the deletion or alteration of such data. In the event that any data is lost or destroyed because of any act or omission of the Successful Bidder or any non-compliance with the obligations of this Contract, the Successful Bidder shall, at its own expense, use its best efforts in accordance with industry standards to reconstruct such data as soon as feasible. In such event, the Successful Bidder shall reimburse the Commission for any costs incurred by the Commission in correcting, recreating, restoring or reprocessing such data, or in providing assistance therewith.

The Successful Bidder agrees that any and all Commission data shall be stored, processed and maintained solely on designated target devices, and that no Commission data at any time will be processed on or transferred to any portable computing device or any portable storage medium, unless that device or storage medium is a necessary and Commission-approved component of the authorized business processes covered in the Contract and or any addendum thereof, or the Successful Bidder's designated backup and recovery processes, and is encrypted in accordance with federal and state law and ITS requirements, to include requirements for data defined as confidential, financial information, personal private and sensitive information (PPSI) and personally identifying information (PII) by federal and state law. The Successful Bidder shall encrypt data at rest, on file storage, database storage, or on back-up media, and in transit in accordance with federal and state law and ITS requirements. The solution shall provide the ability to encrypt data in motion and at rest in compliance with federal or state law. The Successful Bidder shall use secure means (HTTPS) for all electronic transmission or exchange of systems, user, and application data with the Commission.

#### **6. Data Return and Destruction**

At the expiration or termination of the Contract, at the Commission's option, the Successful Bidder shall provide the Commission with a copy of the Commission data, including metadata and attachments, in a mutually agreed-upon, commercially standard format and give the Commission continued access to Commission data for no less than ninety (90) days beyond the expiration or termination of the Contract. Thereafter, except for data required to be maintained by law or the Contract, the Successful Bidder shall destroy Commission data from its systems and wipe all its data storage devices to eliminate any and all Commission data

from the Successful Bidder's systems. The sanitization process shall be in compliance with ITS Security Policy NYS-S13-003 (See <https://www.its.ny.gov/document/sanitizationsecure-disposal-standard>) as updated or superseded at the time the sanitization process is implemented, and, where required, Criminal Justice Information Systems (CJIS) sanitization and disposal standards. If immediate purging of all data storage components is not possible, the Successful Bidder shall certify that any data remaining in any storage component will be safeguarded to prevent unauthorized disclosures. The Successful Bidder shall then certify to the Commission, in writing, that it has complied with the provisions of this paragraph. The Commission may withhold payment to the Successful Bidder if Commission data is not released to the Commission in accordance with the preceding sections.

## **K. INFORMATION SECURITY BREACH AND NOTIFICATION ACT ("ISBNA")**

The Successful Bidder shall comply with the provisions of the New York State Information Security Breach and Notification Act ("ISBNA") as found in General Business Law section 899-aa and State Technology Law section 208.

### **1. Breach of the Security of the System**

Unless otherwise provided by applicable law, in the event of a "Breach of the Security of the System" as defined in the ISBNA, the Successful Bidder shall take the following actions:

- a. Notify the Commission's Information Security Officer ("ISO") or Lottery Operations Director and the Lottery Operations Director by telephone as soon as possible, but in no event more than two (2) hours after the time the Successful Bidder has knowledge or suspicion of a Breach of the Security of the System;
- b. Consult with and receive authorization from the Commission as to the content of any notice to affected parties prior to notifying any affected parties to whom notice of the Data Breach is required;
- c. Coordinate all communication regarding the Breach of the Security of the System with the Commission's ISO, other applicable New York State regulatory bodies as requested by the Commission's ISO, and the Successful Bidder;
- d. Cooperate with the Commission attempting (a) to determine the scope and cause of the breach; and (b) to prevent the future recurrence of such security breaches; and
- e. Take corrective action in the timeframe required by the Commission. If the Successful Bidder is unable complete the corrective action within the required timeframe, in addition to any other remedies available, the Commission may contract with a third party to provide the required services until corrective actions and services resume in a manner acceptable to the Commission, or until the Commission has completed a new procurement for a replacement service system. The Successful Bidder shall be responsible for the cost of these services during this period. Nothing herein shall in any way (a) impair the authority of the New York State Office of the Attorney General to bring an action against the Successful Bidder to enforce the provisions of the ISBNA or (b) limit the Successful Bidder's liability for any violations of the ISBNA or any other applicable statutes, rules, or regulations.

## **L. SECURE DEVELOPMENT, CONFIGURATION AND LIFE CYCLE**

1. The Successful Bidder shall agree to maximize the security of any software development throughout the term of the Contract according to general industry standards, including, but not limited to, the requirements set forth herein. These provisions apply to the base system as well as any customizations to the product under the Contract. The Successful Bidder warrants, covenants and represents that it shall comply fully with the applicable New York State policies,

standards, and guidelines during the term of the Contract including, but not limited to, the following ITS Standards:

- a. Secure System Development Life Cycle - NYS-S13-001 ([https://its.ny.gov/sites/default/files/documents/nys-s13-001\\_secure\\_system\\_development\\_life\\_cycle\\_1.pdf](https://its.ny.gov/sites/default/files/documents/nys-s13-001_secure_system_development_life_cycle_1.pdf));
- b. Secure Coding - NYS-S13-002 ([https://its.ny.gov/sites/default/files/documents/nys-s13-002\\_secure\\_coding\\_1.pdf](https://its.ny.gov/sites/default/files/documents/nys-s13-002_secure_coding_1.pdf)); and
- c. Secure Configuration - NYS-S14-008 ([https://its.ny.gov/sites/default/files/documents/nys-s14-08\\_secure\\_configuration\\_3.pdf](https://its.ny.gov/sites/default/files/documents/nys-s14-08_secure_configuration_3.pdf)).

The Successful Bidder shall comply with successor policies, standards and guidelines that are adopted by ITS in the future.

2. The Successful Bidder shall take all actions reasonably necessary to prevent the disclosure of information regarding information security vulnerabilities to limit the likelihood that such vulnerabilities may be exposed and exploited.
3. Consistent with the provisions of the Contract, the Successful Bidder shall use the highest applicable industry standards for sound and secure software development practices to resolve all security issues as quickly as possible. The “highest applicable industry standards” shall be defined as the degree of care, skill, efficiency, and diligence that a prudent person possessing technical expertise in the subject area and acting in a like capacity would exercise in similar circumstances.

#### **4. Security Review**

- a. Independent Review. Before releasing any major software upgrade to the Commission, the Successful Bidder shall have the software reviewed for vulnerabilities and security flaws by an independent third party at the Successful Bidder’s expense. The scope of this review shall include assessing the software for security flaws from the perspective of the deployed application / architecture. The scope does not include code review, but rather is focused on the deployed application instance. The Commission reserves the right to perform its own independent application security review, in cooperation with ITS, in addition to the Successful Bidder’s review.
- b. Review Coverage. The security review shall cover all aspects of the software delivered, including third-party modules, units, integration points, components, and libraries. The review coverage shall include all aspects of the application layer that are externally facing, or part of the service infrastructure will be assessed.
- c. Vulnerability Scanning and Penetration Testing. The Successful Bidder agrees that, before any software is released to the Commission, the Successful Bidder shall perform application vulnerability scanning and penetration testing. The Successful Bidder shall provide to the Commission written documentation of the results of any scans and tests along with a mitigation plan. The Successful Bidder agrees that vulnerabilities identified by the vulnerability scanning and penetration testing shall be mitigated within a reasonable period of time to avoid any risk to the Commission.
- d. Scope of Review. At a minimum, the security review shall cover the most common software vulnerabilities. The review shall include a combination of vulnerability scanning, penetration testing, and static analysis of the source code.
- e. Issues Discovered. Overall application security ratings with aggregate number of flaws found as a result of the security review shall be reported to both the Commission and the Successful Bidder. Potential vulnerabilities or flaws that are discovered will be documented with a best effort at outlining required remediation in each area.

## **5. Security Issue Management**

- a. Identification. The Successful Bidder shall track all security issues uncovered during the security review and the entire development life cycle, including, but not limited to, requirements, design, implementation, testing, deployment, or operational issues. The risk associated with each security issue will be evaluated and documented. Security issues in the deployment of the application will be documented. These include vulnerabilities both in the software and architecture that is assessed.
- b. Investigation and Resolution of Security Issues. If security issues are discovered or reasonably suspected, the Successful Bidder shall perform an investigation to determine the nature of the issue. The issue shall be considered "novel" if it is not covered by the security requirements and is outside the reasonable scope of security testing. If novel, the Successful Bidder and the Commission agree to scope the effort required to resolve the novel security issue, and to negotiate in good faith to achieve an agreement to perform the required work to address it. If not novel, the Successful Bidder shall use all commercially reasonable efforts consistent with sound software development practices, taking into account the severity of the risk, to resolve all security issues not considered novel, as quickly as possible.
- c. Remediation. Security issues that are identified before software is released to the Commission shall be resolved by the Successful Bidder before releasing the software. Security issues discovered after release shall be handled per the terms of the Contract. Steps and/or guidance on how to remediate will be outlined in the report provided to the Commission by the independent reviewer.

## **6. Assurance Certification**

With execution of the Contract, the Successful Bidder shall provide to the Commission a copy of the Successful Bidder's secure coding best practices policy. Upon delivery of software to the Commission, the Successful Bidder shall certify to the Commission in writing that the Successful Bidder complied with the policy in the performance of its obligations under the Contract as well as certify that all security activities have been performed, and all identified security issues have been documented and resolved. Any exceptions to the certification status shall be fully documented with the delivery.

## **M. VULNERABILITY MANAGEMENT**

1. All Successful Bidder systems shall be scanned for vulnerabilities before being installed in production and periodically thereafter.
2. All systems shall be subject to periodic penetration testing.
3. Penetration tests are required periodically for all critical environments/systems.
4. Requirements for scanning/testing for vulnerabilities and mitigation/remediation shall be included in the Successful Bidder's third-party agreements and subcontracts.
5. The output of the scans/penetration tests will be reviewed in a timely manner by the Commission. Copies of the scan report/penetration test report shall be shared with the Commission's Lottery Operations Director and ISO-designated security representative for evaluation of risk.
6. Appropriate action, such as patching or updating the systems, shall be taken to address discovered vulnerabilities. For any discovered vulnerability, a plan of action and milestones shall

be created, and updated accordingly, to document the planned remedial actions to mitigate vulnerabilities.

7. Any vulnerability scanning/penetration testing shall be conducted by individuals who are authorized by the Commission's ISO-designated security representative. The Commission's ISO shall be notified in advance of any such tests. Any other attempts to perform such vulnerability scanning/penetration testing will be deemed an unauthorized access attempt.
8. Anyone authorized to perform vulnerability scanning/penetration testing shall have a formal process defined, tested and followed at all times to minimize the possibility of disruption.

### **6.18 Transmission of Wagering Information**

The Successful Bidder shall abide by all federal and state laws pertaining to the transmission of wagering information.

### **6.19 Force Majeure**

A Force Majeure occurrence is an event or effect that cannot be reasonably anticipated or controlled and occurs without the fault or negligence of the non-performing party and is beyond its control. As herein used, "Force Majeure" includes, but is not limited to, the enactment, imposition or modification of any law which occurs, takes effect or is applied after the effective date of the Contract and which prohibits or materially impedes the performance of the obligations of the parties hereunder, whether caused by new or pre-existing conditions including, but not limited to, riot, sabotage, boycott, embargo, or civil or military disturbances; interruption of or delay in transportation; national emergency; acts of terrorism; inability to procure material; failure of electricity or other utilities; restrictive laws, regulations or orders, or any act or failure to act, of any federal, state or local government or governmental agency or authority; confiscation or seizure by any governmental authority; condemnations by any governmental authority; riots or insurrection; wars or war-like actions; earthquakes, flood, storms, wash-outs, fire, lightning or other severe inclement weather, or other acts of god; explosions or other accidents; nuclear reaction or radiation; epidemic, pandemic, or other public health crisis or emergency, whether national or local; interruption or loss of internet, computer, telephone, broadcast or other communications or service; strikes, lockouts or other labor stop, opt-outs, or disruption; or other similar causes.

Except as otherwise provided in the Contract, neither the Successful Bidder nor the Commission shall be liable to the other for any delay in, or failure of performance of, any covenant contained herein, nor shall any such delay or failure of performance constitute default hereunder, to the extent that such delay or failure is caused by a Force Majeure occurrence. The existence of such causes of delay or failure shall extend the schedule for performance to such extent as may be necessary to complete performance in the exercise of reasonable diligence after the causes of delay or failure have been removed, if approval for such extension is given by the Commission.

Any such delay in or failure of performance shall not in and of itself give rise to any liability for damages; however, the Commission may elect to terminate the Contract for cause should its continuing operations, in its sole judgment, be materially threatened or harmed by reason of extended delay or failure of performance.

During a period of non-performance due to a Force Majeure occurrence, payments from the Commission to the Successful Bidder will be suspended.

### **6.20 Security Program Under the Contract**

Prior to operations under the Contract, the Successful Bidder shall establish a security program for the lottery systems and data managed by the Successful Bidder, subject to the written approval of the Commission. This program shall be updated, reviewed, and approved annually by the Commission before implementation.

### Vendor Personal Background

The Commission may initiate investigations into the backgrounds of any officers, principals, investors, owners, subcontractors, employees, or any other associates of such Successful Bidder as the Commission deems appropriate during the term of the Contract. Background investigations may include fingerprint identification by the DCJS, the FBI, or other domestic or foreign law enforcement agencies. The Commission reserves the right to require the removal of any and all employees of such Successful Bidder from any responsibility in the performance of services as provided for under this RFP, based upon the results of background checks, or if the Commission finds that any such employee is not performing in the best interest of the Commission.

Upon award and during the term of the Contract, the Successful Bidder shall comply with the following security requirements by providing to the Commission's Director of Lottery Security:

- A. A list of the names, addresses, dates of birth and Social Security numbers (or comparable number for foreign nationals) of all employees on the AMT and employees managing systems or data that house personally identifiable information as part of the Contract.
- B. Authorizations signed by the employees and subcontractors to allow law enforcement agencies to release relevant background information. This may be extended to include officers, investors, owners, and associates.
- C. Immediate notification in writing of all hires, terminations, and resignations of employees and staff assigned to this Contract.
- D. Assurance to the Commission that, as changes are made throughout the Contract term and any extension thereof for the aforementioned personnel, any changes in the information required in A through C, herein, and authorization shall be reported to the Commission within one (1) month of the relevant change(s).

### **6.21 Title to, Use of, and Compensation for Intellectual Property**

To the extent that the Successful Bidder utilizes or relies upon the intellectual property rights of a third party in fulfilling its obligations under the Contract, the Successful Bidder will provide the Commission with whatever assurance the Commission deems necessary that the use of such third-party intellectual property rights is permissible. In addition, in the event of a failure to perform or a breach of the Contract the Successful Bidder shall ensure continued right of use of licensed intellectual property by the Commission.

Intellectual property fees for third-party products, logos, trademarks, brands, or labels that the Successful Bidder deploys under the Contract shall be applied as described in Section 6.7 of the RFP. The Successful Bidder may not separately charge the Commission an intellectual property fee for any items owned by the Successful Bidder.

### **6.22 Ticket Purchase and Prize Payment Restrictions**

Restrictions apply to the purchase of tickets and payment of prizes regarding the Successful Bidder, and to individuals related to the directors, officers, or employees of the Successful Bidder or of the Successful Bidder's significant subcontractors. No Successful Bidder or such individuals, or relative living in the same household as these individuals, shall purchase a Lottery ticket or be paid a prize in any Lottery game or multi-jurisdictional game the Lottery participates in if (1) they conduct duties directly pursuant to the Contract; or (2) they have access to the Commission's data. The Successful Bidder shall ensure that this requirement is made known to each affected individual and must define how the Successful Bidder will comply with this requirement.

### **6.23 Compliance With Association Standards**

All services, products, systems, and procedures to be employed by the Successful Bidder shall comply with the game security and operational standards current at the time of Contract performance as issued by any multi-jurisdictional association with which the Commission is, or may become, affiliated.

## **PART SEVEN – RFP REQUIREMENTS AND CERTIFICATIONS**

### **7.1 Procurement Lobbying Restrictions**

As required by the New York State Procurement Lobbying Law (New York State's State Finance Law sections 139-j and 139-k), this RFP includes and imposes certain restrictions on communications between the Commission and a Bidder during the procurement process. From the earliest solicitation of offers through final award and approval of the resulting Contract by the Commission and OSC ("restricted period") a Bidder is restricted from making contact with Commission employees, other than designated staff members, unless the contact is permitted by the statutory exceptions set forth in New York State's State Finance Law Section 139-j (3)(a). Designated staff members are identified on page 2 of this RFP.

Commission employees are permitted to communicate with Bidders concerning this RFP only under circumstances described in the New York State Procurement Lobbying Law. Any Bidder causing or attempting to cause a violation or circumvention of those requirements may be disqualified from further consideration for selection.

Commission employees are required to obtain certain information when contacted by a Bidder during the "restricted period" and to determine the responsibility of the Bidder pursuant to sections 139-j and 139-k of the State Finance Law. A violation can result in a determination of non-responsibility, which can result in disqualification for a contract award. In the event of two determinations within a four-year period, a Bidder will be debarred for a period of four years from obtaining a governmental procurement contract award. Further information about these requirements can be found at: <http://www.ogs.ny.gov/acpl>.

The Commission reserves the right, in its sole discretion, to terminate the Contract in the event that the Commission determines that the certification filed by the Successful Bidder in accordance with State Finance Law section 139-k was intentionally false or intentionally incomplete. Upon such determination, the Commission may exercise its termination right by providing written notification to the Bidder in accordance with the written notification terms of the Contract.

**The BIDDER / OFFERER DISCLOSURE / CERTIFICATION FORM, Appendix C, must be completed and submitted with the Bidder's response.**

### **7.2 Non-Collusive Bidding Requirement**

In accordance with section 139-d of the State Finance Law, if the Contract is awarded based upon the submission of bids, the Bidder must warrant, under penalty of perjury, that its Proposal was arrived at independently and without collusion aimed at restricting competition. Each Bidder must further warrant that, at the time the Bidder submitted its Proposal, an authorized and responsible person executed and delivered to the Commission a Non-Collusive Bidding Certification on Bidder's behalf.

**The Non-Collusive Bidding Certification form, Appendix D, must be completed and submitted with the Proposal.**

### **7.3 New York State Vendor Responsibility Questionnaire**

Bidder agrees to fully and accurately complete the NYS Vendor Responsibility Questionnaire (hereinafter the "Questionnaire"), which is available online at: <https://www.osc.state.ny.us/vendrep/>.

Contractors are encouraged to complete the online form, as it will expedite Contract approval, if awarded. If a Bidder does not have an online Questionnaire that is current and certified, the Bidder must complete the hardcopy **New York State Vendor Responsibility Questionnaire, Appendix E**. The Bidder acknowledges

that the State's execution of the Contract will be contingent upon the Commission's determination that the Successful Bidder is responsible, and that the Commission will be relying upon the Successful Bidder's responses to the Questionnaire in making that determination. The Bidder agrees that if it is determined by the Commission that the Successful Bidder's responses to the Questionnaire were intentionally false or intentionally incomplete, on such determination, the Commission may terminate the Contract by providing 10 days written notification to the Successful Bidder. In no case shall such termination of the Contract by the Commission be deemed a breach thereof, nor shall the Commission be liable for any damages for lost profits or otherwise, which may be sustained by the Successful Bidder as a result of such termination.

**Unless the New York State Vendor Responsibility Questionnaire has been filed on-line, the hardcopy Questionnaire, Appendix E, must be completed and submitted with the Proposal.**

#### **7.4 Vendor Identification Number**

**Substitute Form W-9 – Vendor Identification Number, Appendix F:** To do business with the State of New York, each Bidder is required to obtain a NYS Vendor Identification Number for use in the Statewide Financial System ("SFS"). If the Bidder does not already have a Vendor ID Number, the Substitute Form W-9 must be completed and submitted directly to the Commission upon notification of award. The purpose of the Substitute Form W-9, which will capture the Successful Bidder's taxpayer identification number, business name, and business contact person, is to allow the State to establish a Vendor file in the SFS.

**Note:** IRS Form W-9 is not acceptable for this purpose.

#### **7.5 Electronic Payment (ePayment) Program**

If awarded the Contract pursuant to this RFP, the Successful Bidder may enroll in the Electronic Payment ("ePayment") Request program through the OSC. The ePayment program transfers payments directly into a contractor's bank account sooner than the Successful Bidder would receive a payment by check. Upon execution of the Contract, the Successful Bidder will need to submit an Electronic Payment Request. Additional information and procedures for enrollment into the ePayment program can be found at OSC's website: <https://www.osc.state.ny.us/state-vendors>

**The Electronic Payment (ePayment) Request, Appendix G, is included with this RFP for reference and convenience.**

#### **7.6 Tax Law Section 5-A**

The Bidder awarded a Contract pursuant to this RFP must comply with the requirements of New York State Tax Law section 5-a, which requires persons awarded contracts valued at more than \$100,000 with state agencies, public authorities, or public benefit corporations, to certify that they, their affiliates, their subcontractors, and the affiliates of their subcontractors, have a valid certificate of authority to collect New York State and local sales and compensating use taxes. A contractor, affiliate, subcontractor, or affiliate of a subcontractor must be certified as having a valid certificate of authority if such person has made sales delivered within New York State of more than \$300,000 during the relevant period. The OSC or other responsible approver cannot approve the Contract unless the Successful Bidder is registered with the New York State Department of Taxation and Finance to collect sales and compensating use taxes.

**The Contractor Certifications ST-220-TD and ST-220-CA, Appendix H, must be filed in compliance with Tax Law section 5-a. Any Bidder awarded under this RFP shall, within seven calendar days of notification of award, file ST-220-TD directly with the Department of Taxation and Finance at the address provided on the form and file ST-220-CA with the Commission.**

Bidders can visit the New York State Department of Taxation and Finance website to obtain more information: [https://www.tax.ny.gov/pubs\\_and\\_bulls/tg\\_bulletins/st/section\\_5a.htm](https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/section_5a.htm).

### **7.7 New York State Subcontractors and Suppliers**

Bidders are strongly encouraged and expected to consider New York State businesses in the fulfillment of the requirements of the Contract. Such partnering may be as subcontractors, suppliers, protégés, or in other partnering or supporting roles.

**Subcontractor and supplier requirements are set forth in Encouraging Use of New York State Businesses in Contract Performance, Appendix I.**

### **7.8 Vendor Requirements and Procedures for Equal Employment and Business Participation Opportunities for Minority Group Members and New York State-Certified Minority/Women-Owned Businesses**

By submission of a Proposal in response to this solicitation, the Bidder agrees with all terms and conditions of Clause 12 of Appendix A – Equal Employment Opportunities for Minorities and Women.

In accordance with Article 15-A of the New York State Executive Law and in conformance with the regulations promulgated by the Minority and Women’s Business Development Division of the New York State Department of Economic Development set forth at 5 NYCRR Parts 140-144, the Successful Bidder agrees to be bound by provisions to promote equality of economic opportunity for minority group members and women, and the facilitation of minority- and women-owned business enterprise participation.

**The Equal Employment Opportunities (“EEO”) and Minority/Women-Owned Businesses (“MWBE”) requirements are set forth in Appendix J of this RFP.**

**The MWBE goal established under this solicitation is 30% total (20% MBE and 10% WBE).**

### **7.9 Diversity Practices**

Each Bidder must provide, in writing, its Diversity Practices form, provided in this RFP as **Appendix K, Diversity Practices Questionnaire**, which will be evaluated and included in the Technical score. Refer to Section 3.2.D.

### **7.10 New York State Service-Disabled Veteran Owned Businesses**

Article 17-B of the New York State Executive Law provides for more meaningful participation in public procurement by certified Service-Disabled Veteran-Owned Businesses (“SDVOB”), thereby further integrating such businesses into New York State’s economy. The New York State Gaming Commission recognizes the need to promote the employment of service-disabled veterans and to ensure that certified SDVOBs have opportunities for maximum feasible participation in the performance of Commission contracts.

In recognition of the service and sacrifices made by service-disabled veterans and in recognition of their economic activity in doing business in New York State, Bidders are expected to consider SDVOBs in the fulfillment of the requirements of the Contract. Such participation may be as subcontractors or suppliers, as protégés, or in other partnering or supporting roles.

**The Participation Opportunities for New York State Service-Disabled Veteran Owned Businesses form is included with this RFP as Appendix L.**

**The SDVOB goal established under this RFP is 6%.**

## 7.11 Conflicts of Interest

Throughout the procurement process, Bidders must identify and bring to the attention of the Commission, actual or apparent conflicts of interest as knowledge of such conflicts arises, as follows:

- A. Disclose any existing or contemplated relationship with any other person or entity, including relationships with any member, shareholders of five percent (5%) or more, or parent, subsidiary, or affiliated firm or entity, that would constitute an actual or potential conflict of interest or appearance of impropriety, relating to other clients/customers of the Bidder, or former officers and employees of the Commission, in connection with the Bidder rendering services set forth in this RFP. If a conflict does or might exist, the Bidder must describe how the Bidder would eliminate or prevent such conflicts. The Bidder should also indicate what procedures will be followed to detect, notify the Commission of, and resolve any such conflicts.
- B. Disclose whether the Bidder, or any of its members, shareholders of five percent (5%) or more, or parent, subsidiary, or affiliated firm or entity, has been the subject of any investigation or disciplinary action by the New York State Joint Commission on Public Ethics or its predecessors (collectively, "JCOPE"), and if so, a brief description must be included indicating how any matter before JCOPE was resolved, or whether it remains unresolved.

**In addition, the Bidder must complete and return with its Proposal, the Vendor Assurance of No Conflict of Interest or Detrimental Effect form, Appendix M.**

**This disclosure obligation is a continuing requirement.** Any Bidder awarded the Contract under this RFP will have an on-going obligation to inform the Commission of any actual or apparent conflicts of interest.

## 7.12 Certification of Compliance with State Finance Law §139(I)

By submission of this Proposal each Bidder and each person signing on behalf of any Bidder certifies, and in the case of a joint Proposal each party thereto certifies as to its own organization, under penalty of perjury, that the Bidder has, and has implemented, a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of New York State Labor Law § 201-g. The Successful Bidder's certification of compliance with State Finance Law §139-I is included with this RFP as **Appendix N, Statement on Sexual Harassment**.

## 7.13 Executive Order No. 177 Certification

The New York State Human Rights Law, Article 15 of the Executive Law, prohibits discrimination and harassment based on age, race, creed, color, national origin, sex, pregnancy or pregnancy-related conditions, sexual orientation, gender identity, disability, marital status, familial status, domestic violence victim status, prior arrest or conviction record, military status, or predisposing genetic characteristics.

The Human Rights Law may also require reasonable accommodation for persons with disabilities and pregnancy-related conditions. A reasonable accommodation is an adjustment to a job or work environment that enables a person with a disability to perform the essential functions of a job in a reasonable manner. The Human Rights Law may also require reasonable accommodation in employment on the basis of Sabbath observance or religious practices.

In accordance with Executive Order No. 177, the Bidder must certify that it does not have institutional policies or practices that fail to address the harassment and discrimination of individuals on the basis of their age, race, creed, color, national origin, sex, sexual orientation, gender identity, disability, marital status, military status, or

other protected status under the Human Rights Law. The certification is included with this RFP as **Appendix O, Anti-Discrimination EO 177 Certification**.

Executive Order No. 177 and this certification do not affect institutional policies or practices that are protected by existing law, including, but not limited to the First Amendment of the United States Constitution, Article 1, Section 3 of the New York State Constitution, and section 296(11) of the New York State Human Rights Law.

#### **7.14 Insurer Qualifications and Insurance Requirements**

Insurer qualifications and insurance requirements are provided in **Appendix P** of this RFP. The Successful Bidder must comply with these requirements to remain responsible under the terms of the Contract resulting from this solicitation.

In the Proposal, a Bidder must provide a statement agreeing that if awarded a contract under this solicitation, the Bidder will comply with the insurer qualifications and insurance qualifications.

#### **7.15 Liquidated Damages**

In the below Liquidated Damages sections, and **Appendix Q, Liquidated Damages**, the Commission and the Successful Bidder agree that it will be extremely impractical and difficult to determine actual damages sustained by the Commission. The goods and services to be provided under the Contract are not readily available on the open market. Further, any breach by the Successful Bidder will delay and disrupt the Commission's operations and will lead to damages. Therefore, the parties agree that the liquidated damages, as specified in all the sections are reasonable and are not to be construed as a penalty.

Assessment of liquidated damages shall be in addition to, and not in lieu of, such other remedies as may be available to the Commission. Except and to the extent expressly provided herein, the Commission shall be entitled to recover liquidated damages under each section applicable to any single incident.

##### **A. NOTIFICATION OF LIQUIDATED DAMAGES ASSESSMENT**

Upon determination that liquidated damages may be assessed, the Commission shall notify the Successful Bidder of the assessment in writing. The availability of any period for curing the cause of such liquidated damages will depend on the situation and will be in the sole discretion of the Commission.

##### **B. CONDITIONS FOR CANCELLATION OF LIQUIDATED DAMAGE ASSESSMENTS**

As determined appropriate by the Commission, and if approved by the Commission in writing, the Successful Bidder may obtain relief from additional assessment of liquidated damages that have been assessed if the Successful Bidder issues a written notice verifying the correction of the condition(s) for which liquidated damages were assessed, and all corrections have been subjected to system testing or other verification at the discretion of the Commission. As appropriate, the Successful Bidder also shall conduct system testing of any correction, as the Commission deems necessary. Such testing shall be developed jointly by the Commission and the Successful Bidder, and shall be approved by the Commission, including the test script, test environment, and test results. A notice of correction will not be accepted until verified by the Commission.

##### **C. SEVERABILITY OF INDIVIDUAL LIQUIDATED DAMAGES**

If any portion of the liquidated damages provisions is determined to be unenforceable in one or more applications, that portion remains in effect in all applications not determined to be invalid and is severable from the invalid applications. If any portion of the liquidated damages provisions is determined to be unenforceable, the other provision or provisions shall remain in full force and effect.

#### **D. WAIVERS OF LIQUIDATED DAMAGES**

The Commission's waiver of any liquidated damages due the Commission shall constitute a waiver only as to such liquidated damages and not a waiver of any future liquidated damages. Failure to assess liquidated damages or to demand payment of liquidated damages within any period of time shall not constitute a waiver of such claim by the Commission.

#### **E. PAYMENT OF LIQUIDATED DAMAGES**

All assessed liquidated damages shall be deducted from any monies owed the Successful Bidder by the Commission and, in the event the amount due the Successful Bidder is not sufficient to satisfy the amount of the liquidated damages, the Successful Bidder shall pay the balance to the Commission within thirty (30) calendar days of written notification. If the amount due is not paid in full, the balance will be deducted from subsequent payments to the Successful Bidder.

At the Commission's discretion, in lieu of monies owed or a portion thereof, the Commission may accept services, upgrades, or other tangible or intangible compensation from the Successful Bidder in satisfaction of assessed liquidated damages.

#### **F. APPLICABILITY OF LIQUIDATED DAMAGES**

The Successful Bidder shall not be required to pay liquidated damages for delays solely due to matters as enumerated in the section entitled "Force Majeure," or for time delays specifically due to, or approved by, the Commission. Liquidated damages and service levels for this implementation are documented in **Appendix Q, Liquidated Damages**.

#### **7.16 Bond Requirements**

Bidders are required to obtain bonds as specified in **Appendix R, Bond Requirements**.

**PART EIGHT – APPENDICES, ATTACHMENTS, AND EXHIBITS**

### 8.1 Appendices

This section provides a description of the Appendices associated with this RFP.

Letter	Appendix Title
A	Standard Clauses for New York State Contracts
B	Contract Form
C	Bidder/Offerer Disclosure/Certification Form
D	Non-Collusive Bidding Certification
E	Vendor Responsibility Questionnaire
F	Substitute Form W-9
G	Electronic Payment (ePayment) Request
H	Contractor Certifications ST-220-TD and ST-220-CA
I	Encouraging Use of New York State Businesses in Contract Performance
J	EEO and MWBE Program
K	Diversity Practices Questionnaire (K.1 – K.3)
L	Participation Opportunities for New York State Certified Service-Disabled Veteran-Owned Businesses
M	Vendor Assurance of No Conflict of Interest or Detrimental Effect
N	Statement on Sexual Harassment
O	Anti-Discrimination EO 177 Certification
P	Insurer Qualifications and Insurance Requirements
Q	Liquidated Damages
R	Bond Requirements

### 8.2 Attachments

This section provides a description of the Attachments associated with this RFP.

Number	Attachment Title
1	Bidder Acknowledgement of Addendum
2	Confidentiality and Non-Disclosure Agreement
3a	Pricing Proposal Form
3b	Rate Card
4	Document Submittal Checklist
5	Non-Bid Response Form

### 8.3 Exhibits

This section provides a description of the Exhibits associated with this RFP. Exhibits are for reference to aid in the submission of Proposals.

Letter	Exhibit Title
A	Year One - Fiscal Year Digital Plan

**The following Exhibits will be distributed following receipt of the Confidentiality and Non-Disclosure Agreement:**

Letter	Exhibit Title
B	SSO Welcome Guide
C	nylottery-develop
D	NYL Services API
E	NYL Services API_Key
F	NYL Auth API
G	Game Information
H	Retailers Information
I	Login to Dev Environment

## **PART NINE - GLOSSARY**

**Business Requirements Document (BRD)** – A **business requirements document** details the business solution for a project including the documentation of customer needs and expectations.

**Technical Requirements Document (TRD)** (*also known as a Product Requirements Document*) – A **technical requirements document** or set of documentation outlines the technical issues that must be considered to successfully complete the project. It defines functionality, features, and purpose of the product and includes aspects such as performance, reliability, and availability.

**Stakeholder Requirements Document (SRD)** - A **stakeholder requirements document** details the requirements collected from stakeholders such as business units, operations teams, customers, users, communities, and subject matter experts.

**Functional Requirements Document (FRD)** – A **functional requirements document** details the functions a software system must perform and includes inputs, behavior and outputs. It captures the intended behavior of the system, which may be expressed as functions, services, or tasks or which system is required to perform.

**Non-Functional Requirements Document (NFRD)** – A **non-functional requirements document** defines the quality attribute of a software system to represent a set of standards used to judge the specific operation of a system. It ensures the usability and effectiveness of the entire software system and allows for imposing constraints or restrictions of the system (*e.g.*, how fast does the website load?).

**System Requirements Specification (SRS)** (*also known as a Software Requirements Specification*) – A document or set of documentation that describes the features and behavior of a system or software application and includes a variety of elements that attempts to define the intended functionality required to satisfy different users.

APPENDIX A

STANDARD CLAUSES FOR NEW YORK STATE CONTRACTS

PLEASE RETAIN THIS DOCUMENT  
FOR FUTURE REFERENCE.

TABLE OF CONTENTS

	<b>Page</b>
1. Executory Clause	3
2. Non-Assignment Clause	3
3. Comptroller's Approval	3
4. Workers' Compensation Benefits	3
5. Non-Discrimination Requirements	3
6. Wage and Hours Provisions	3-4
7. Non-Collusive Bidding Certification	4
8. International Boycott Prohibition	4
9. Set-Off Rights	4
10. Records	4
11. Identifying Information and Privacy Notification	4
12. Equal Employment Opportunities For Minorities and Women	4-5
13. Conflicting Terms	5
14. Governing Law	5
15. Late Payment	5
16. No Arbitration	5
17. Service of Process	5
18. Prohibition on Purchase of Tropical Hardwoods	5-6
19. MacBride Fair Employment Principles	6
20. Omnibus Procurement Act of 1992	6
21. Reciprocity and Sanctions Provisions	6
22. Compliance with Breach Notification and Data Security Laws	6
23. Compliance with Consultant Disclosure Law	6
24. Procurement Lobbying	7
25. Certification of Registration to Collect Sales and Compensating Use Tax by Certain State Contractors, Affiliates and Subcontractors	7
26. Iran Divestment Act	7
27. Admissibility of Contract	7

## **STANDARD CLAUSES FOR NYS CONTRACTS**

The parties to the attached contract, license, lease, amendment or other agreement of any kind (hereinafter, "the contract" or "this contract") agree to be bound by the following clauses which are hereby made a part of the contract (the word "Contractor" herein refers to any party other than the State, whether a contractor, licenser, licensee, lessor, lessee or any other party):

**1. EXECUTORY CLAUSE.** In accordance with Section 41 of the State Finance Law, the State shall have no liability under this contract to the Contractor or to anyone else beyond funds appropriated and available for this contract.

**2. NON-ASSIGNMENT CLAUSE.** In accordance with Section 138 of the State Finance Law, this contract may not be assigned by the Contractor or its right, title or interest therein assigned, transferred, conveyed, sublet or otherwise disposed of without the State's previous written consent, and attempts to do so are null and void. Notwithstanding the foregoing, such prior written consent of an assignment of a contract let pursuant to Article XI of the State Finance Law may be waived at the discretion of the contracting agency and with the concurrence of the State Comptroller where the original contract was subject to the State Comptroller's approval, where the assignment is due to a reorganization, merger or consolidation of the Contractor's business entity or enterprise. The State retains its right to approve an assignment and to require that any Contractor demonstrate its responsibility to do business with the State. The Contractor may, however, assign its right to receive payments without the State's prior written consent unless this contract concerns Certificates of Participation pursuant to Article 5-A of the State Finance Law.

**3. COMPTROLLER'S APPROVAL.** In accordance with Section 112 of the State Finance Law (or, if this contract is with the State University or City University of New York, Section 355 or Section 6218 of the Education Law), if this contract exceeds \$50,000 (or the minimum thresholds agreed to by the Office of the State Comptroller for certain S.U.N.Y. and C.U.N.Y. contracts), or if this is an amendment for any amount to a contract which, as so amended, exceeds said statutory amount, or if, by this contract, the State agrees to give something other than money when the value or reasonably estimated value of such consideration exceeds \$25,000, it shall not be valid, effective or binding upon the State until it has been approved by the State Comptroller and filed in his office. Comptroller's approval of contracts let by the Office of General Services is required when such contracts exceed \$85,000 (State Finance Law § 163.6-a). However, such pre-approval shall not be required for any contract established as a centralized contract through the Office of General Services or for a purchase order or other transaction issued under such centralized contract.

**4. WORKERS' COMPENSATION BENEFITS.** In accordance with Section 142 of the State Finance Law, this contract shall be void and of no force and effect unless the

Contractor shall provide and maintain coverage during the life of this contract for the benefit of such employees as are required to be covered by the provisions of the Workers' Compensation Law.

**5. NON-DISCRIMINATION REQUIREMENTS.** To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Contractor will not discriminate against any employee or applicant for employment, nor subject any individual to harassment, because of age, race, creed, color, national origin, sexual orientation, gender identity or expression, military status, sex, disability, predisposing genetic characteristics, familial status, marital status, or domestic violence victim status or because the individual has opposed any practices forbidden under the Human Rights Law or has filed a complaint, testified, or assisted in any proceeding under the Human Rights Law. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Contractor agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Contractor agrees that neither it nor its subcontractors shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Contractor is subject to fines of \$50.00 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due hereunder for a second or subsequent violation.

**6. WAGE AND HOURS PROVISIONS.** If this is a public work contract covered by Article 8 of the Labor Law or a building service contract covered by Article 9 thereof, neither Contractor's employees nor the employees of its subcontractors may be required or permitted to work more than the number of hours or days stated in said statutes, except as otherwise provided in the Labor Law and as set forth in prevailing wage and supplement schedules issued by the State Labor Department. Furthermore, Contractor and its subcontractors must pay at least the prevailing wage rate and pay or provide the prevailing supplements, including the premium rates for overtime pay, as determined by the State Labor Department in accordance with the Labor Law. Additionally, effective April 28, 2008, if this is a public work contract covered by Article 8 of the Labor Law, the Contractor understands and agrees that the filing of payrolls in a manner consistent with Subdivision 3-

a of Section 220 of the Labor Law shall be a condition precedent to payment by the State of any State approved sums due and owing for work done upon the project.

**7. NON-COLLUSIVE BIDDING CERTIFICATION.** In accordance with Section 139-d of the State Finance Law, if this contract was awarded based upon the submission of bids, Contractor affirms, under penalty of perjury, that its bid was arrived at independently and without collusion aimed at restricting competition. Contractor further affirms that, at the time Contractor submitted its bid, an authorized and responsible person executed and delivered to the State a non-collusive bidding certification on Contractor's behalf.

**8. INTERNATIONAL BOYCOTT PROHIBITION.** In accordance with Section 220-f of the Labor Law and Section 139-h of the State Finance Law, if this contract exceeds \$5,000, the Contractor agrees, as a material condition of the contract, that neither the Contractor nor any substantially owned or affiliated person, firm, partnership or corporation has participated, is participating, or shall participate in an international boycott in violation of the federal Export Administration Act of 1979 (50 USC App. Sections 2401 et seq.) or regulations thereunder. If such Contractor, or any of the aforesaid affiliates of Contractor, is convicted or is otherwise found to have violated said laws or regulations upon the final determination of the United States Commerce Department or any other appropriate agency of the United States subsequent to the contract's execution, such contract, amendment or modification thereto shall be rendered forfeit and void. The Contractor shall so notify the State Comptroller within five (5) business days of such conviction, determination or disposition of appeal (2 NYCRR § 105.4).

**9. SET-OFF RIGHTS.** The State shall have all of its common law, equitable and statutory rights of set-off. These rights shall include, but not be limited to, the State's option to withhold for the purposes of set-off any moneys due to the Contractor under this contract up to any amounts due and owing to the State with regard to this contract, any other contract with any State department or agency, including any contract for a term commencing prior to the term of this contract, plus any amounts due and owing to the State for any other reason including, without limitation, tax delinquencies, fee delinquencies or monetary penalties relative thereto. The State shall exercise its set-off rights in accordance with normal State practices including, in cases of set-off pursuant to an audit, the finalization of such audit by the State agency, its representatives, or the State Comptroller.

**10. RECORDS.** The Contractor shall establish and maintain complete and accurate books, records, documents, accounts and other evidence directly pertinent to performance under this contract (hereinafter, collectively, the "Records"). The Records must be kept for the balance of the calendar year in which they were made and for six (6) additional years thereafter. The State Comptroller, the Attorney General and any other person or entity authorized to conduct an examination, as well as the

agency or agencies involved in this contract, shall have access to the Records during normal business hours at an office of the Contractor within the State of New York or, if no such office is available, at a mutually agreeable and reasonable venue within the State, for the term specified above for the purposes of inspection, auditing and copying. The State shall take reasonable steps to protect from public disclosure any of the Records which are exempt from disclosure under Section 87 of the Public Officers Law (the "Statute") provided that: (i) the Contractor shall timely inform an appropriate State official, in writing, that said records should not be disclosed; and (ii) said records shall be sufficiently identified; and (iii) designation of said records as exempt under the Statute is reasonable. Nothing contained herein shall diminish, or in any way adversely affect, the State's right to discovery in any pending or future litigation.

**11. IDENTIFYING INFORMATION AND PRIVACY NOTIFICATION.** (a) Identification Number(s). Every invoice or New York State Claim for Payment submitted to a New York State agency by a payee, for payment for the sale of goods or services or for transactions (e.g., leases, easements, licenses, etc.) related to real or personal property must include the payee's identification number. The number is any or all of the following: (i) the payee's Federal employer identification number, (ii) the payee's Federal social security number, and/or (iii) the payee's Vendor Identification Number assigned by the Statewide Financial System. Failure to include such number or numbers may delay payment. Where the payee does not have such number or numbers, the payee, on its invoice or Claim for Payment, must give the reason or reasons why the payee does not have such number or numbers.

(b) Privacy Notification. (1) The authority to request the above personal information from a seller of goods or services or a lessor of real or personal property, and the authority to maintain such information, is found in Section 5 of the State Tax Law. Disclosure of this information by the seller or lessor to the State is mandatory. The principal purpose for which the information is collected is to enable the State to identify individuals, businesses and others who have been delinquent in filing tax returns or may have understated their tax liabilities and to generally identify persons affected by the taxes administered by the Commissioner of Taxation and Finance. The information will be used for tax administration purposes and for any other purpose authorized by law. (2) The personal information is requested by the purchasing unit of the agency contracting to purchase the goods or services or lease the real or personal property covered by this contract or lease. The information is maintained in the Statewide Financial System by the Vendor Management Unit within the Bureau of State Expenditures, Office of the State Comptroller, 110 State Street, Albany, New York 12236.

**12. EQUAL EMPLOYMENT OPPORTUNITIES FOR MINORITIES AND WOMEN.** In accordance with Section 312 of the Executive Law and 5 NYCRR Part 143, if this contract is: (i) a written agreement or purchase order instrument, providing for a total expenditure in excess of

\$25,000.00, whereby a contracting agency is committed to expend or does expend funds in return for labor, services, supplies, equipment, materials or any combination of the foregoing, to be performed for, or rendered or furnished to the contracting agency; or (ii) a written agreement in excess of \$100,000.00 whereby a contracting agency is committed to expend or does expend funds for the acquisition, construction, demolition, replacement, major repair or renovation of real property and improvements thereon; or (iii) a written agreement in excess of \$100,000.00 whereby the owner of a State assisted housing project is committed to expend or does expend funds for the acquisition, construction, demolition, replacement, major repair or renovation of real property and improvements thereon for such project, then the following shall apply and by signing this agreement the Contractor certifies and affirms that it is Contractor's equal employment opportunity policy that:

(a) The Contractor will not discriminate against employees or applicants for employment because of race, creed, color, national origin, sex, age, disability or marital status, shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force on State contracts and will undertake or continue existing programs of affirmative action to ensure that minority group members and women are afforded equal employment opportunities without discrimination. Affirmative action shall mean recruitment, employment, job assignment, promotion, upgradings, demotion, transfer, layoff, or termination and rates of pay or other forms of compensation;

(b) at the request of the contracting agency, the Contractor shall request each employment agency, labor union, or authorized representative of workers with which it has a collective bargaining or other agreement or understanding, to furnish a written statement that such employment agency, labor union or representative will not discriminate on the basis of race, creed, color, national origin, sex, age, disability or marital status and that such union or representative will affirmatively cooperate in the implementation of the Contractor's obligations herein; and

(c) the Contractor shall state, in all solicitations or advertisements for employees, that, in the performance of the State contract, all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.

Contractor will include the provisions of "a," "b," and "c" above, in every subcontract over \$25,000.00 for the construction, demolition, replacement, major repair, renovation, planning or design of real property and improvements thereon (the "Work") except where the Work is for the beneficial use of the Contractor. Section 312 does not apply to: (i) work, goods or services unrelated to this contract; or (ii) employment outside New York State. The State shall consider compliance by a contractor or subcontractor with the requirements of any federal law concerning equal employment opportunity which effectuates the purpose of this clause. The

contracting agency shall determine whether the imposition of the requirements of the provisions hereof duplicate or conflict with any such federal law and if such duplication or conflict exists, the contracting agency shall waive the applicability of Section 312 to the extent of such duplication or conflict. Contractor will comply with all duly promulgated and lawful rules and regulations of the Department of Economic Development's Division of Minority and Women's Business Development pertaining hereto.

**13. CONFLICTING TERMS.** In the event of a conflict between the terms of the contract (including any and all attachments thereto and amendments thereof) and the terms of this Appendix A, the terms of this Appendix A shall control.

**14. GOVERNING LAW.** This contract shall be governed by the laws of the State of New York except where the Federal supremacy clause requires otherwise.

**15. LATE PAYMENT.** Timeliness of payment and any interest to be paid to Contractor for late payment shall be governed by Article 11-A of the State Finance Law to the extent required by law.

**16. NO ARBITRATION.** Disputes involving this contract, including the breach or alleged breach thereof, may not be submitted to binding arbitration (except where statutorily authorized), but must, instead, be heard in a court of competent jurisdiction of the State of New York.

**17. SERVICE OF PROCESS.** In addition to the methods of service allowed by the State Civil Practice Law & Rules ("CPLR"), Contractor hereby consents to service of process upon it by registered or certified mail, return receipt requested. Service hereunder shall be complete upon Contractor's actual receipt of process or upon the State's receipt of the return thereof by the United States Postal Service as refused or undeliverable. Contractor must promptly notify the State, in writing, of each and every change of address to which service of process can be made. Service by the State to the last known address shall be sufficient. Contractor will have thirty (30) calendar days after service hereunder is complete in which to respond.

**18. PROHIBITION ON PURCHASE OF TROPICAL HARDWOODS.** The Contractor certifies and warrants that all wood products to be used under this contract award will be in accordance with, but not limited to, the specifications and provisions of Section 165 of the State Finance Law, (Use of Tropical Hardwoods) which prohibits purchase and use of tropical hardwoods, unless specifically exempted, by the State or any governmental agency or political subdivision or public benefit corporation. Qualification for an exemption under this law will be the responsibility of the contractor to establish to meet with the approval of the State.

In addition, when any portion of this contract involving the use of woods, whether supply or installation, is to be performed by

any subcontractor, the prime Contractor will indicate and certify in the submitted bid proposal that the subcontractor has been informed and is in compliance with specifications and provisions regarding use of tropical hardwoods as detailed in § 165 State Finance Law. Any such use must meet with the approval of the State; otherwise, the bid may not be considered responsive. Under bidder certifications, proof of qualification for exemption will be the responsibility of the Contractor to meet with the approval of the State.

**19. MACBRIDE FAIR EMPLOYMENT PRINCIPLES.** In accordance with the MacBride Fair Employment Principles (Chapter 807 of the Laws of 1992), the Contractor hereby stipulates that the Contractor either (a) has no business operations in Northern Ireland, or (b) shall take lawful steps in good faith to conduct any business operations in Northern Ireland in accordance with the MacBride Fair Employment Principles (as described in Section 165 of the New York State Finance Law), and shall permit independent monitoring of compliance with such principles.

**20. OMNIBUS PROCUREMENT ACT OF 1992.** It is the policy of New York State to maximize opportunities for the participation of New York State business enterprises, including minority- and women-owned business enterprises as bidders, subcontractors and suppliers on its procurement contracts.

Information on the availability of New York State subcontractors and suppliers is available from:

NYS Department of Economic Development  
Division for Small Business  
Albany, New York 12245  
Telephone: 518-292-5100  
Fax: 518-292-5884  
email: [opa@esd.ny.gov](mailto:opa@esd.ny.gov)

A directory of certified minority- and women-owned business enterprises is available from:

NYS Department of Economic Development  
Division of Minority and Women's Business Development  
633 Third Avenue  
New York, NY 10017  
212-803-2414  
email: [mwbecertification@esd.ny.gov](mailto:mwbecertification@esd.ny.gov)  
<https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>

The Omnibus Procurement Act of 1992 (Chapter 844 of the Laws of 1992, codified in State Finance Law § 139-i and Public Authorities Law § 2879(3)(n)-(p)) requires that by signing this bid proposal or contract, as applicable, Contractors certify that whenever the total bid amount is greater than \$1 million:

(a) The Contractor has made reasonable efforts to encourage the participation of New York State Business Enterprises as suppliers and subcontractors, including certified minority- and

women-owned business enterprises, on this project, and has retained the documentation of these efforts to be provided upon request to the State;

(b) The Contractor has complied with the Federal Equal Opportunity Act of 1972 (P.L. 92-261), as amended;

(c) The Contractor agrees to make reasonable efforts to provide notification to New York State residents of employment opportunities on this project through listing any such positions with the Job Service Division of the New York State Department of Labor, or providing such notification in such manner as is consistent with existing collective bargaining contracts or agreements. The Contractor agrees to document these efforts and to provide said documentation to the State upon request; and

(d) The Contractor acknowledges notice that the State may seek to obtain offset credits from foreign countries as a result of this contract and agrees to cooperate with the State in these efforts.

**21. RECIPROCITY AND SANCTIONS PROVISIONS.** Bidders are hereby notified that if their principal place of business is located in a country, nation, province, state or political subdivision that penalizes New York State vendors, and if the goods or services they offer will be substantially produced or performed outside New York State, the Omnibus Procurement Act 1994 and 2000 amendments (Chapter 684 and Chapter 383, respectively, codified in State Finance Law § 165(6) and Public Authorities Law § 2879(5)) require that they be denied contracts which they would otherwise obtain. NOTE: As of October 2019, the list of discriminatory jurisdictions subject to this provision includes the states of South Carolina, Alaska, West Virginia, Wyoming, Louisiana and Hawaii.

**22. COMPLIANCE WITH BREACH NOTIFICATION AND DATA SECURITY LAWS.** Contractor shall comply with the provisions of the New York State Information Security Breach and Notification Act (General Business Law § 899-aa and State Technology Law § 208) and commencing March 21, 2020 shall also comply with General Business Law § 899-bb.

**23. COMPLIANCE WITH CONSULTANT DISCLOSURE LAW.** If this is a contract for consulting services, defined for purposes of this requirement to include analysis, evaluation, research, training, data processing, computer programming, engineering, environmental, health, and mental health services, accounting, auditing, paralegal, legal or similar services, then, in accordance with Section 163 (4)(g) of the State Finance Law (as amended by Chapter 10 of the Laws of 2006), the Contractor shall timely, accurately and properly comply with the requirement to submit an annual employment report for the contract to the agency that awarded the contract, the Department of Civil Service and the State Comptroller.

**24. PROCUREMENT LOBBYING.** To the extent this agreement is a "procurement contract" as defined by State Finance Law §§ 139-j and 139-k, by signing this agreement the contractor certifies and affirms that all disclosures made in accordance with State Finance Law §§ 139-j and 139-k are complete, true and accurate. In the event such certification is found to be intentionally false or intentionally incomplete, the State may terminate the agreement by providing written notification to the Contractor in accordance with the terms of the agreement.

**25. CERTIFICATION OF REGISTRATION TO COLLECT SALES AND COMPENSATING USE TAX BY CERTAIN STATE CONTRACTORS, AFFILIATES AND SUBCONTRACTORS.**

To the extent this agreement is a contract as defined by Tax Law § 5-a, if the contractor fails to make the certification required by Tax Law § 5-a or if during the term of the contract, the Department of Taxation and Finance or the covered agency, as defined by Tax Law § 5-a, discovers that the certification, made under penalty of perjury, is false, then such failure to file or false certification shall be a material breach of this contract and this contract may be terminated, by providing written notification to the Contractor in accordance with the terms of the agreement, if the covered agency determines that such action is in the best interest of the State.

**26. IRAN DIVESTMENT ACT.** By entering into this Agreement, Contractor certifies in accordance with State Finance Law § 165-a that it is not on the "Entities Determined to be Non-Responsive Bidders/Offerers pursuant to the New York State Iran Divestment Act of 2012" ("Prohibited Entities List") posted at: <https://ogs.ny.gov/list-entities-determined-be-non-responsive-biddersofferers-pursuant-nys-iran-divestment-act-2012>

Contractor further certifies that it will not utilize on this Contract any subcontractor that is identified on the Prohibited Entities List. Contractor agrees that should it seek to renew or extend this Contract, it must provide the same certification at the time the Contract is renewed or extended. Contractor also agrees that any proposed Assignee of this Contract will be required to certify that it is not on the Prohibited Entities List before the contract assignment will be approved by the State.

During the term of the Contract, should the state agency receive information that a person (as defined in State Finance Law § 165-a) is in violation of the above-referenced certifications, the state agency will review such information and offer the person an opportunity to respond. If the person fails to demonstrate that it has ceased its engagement in the investment activity which is in violation of the Act within 90 days after the determination of such violation, then the state agency shall take such action as may be appropriate and provided for by law, rule, or contract, including, but not limited to, imposing sanctions, seeking compliance, recovering damages, or declaring the Contractor in default.

The state agency reserves the right to reject any bid, request for assignment, renewal or extension for an entity that appears on the Prohibited Entities List prior to the award, assignment, renewal or extension of a contract, and to pursue a responsibility review with respect to any entity that is awarded a contract and appears on the Prohibited Entities list after contract award.

**27. ADMISSIBILITY OF REPRODUCTION OF CONTRACT.** Notwithstanding the best evidence rule or any other legal principle or rule of evidence to the contrary, the Contractor acknowledges and agrees that it waives any and all objections to the admissibility into evidence at any court proceeding or to the use at any examination before trial of an electronic reproduction of this contract, in the form approved by the State Comptroller, if such approval was required, regardless of whether the original of said contract is in existence.

**NEW YORK LOTTERY STRATEGIC DIGITAL MARKETING PARTNER  
CONTRACT # C202103**

THIS AGREEMENT made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ by and between the NEW YORK STATE GAMING COMMISSION, an executive agency of the State of New York having an office at One Broadway Center, Post Office Box 7500, Schenectady, New York 12301-7500 (the "Commission"), and [Contractor], having an office at [address] (the "Contractor"). The Commission is the operator of the New York Lottery program (the "Lottery"), on behalf of the State of New York (the "State").

WHEREAS the Commission issued a Request for Proposals ("RFP") on February 9, 2021 soliciting proposals from qualified firms to provide the Commission with a Strategic Digital Marketing Partner, and clarified the requirements of the RFP with questions and answers dated February 12, 2021 and March 12, 2021 (collectively, the "RFP"); and

WHEREAS the Contractor submitted a Technical Proposal and a Pricing Proposal dated [\_\_\_\_\_, 2021] (collectively, the "Proposal"), which was deemed to be the Best Value from among competing proposals by the Commission's Evaluation Committee;

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, the parties hereto agree as follows:

**1. Scope of Services.** The Contractor agrees to provide the Commission with a strategic digital marketing partner, as more fully set forth in the RFP and the Proposal. Both the RFP and the Proposal are hereby incorporated into this Contract with the same force and effect as if they were fully set forth herein.

2. **Term.** This Contract shall be effective upon approval of the Office of the New York State Comptroller and remain in effect for five years.

3. **Financial Arrangements.**

(a) Compensation. In full consideration for all goods and services specified in the RFP and the Proposal, the Commission agrees to pay, and the Contractor agrees to accept, compensation in accordance with the prices set forth in the Proposal, unless otherwise stated herein. No minimum amount is guaranteed by this Contract and the Contractor shall not have any right to make a claim therefor. Expenditures under this Contract shall not exceed [XXXXXXXX].

(b) Payments to the Contractor will be directed by the Commission based on invoices submitted to the Commission. Upon verification of invoices against approved estimates and confirmation of services performed, the Commission will direct payment to the Contractor either (a) by the Commission directly or (b) by the Lottery's full service lottery system provider in fulfillment of its contractual obligation to underwrite the marketing efforts of the Lottery. The Commission shall be responsible for any failure by the full service lottery system to make payments to the Contractor as provided herein and shall pay the Contractor directly in the event of such failure.

(c) Payments to third parties by the Contractor can only be reimbursed to the Contractor for work performed in connection with this Contract and the Contractor must pass through to the Commission the third party's best available rate for work performed by the third party, without mark-up and including, without limitation, any discounted rates.

(d) The Commission will not be responsible for any expenses incurred by the Contractor for any obligation not approved in advance by the Commission.

**4. Approvals Required.** This Contract, and any extension of the term of this Contract or any amendment of the provisions of this Contract, shall not be effective and binding upon the Commission, the State, or the Contractor unless and until approved by the New York State Office of the Attorney General and the Office of the New York State Comptroller. The Commission agrees to exercise its best efforts to obtain such approval.

**5. Mutual Cooperation.** The objective of this Contract is to obtain a Lottery Strategic Digital Marketing Partner, as more fully described in the RFP and the Proposal. The parties agree to cooperate fully and in good faith and to assist each other, to the extent reasonably practicable, in order to accomplish this objective.

**6. Termination and Suspension.**

(a) In addition to the bases referenced in the RFP, the Commission shall have the right to cancel or terminate this Contract for convenience or for any of the following causes:

(i) a material breach by the Contractor of any of the provisions of this Contract;

(ii) a determination by a court of competent jurisdiction that the Contractor is bankrupt or insolvent;

(iii) a good faith determination by the Commission that continuation of the Contract could place the integrity of the Commission in jeopardy;

(iv) a conviction of the Contractor or any of its directors, officers, or employees of any criminal offense connected to the Contractor's business which, in the sole reasonable opinion of the Executive Director of the Commission, would be prejudicial to public confidence in the Lottery or the Commission;

(v) in the judgment of the Commission, a real or potential conflict of interest cannot be cured;

(vi) the refusal by the Contractor or any of its directors, officers, or employees to sign a waiver of immunity against subsequent criminal prosecution or to answer any relevant question concerning a transaction or contract, when called before a grand jury, head of a state department, the Commission, a temporary state commission or other state agency, or the organized crime task force in a department of law, which is empowered to compel the attendance of witnesses and examine them under oath, to testify in an investigation, concerning any such transaction or contract had with the State, any political subdivision thereof, a public authority or with any public department, agency or official of the State or of any political subdivision thereof or of a public authority; or

(vii) upon the conviction of any person of a crime defined in article two hundred or four hundred ninety-six or section 195.20 of New York State's Penal Law.

If the Contract is cancelled or terminated based on the grounds listed in 6.(a)(vi) or (vii), above, such person, and any firm, partnership or corporation of which he is a member, partner, director or officer shall be disqualified from thereafter selling to or submitting bids to or receiving awards from or entering into any contracts with the State or any public department, agency or official thereof, for goods, work or services, for a period of five (5) years after such refusal, and to provide also that any and all contracts made with the State or any public department, agency or official thereof, since the effective date of New York State's State Finance Law §139-A by such person, and by any firm, partnership or corporation of which he is a member, partner, director or officer may be cancelled or terminated by the State without incurring any penalty or damages on account of such cancellation or termination, but any monies owing by the State for goods delivered or work done prior to the cancellation or termination shall be paid.

(b) In the event that the Commission decides to exercise the right to terminate this Contract for cause, the Commission shall give the Contractor written Notice of Intention to Terminate for Cause (“Notice”). Such Notice shall state clearly and specifically the cause for which termination is sought, and the Contractor shall be entitled to a period of thirty (30) days from receipt of such Notice to correct or cure the cause so described to the reasonable satisfaction of the Commission in which case such Notice shall be deemed withdrawn and a nullity. If termination is sought because of a criminal conviction as described in subparagraph (iv) of Paragraph (a) of this section 6, the cause for termination shall be deemed to be cured if the Contractor causes or obtains the dismissal, resignation, retirement, or other removal of the person convicted of such offense during such thirty (30) day period.

Upon written notice to the Contractor, and a reasonable opportunity to be heard with appropriate Commission officials or staff, the Contract may be terminated by the Executive Director, or his or her designee, at the Contractor’s expense where the Contractor is determined by the Executive Director or his or her designee to be non-responsible or nonresponsible. In such event, the Executive Director, or his or her designee, may complete the contractual requirements in any manner he or she may deem advisable and pursue available legal or equitable remedies for breach.

(c) The Executive Director of the Commission or his or her designee, in his or her sole discretion, reserves the right to suspend any or all activities under this Contract, at any time, when he or she discovers information that calls into question the responsibility of the Contractor. In the event of such suspension, the Contractor will be given written notice outlining the particulars of such suspension. Upon issuance of such notice, the Contractor must comply with the terms of the suspension order. Contract activity may resume at such time as the Executive

Director of the Commission, or his or her designee, issues a written notice authorizing a resumption of performance under the Contract.

**7. Conflict of Interest.**

(a) The Contractor has provided a form (Vendor Assurance of No Conflict of Interest or Detrimental Effect), signed by its authorized executive or legal representative attesting that the Contractor's performance of the services does not and will not create a conflict of interest with, nor position the Contractor to breach any other contract currently in force with the State, and that the Contractor will not act in any manner that is detrimental to any State project on which the Contractor is rendering services.

(b) The Contractor hereby reaffirms the attestations made in its Proposal and covenants and represents that there is and shall be no actual or potential conflict of interest that could prevent the Contractor's satisfactory or ethical performance of duties required to be performed pursuant to the terms of this Contract. The Contractor shall have a duty to notify the Commission immediately of any actual or potential conflicts of interest.

(c) In conjunction with any subcontract under this Contract, the Contractor shall obtain and deliver to the Commission, prior to entering into a subcontract, a Vendor Assurance of No Conflict of Interest or Detrimental Effect form, signed by an authorized executive or legal representative of the subcontractor. The Contractor shall also require in any subcontracting agreement that the subcontractor, in conjunction with any further subcontracting agreement, obtain and deliver to the Commission a signed and completed Vendor Assurance of No Conflict of Interest or Detrimental Effect form for each of its subcontractors, prior to entering into a subcontract.

(d) The Commission and the Contractor recognize that conflicts may occur in the future because the Contractor may have existing, or establish new, relationships. The Commission will

review the nature of any relationships and reserves the right to terminate this Contract for any reason, or for cause, if, in the judgment of the Commission, a real or potential conflict of interest cannot be cured.

### **8. Confidentiality and Non-Disclosure.**

(a) For the purposes of this section, “Confidential Information” means any information not generally known to the public, whether oral or written, that the Commission identifies as confidential and discloses to the Contractor so that the Contractor can provide services to the Commission pursuant to this Contract. Confidential Information may include, but is not limited to, operational and infrastructure information relating to: bid documents, plans, drawings, specifications, reports, product information; business and security processes and procedures; personnel and organizational data and financial statements; information system IP addresses, passwords, security controls, architectures and designs; and such other data, information and images that the Commission deems confidential. The Commission will identify written Confidential Information by marking it with the word “Confidential” and will identify oral Confidential Information as confidential at the time of disclosure to the Contractor.

(b) Confidential Information does not include information that, at the time of Commission’s disclosure to the Contractor:

(i) is already in the public domain or becomes publicly known through no act of the Contractor;

(ii) is already known by the Contractor free of any confidentially obligations;

(iii) is information that the Commission has approved in writing for disclosure; or

(iv) is required to be disclosed by the Contractor pursuant to law or applicable professional standards, so long as the Contractor provides the Commission with notice of such disclosure requirement and an opportunity to defend prior to any such disclosure.

(c) The Contractor may use Confidential Information solely for the purposes of providing services to the Commission pursuant to this Contract. The Contractor shall not make copies of any written Confidential Information, except as necessary to perform the services required by this Contract, without the express written permission of the Commission. The Commission's disclosure of Confidential Information to the Contractor shall not convey to the Contractor any right or interest in such Confidential Information and the Commission shall retain all right and title to such Confidential Information at all times.

(d) The Contractor shall hold Confidential Information confidential to the maximum extent permitted by law. The Contractor shall safeguard Confidential Information with at least the same level of care and security, using all reasonable and necessary security measures, devices and procedures that the Contractor uses to maintain its own confidential information.

(e) Upon written request by the Commission, the Contractor shall return all written Confidential Information to the Commission.

**9. Records Retention.** Records required by this Contract to be retained by the Contractor shall be retained for the periods specified in Appendix A, attached hereto. Such records may be retained in their original form or in any other reliable and readily retrievable format, at the option of the Contractor.

**10. Notices.** All notices required by this Contract shall be sufficient if in writing and sent by certified mail return receipt requested and all other communications shall be sufficient if communicated in writing to the following addresses or to such other addresses as may be designated from time to time by the parties in writing:

(a) As to the Commission:

Executive Director  
New York State Gaming Commission  
One Broadway Center  
Schenectady, NY 12305

(b) As to the Contractor:

Contact:  
Company Name:  
Address:

**11. Relationship.** The relationship of the Contractor to the Commission arising out of this Contract shall be that of an independent contractor. The Contractor, in accordance with its status as an independent contractor, agrees that it will conduct itself consistent with such status, that it will neither hold itself out as, nor claim to be, an officer or employee of the Commission or the State, and that it will not make any claim, demand or application for any right or privilege applicable to an officer or employee of the Commission or the State , including, but not limited to, workers' compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit. All personnel of the Contractor shall be within the employ of the Contractor only or shall be duly contracted subcontractors of the Contractor, and the Contractor alone shall be responsible for the work of its personnel and its subcontractors' personnel, the direction thereof, and their compensation. Nothing in this Contract shall impose any liability or duty on the Commission or the State on account of any acts, omissions, liabilities or obligations of the Contractor or any person, firm, company, agency, association, corporation, or organization engaged by the Contractor as expert, consultant, independent contractor, specialist, trainee, employee, servant, or agent, for taxes of any nature, including, but not limited to, unemployment insurance and workers' compensation insurance, and the Contractor hereby agrees to defend, indemnify, and hold harmless the Commission and the State against any such liabilities.

**12. Documents Incorporated.** Appendix A, Standard Clauses for New York State Contracts, dated October 2019, the RFP, and the Proposal are hereby incorporated herein and made a part hereof.

**13. Order of Precedence.** Any conflict between the provisions of this Contract and the documents incorporated herein shall be resolved according to the following order of precedence, from the highest to the lowest:

- (a) Appendix A – Standard Clauses for New York State Contracts;
- (b) Addenda or amendments to the Contract;
- (c) Contract;
- (d) Clarifications and Addenda to the RFP
- (e) RFP, Appendices, Attachments and Exhibits
- (f) Clarifications to the Bidder's Proposal; and
- (g) Bidder's Proposal

**14. Miscellaneous Provisions.**

(a) A waiver of enforcement of any provision of this Contract shall not constitute a waiver of any other provision of this Contract nor shall it preclude the affected party from subsequently enforcing such provision.

(b) This instrument and the documents incorporated herein represent the entire Agreement between the Commission and the Contractor, and no modification thereof shall be binding unless the same is in writing and signed by the parties.

(c) The headings contained in this Contract are intended for ease of reference only and shall not be interpreted to limit or modify any of the provisions of this Contract.

(d) The Contractor shall at all times during the Contract term remain responsible. The Contractor agrees, if requested by the Executive Director of the Commission, or his or her designee, to present evidence of its continuing legal authority to do business in New York State, integrity, experience, ability, prior performance, and organizational and financial capacity.

IN WITNESS WHEREOF, the parties hereto have executed this Contract as of the day and year first above written.

CONTRACTOR

NEW YORK STATE  
GAMING COMMISSION

By: \_\_\_\_\_

By: \_\_\_\_\_

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

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

Date: \_\_\_\_\_

Date: \_\_\_\_\_

NEW YORK STATE OFFICE  
OF THE ATTORNEY GENERAL

OFFICE OF THE NEW YORK STATE  
COMPTROLLER

By: \_\_\_\_\_

By: \_\_\_\_\_

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

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

Date: \_\_\_\_\_

Date: \_\_\_\_\_

*Acknowledgement Required of the Contractor are on the following page:*

## ACKNOWLEDGEMENT

### ACKNOWLEDGEMENT BY INDIVIDUAL

STATE OF \_\_\_\_\_)

) ss.:

COUNTY OF \_\_\_\_\_)

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, before me personally came \_\_\_\_\_, to me known and known to me to be the person described in and who executed the foregoing instrument and he/she acknowledged to me that he/she executed the same.

\_\_\_\_\_  
Notary Public

### ACKNOWLEDGEMENT BY UNINCORPORATED ASSOCIATION

STATE OF \_\_\_\_\_)

) ss.:

COUNTY OF \_\_\_\_\_)

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, before me personally came \_\_\_\_\_, to me known and known to me to be the person described in and who executed the above instrument, who, being duly sworn by me, did for himself/herself depose and say that he/she is a member of the firm of \_\_\_\_\_ and that he/she executed the foregoing instrument in the firm name of \_\_\_\_\_, and that he/she had authority to sign same, and he/she did duly acknowledge to me that he/she executed the same as the act and deed of said firm of \_\_\_\_\_, for the uses and purposes mentioned therein.

\_\_\_\_\_  
Notary Public

### ACKNOWLEDGEMENT BY CORPORATION

STATE OF \_\_\_\_\_)

) ss.:

COUNTY OF \_\_\_\_\_)

On this \_\_\_\_\_ day of \_\_\_\_\_, in the year 20\_\_, before me personally came \_\_\_\_\_, to me known, who, being by me duly sworn did depose and say that he/she resides in \_\_\_\_\_; that he/she is the \_\_\_\_\_ of the \_\_\_\_\_, the corporation described in and which executed the above instrument; that he/she knows the seal of said corporation; that the seal affixed to said instrument is such a corporate seal, that it was so affixed by the order of the Board of Directors of said corporation, and that he he/she signed his/her name thereto by like order.

\_\_\_\_\_  
Notary Public

**BIDDER/OFFERER DISCLOSURE/CERTIFICATION FORM**

**CONTRACT/PROJECT DESCRIPTION: New York Lottery Strategic Digital Marketing Partner**

**CONTRACT/PROJECT NUMBER: #C202103**

**RESTRICTED PERIOD FOR THIS PROCUREMENT: February 9, 2021 through approval of the Office of the State Comptroller.**

**PERMISSABLE CONTACTS: Stacey Relation and Alysan Bowers**

1. CONTACTS - Contractor affirms that it understands and agrees to comply with the procedures on procurement lobbying restrictions regarding permissible contacts in the restricted period for a procurement contract in accordance with State Finance Law §§ 139-j and 139-k.  I agree

2. BIDDER/OFFERER DISCLOSURE OF PRIOR NON-RESPONSIBILITY DETERMINATIONS Pursuant to Procurement Lobbying Law (SFL §139-j)

(a) Has any Governmental Entity made a finding of non-responsibility regarding the individual or entity seeking to enter into the Procurement Contract in the previous four years?

Yes  No

If yes, please answer the following question:

(b) Was the basis for the finding of non-responsibility due to a violation of State Finance Law §139-j?

Yes  No

(c) If "Yes" was the basis for the finding of non-responsibility due to the intentional provision of false or incomplete information to a governmental entity?

Yes  No

If "Yes", please provide details regarding the finding of non-responsibility:

Governmental Entity: \_\_\_\_\_

Date of Finding of Non-Responsibility: \_\_\_\_\_

Basis of Finding of Non-Responsibility (attach additional sheets if necessary): \_\_\_\_\_

3. Has any governmental agency terminated or withheld a procurement contract with the above-named individual or entity due to the intentional provision of false or incomplete information?

Yes  No

If yes, provide details:

Governmental Entity: \_\_\_\_\_

Date of Termination or Withholding of Contract: \_\_\_\_\_

Basis of Termination or Withholding: (add additional pages if necessary) \_\_\_\_\_

4. TERMINATION CLAUSE:

Contractor certifies that all information provided to the Agency with respect to State Finance Law §§139 (j) and 139 (k) is complete true and accurate. If found to be in violation of State Finance Law §§139 (j) and 139 (k), the contract will result in termination.

I agree

Name of Contractor's Firm/Company: \_\_\_\_\_

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

Contractor's signature: \_\_\_\_\_  
*I understand that my signature represents that I am signing and responding to both certifications listed above*

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

Occupation of Person signing this form: \_\_\_\_\_

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

**Non-Collusive Bidding Certification  
Required By Section 139-D of the State Finance Law**

**By submission of this bid, bidder and each person signing on behalf of bidder certifies, under penalty of perjury, that to the best of his/her knowledge and belief:**

**[1] The prices of this bid have been arrived at independently, without collusion, consultation, communication, or agreement, for the purposes of restricting competition, as to any matter relating to such prices with any other Bidder or with any competitor;**

**[2] Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the Bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other Bidder or to any competitor; and**

**[3] No attempt has been made or will be made by the Bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.**

**A BID SHALL NOT BE CONSIDERED FOR AWARD NOR SHALL ANY AWARD BE MADE WHERE [1], [2], [3] ABOVE HAVE NOT BEEN COMPLIED WITH; PROVIDED HOWEVER, THAT IF IN ANY CASE THE BIDDER(S) CANNOT MAKE THE FORGOING CERTIFICATION, THE BIDDER SHALL SO STATE AND SHALL FURNISH BELOW A SIGNED STATEMENT WHICH SETS FORTH IN DETAIL THE REASONS THEREFORE:**

**[AFFIX ADDEDUM TO THIS PAGE IF SPACE IS REQUIRED FOR STATEMENT.]**

**Subscribed to under penalty of perjury under the laws of the State of New York, this \_\_\_\_\_ day \_\_\_\_\_, 20\_\_ as the act and deed of said corporation.**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Signature**



The submission of the attached Vendor Responsibility Questionnaire is required with your bid.

You must include your ten-digit Vendor ID identifier number issued by New York State. Please insert the Vendor ID number on the top right corner of pages 2-10 of the questionnaire.

If you have previously submitted a New York State Vendor Questionnaire that was signed less than one year ago in connection with another State solicitation or contract, and there are no material changes to that questionnaire, you may submit an Affidavit of No Change along with a copy of the previously completed Vendor Questionnaire.

You are encouraged to complete the questionnaire online. By doing so, you will not be required to complete the questionnaire for future contracts with New York State agencies, so long as you certify the information every six months.

If you are interested in completing the online questionnaire, please visit the following website for additional information:

<https://www.osc.state.ny.us/vendrep/>

If you have filed your questionnaire online, please sign below and return only this page with your bid.

-----  
Complete the below only if you have filed your questionnaire online, otherwise, please complete the attached questionnaire.

\_\_\_\_\_  
Contractor Name (print)

\_\_\_\_\_  
Signature

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

\_\_\_\_\_  
Date

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

You have selected the For-Profit Non-Construction questionnaire which may be printed and completed in this format or, for your convenience, may be completed online using the New York State VendRep System.

**COMPLETION & CERTIFICATION**

The person(s) completing the questionnaire must be knowledgeable about the vendor's business and operations. An owner or officer must certify the questionnaire and the signature must be notarized.

**NEW YORK STATE VENDOR IDENTIFICATION NUMBER (VENDOR ID)**

The Vendor ID is a ten-digit identifier issued by New York State when the vendor is registered on the Statewide Vendor File. This number must now be included on the questionnaire. If the business entity has not obtained a Vendor ID, contact the OSC Help Desk at [ciohelpdesk@osc.state.ny.us](mailto:ciohelpdesk@osc.state.ny.us) or call 866-370-4672.

**DEFINITIONS**

All underlined terms are defined in the "New York State Vendor Responsibility Definitions List," found at [www.osc.state.ny.us/vendrep/documents/definitions.pdf](http://www.osc.state.ny.us/vendrep/documents/definitions.pdf). These terms may not have their ordinary, common or traditional meanings. Each vendor is strongly encouraged to read the respective definitions for any and all underlined terms. By submitting this questionnaire, the vendor agrees to be bound by the terms as defined in the "New York State Vendor Responsibility Definitions List" existing at the time of certification.

**RESPONSES**

Every question must be answered. Each response must provide all relevant information which can be obtained within the limits of the law. However, information regarding a determination or finding made in error which was subsequently corrected is not required. Individuals and Sole Proprietors may use a Social Security Number but are encouraged to obtain and use a federal Employer Identification Number (EIN).

**REPORTING ENTITY**

Each vendor must indicate if the questionnaire is filed on behalf of the entire Legal Business Entity or an Organizational Unit within or operating under the authority of the Legal Business Entity and having the same EIN. Generally, the Organizational Unit option may be appropriate for a vendor that meets the definition of "Reporting Entity" but due to the size and complexity of the Legal Business Entity, is best able to provide the required information for the Organizational Unit, while providing more limited information for other parts of the Legal Business Entity and Associated Entities.

**ASSOCIATED ENTITY**

An Associated Entity is one that owns or controls the Reporting Entity or any entity owned or controlled by the Reporting Entity. However, the term Associated Entity does **not** include "sibling organizations" (i.e., entities owned or controlled by a parent company that owns or controls the Reporting Entity), unless such sibling entity has a direct relationship with or impact on the Reporting Entity.

**STRUCTURE OF THE QUESTIONNAIRE**

The questionnaire is organized into eleven sections. Section I is to be completed for the Legal Business Entity. Section II requires the vendor to specify the Reporting Entity for the questionnaire. Section III refers to the individuals of the Reporting Entity, while Sections IV-VIII require information about the Reporting Entity. Section IX pertains to any Associated Entities, with one question about their Officials/Owners. Section X relates to disclosure under the Freedom of Information Law (FOIL). Section XI requires an authorized contact for the questionnaire information.

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

<b>I. LEGAL BUSINESS ENTITY INFORMATION</b>			
<u>Legal Business Entity Name</u> *		<u>EIN</u> (Enter 9 digits, without hyphen)	
Address of the <u>Principal Place of Business</u> (street, city, state, zip code)		<u>New York State Vendor Identification Number</u>	
		Telephone ext.	Fax
Email		Website	
Additional <u>Legal Business Entity</u> Identities: If applicable, list any other <u>DBA</u> , <u>Trade Name</u> , <u>Former Name</u> , Other Identity, or <u>EIN</u> used in the last five (5) years and the status (active or inactive).			
Type	Name	EIN	Status
1.0 <u>Legal Business Entity</u> Type – Check appropriate box and provide additional information:			
<input type="checkbox"/> <u>Corporation</u> (including <u>PC</u> )		Date of Incorporation	
<input type="checkbox"/> <u>Limited Liability Company (LLC or PLLC)</u>		Date of Organization	
<input type="checkbox"/> <u>Partnership</u> (including <u>LLP</u> , <u>LP</u> or <u>General</u> )		Date of Registration or Establishment	
<input type="checkbox"/> <u>Sole Proprietor</u>		How many years in business?	
<input type="checkbox"/> Other		Date Established	
If Other, explain:			
1.1 Was the <u>Legal Business Entity</u> formed or incorporated in New York State?			<input type="checkbox"/> Yes <input type="checkbox"/> No
If ‘No,’ indicate jurisdiction where <u>Legal Business Entity</u> was formed or incorporated and attach a <u>Certificate of Good Standing</u> from the applicable jurisdiction or provide an explanation if a <u>Certificate of Good Standing</u> is not available.			
<input type="checkbox"/> United States    State    _____			
<input type="checkbox"/> Other            Country    _____			
Explain, if not available:			
1.2 Is the <u>Legal Business Entity</u> publicly traded?			<input type="checkbox"/> Yes <input type="checkbox"/> No
If “Yes,” provide <u>CIK Code</u> or Ticker Symbol			
1.3 Does the <u>Legal Business Entity</u> have a <u>DUNS</u> Number?			<input type="checkbox"/> Yes <input type="checkbox"/> No
If “Yes,” Enter <u>DUNS</u> Number			

\*All underlined terms are defined in the “New York State Vendor Responsibility Definitions List,” which can be found at [www.osc.state.ny.us/vendrep/documents/definitions.pdf](http://www.osc.state.ny.us/vendrep/documents/definitions.pdf).

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**I. LEGAL BUSINESS ENTITY INFORMATION**

1.4 If the <u>Legal Business Entity's Principal Place of Business</u> is not in New York State, does the <u>Legal Business Entity</u> maintain an office in New York State? (Select "N/A," if <u>Principal Place of Business</u> is in New York State.)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
--	--

If "Yes," provide the address and telephone number for one office located in New York State.

1.5 Is the <u>Legal Business Entity</u> a New York State certified <u>Minority-Owned Business Enterprise (MBE)</u> , <u>Women-Owned Business Enterprise (WBE)</u> , <u>New York State Small Business (SB)</u> or a federally certified <u>Disadvantaged Business Enterprise (DBE)</u> ? If "Yes," check all that apply: <input type="checkbox"/> New York State certified <u>Minority-Owned Business Enterprise (MBE)</u> <input type="checkbox"/> New York State certified <u>Women-Owned Business Enterprise (WBE)</u> <input type="checkbox"/> <u>New York State Small Business (SB)</u> <input type="checkbox"/> Federally certified <u>Disadvantaged Business Enterprise (DBE)</u>	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	--

1.6 Identify Officials and Principal Owners, if applicable. For each person, include name, title and percentage of ownership. Attach additional pages if necessary. If applicable, reference to relevant SEC filing(s) containing the required information is optional.

Name	Title	Percentage Ownership <i>(Enter 0% if not applicable)</i>

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**II. REPORTING ENTITY INFORMATION**

2.0 The Reporting Entity for this questionnaire is:

Note: Select only one.

Legal Business Entity

*Note: If selecting this option, “Reporting Entity” refers to the entire Legal Business Entity for the remainder of the questionnaire. (SKIP THE REMAINDER OF SECTION II AND PROCEED WITH SECTION III.)*

Organizational Unit within and operating under the authority of the Legal Business Entity

SEE DEFINITIONS OF “REPORTING ENTITY” AND “ORGANIZATIONAL UNIT” FOR ADDITIONAL INFORMATION ON CRITERIA TO QUALIFY FOR THIS SELECTION.

*Note: If selecting this option, “Reporting Entity” refers to the Organizational Unit within the Legal Business Entity for the remainder of the questionnaire. (COMPLETE THE REMAINDER OF SECTION II AND ALL REMAINING SECTIONS OF THIS QUESTIONNAIRE.)*

**IDENTIFYING INFORMATION**

a) Reporting Entity Name

Address of the Primary Place of Business (street, city, state, zip code)

Telephone

ext.

b) Describe the relationship of the Reporting Entity to the Legal Business Entity

c) Attach an organizational chart

d) Does the Reporting Entity have a DUNS Number?

Yes  No

If “Yes,” enter DUNS Number

e) Identify the designated manager(s) responsible for the business of the Reporting Entity.

*For each person, include name and title. Attach additional pages if necessary.*

Name

Title

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**INSTRUCTIONS FOR SECTIONS III THROUGH VII**

For each “Yes,” provide an explanation of the issue(s), relevant dates, the government entity involved, any remedial or corrective action(s) taken and the current status of the issue(s). For each “Other,” provide an explanation which provides the basis for not definitively responding “Yes” or “No.” Provide the explanation at the end of the section or attach additional sheets with numbered responses, including the Reporting Entity name at the top of any attached pages.

**III. LEADERSHIP INTEGRITY**

*Within the past five (5) years, has any current or former reporting entity official or any individual currently or formerly having the authority to sign, execute or approve bids, proposals, contracts or supporting documentation on behalf of the reporting entity with any government entity been:*

3.0 <u>Sanctioned</u> relative to any business or professional permit and/or license?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other
3.1 <u>Suspended, debarred, or disqualified</u> from any <u>government contracting process</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other
3.2 The subject of an <u>investigation</u> , whether open or closed, by any <u>government entity</u> for a civil or criminal violation for any business-related conduct?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other
3.3 Charged with a misdemeanor or felony, indicted, granted immunity, convicted of a crime or subject to a <u>judgment</u> for: a) Any business-related activity; or b) Any crime, whether or not business-related, the underlying conduct of which was related to truthfulness?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other

For each “Yes” or “Other” explain:

**IV. INTEGRITY – CONTRACT BIDDING**

*Within the past five (5) years, has the reporting entity:*

4.0 Been <u>suspended or debarred</u> from any <u>government contracting process</u> or been <u>disqualified</u> on any government procurement, permit, license, concession, franchise or lease, including, but not limited to, <u>debarment</u> for a violation of New York State Workers’ Compensation or Prevailing Wage laws or New York State Procurement Lobbying Law?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.1 Been subject to a denial or revocation of a government prequalification?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.2 Been denied a contract award or had a bid rejected based upon a <u>non-responsibility finding</u> by a <u>government entity</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.3 Had a low bid rejected on a <u>government contract</u> for failure to <u>make good faith efforts</u> on any <u>Minority-Owned Business Enterprise, Women-Owned Business Enterprise or Disadvantaged Business Enterprise</u> goal or <u>statutory affirmative action requirements</u> on a previously held contract?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.4 Agreed to a voluntary exclusion from bidding/contracting with a <u>government entity</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4.5 Initiated a request to withdraw a bid submitted to a <u>government entity</u> in lieu of responding to an information request or subsequent to a formal request to appear before the <u>government entity</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No

For each “Yes,” explain:

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**V. INTEGRITY – CONTRACT AWARD**

*Within the past five (5) years, has the reporting entity:*

- |   |  |
|---|--|
| 5.0 Been <u>suspended</u> , cancelled or <u>terminated for cause</u> on any <u>government contract</u> including, but not limited to, a <u>non-responsibility finding</u> ? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5.1 Been subject to an <u>administrative proceeding</u> or civil action seeking specific performance or restitution in connection with any <u>government contract</u> ?     | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5.2 Entered into a formal monitoring agreement as a condition of a contract award from a <u>government entity</u> ?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |

For each “Yes,” explain:

**VI. CERTIFICATIONS/LICENSES**

*Within the past five (5) years, has the reporting entity:*

- |   |  |
|---|--|
| 6.0 Had a revocation, <u>suspension</u> or <u>disbarment</u> of any business or professional permit and/or license?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 6.1 Had a denial, decertification, revocation or forfeiture of New York State certification of <u>Minority-Owned Business Enterprise</u> , <u>Women-Owned Business Enterprise</u> or federal certification of <u>Disadvantaged Business Enterprise</u> status for other than a change of ownership? | <input type="checkbox"/> Yes <input type="checkbox"/> No |

For each “Yes,” explain:

**VII. LEGAL PROCEEDINGS**

*Within the past five (5) years, has the reporting entity:*

- |  |  |
|--|--|
| 7.0 Been the subject of an <u>investigation</u> , whether open or closed, by any <u>government entity</u> for a civil or criminal violation?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7.1 Been the subject of an indictment, grant of immunity, <u>judgment</u> or conviction (including entering into a plea bargain) for conduct constituting a crime?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7.2 Received any OSHA citation and Notification of Penalty containing a violation classified as <u>serious or willful</u> ?  | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7.3 Had a <u>government entity</u> find a willful prevailing wage or supplemental payment violation or any other willful violation of New York State Labor Law?  | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7.4 Entered into a consent order with the New York State Department of Environmental Conservation, or received an enforcement determination by any <u>government entity</u> involving a violation of federal, state or local environmental laws?   | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7.5 Other than previously disclosed:<br>a) Been subject to fines or penalties imposed by <u>government entities</u> which in the aggregate total \$25,000 or more; or<br>b) Been convicted of a criminal offense pursuant to any administrative and/or regulatory action taken by any <u>government entity</u> ? | <input type="checkbox"/> Yes <input type="checkbox"/> No |

For each “Yes,” explain:

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

<b>VIII. FINANCIAL AND ORGANIZATIONAL CAPACITY</b>	
8.0 Within the past five (5) years, has the <u>Reporting Entity</u> received any <u>formal unsatisfactory performance assessment(s)</u> from any <u>government entity</u> on any contract?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide an explanation of the issue(s), relevant dates, the <u>government entity</u> involved, any remedial or corrective action(s) taken and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.	
8.1 Within the past five (5) years, has the <u>Reporting Entity</u> had any <u>liquidated damages</u> assessed over \$25,000?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide an explanation of the issue(s), relevant dates, contracting party involved, the amount assessed and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.	
8.2 Within the past five (5) years, have any <u>liens</u> or <u>judgments</u> (not including UCC filings) over \$25,000 been filed against the <u>Reporting Entity</u> which remain undischarged?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide an explanation of the issue(s), relevant dates, the Lien holder or Claimant's name(s), the amount of the <u>lien(s)</u> and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.	
8.3 In the last seven (7) years, has the <u>Reporting Entity</u> initiated or been the subject of any bankruptcy proceedings, whether or not closed, or is any bankruptcy proceeding pending?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide the bankruptcy chapter number, the court name and the docket number. Indicate the current status of the proceedings as "Initiated," "Pending" or "Closed." Provide answer below or attach additional sheets with numbered responses.	
8.4 During the past three (3) years, has the <u>Reporting Entity</u> failed to file or pay any tax returns required by <u>federal, state or local tax laws</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide the taxing jurisdiction, the type of tax, the liability year(s), the tax liability amount the <u>Reporting Entity</u> failed to file/pay and the current status of the tax liability. Provide answer below or attach additional sheets with numbered responses.	
8.5 During the past three (3) years, has the <u>Reporting Entity</u> failed to file or pay any New York State unemployment insurance returns?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes," provide the years the <u>Reporting Entity</u> failed to file/pay the insurance, explain the situation and any remedial or corrective action(s) taken and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.	
8.6 During the past three (3) years, has the <u>Reporting Entity</u> had any <u>government audit(s)</u> completed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
a) If "Yes," did any audit of the <u>Reporting Entity</u> identify any reported significant deficiencies in internal control, fraud, illegal acts, significant violations of provisions of contract or grant agreements, significant abuse or any <u>material disallowance</u> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If "Yes" to 8.6 a), provide an explanation of the issue(s), relevant dates, the <u>government entity</u> involved, any remedial or corrective action(s) taken and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.	

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**IX. ASSOCIATED ENTITIES**

*This section pertains to any entity(ies) that either controls or is controlled by the reporting entity.  
(See definition of "associated entity" for additional information to complete this section.)*

9.0 Does the Reporting Entity have any Associated Entities?

Yes  No

Note: All questions in this section must be answered if the Reporting Entity is either:

- An Organizational Unit; or
- The entire Legal Business Entity which controls, or is controlled by, any other entity(ies).

If "No," SKIP THE REMAINDER OF SECTION IX AND PROCEED WITH SECTION X.

9.1 Within the past five (5) years, has any Associated Entity Official or Principal Owner been charged with a misdemeanor or felony, indicted, granted immunity, convicted of a crime or subject to a judgment for:

Yes  No

- a) Any business-related activity; or
- b) Any crime, whether or not business-related, the underlying conduct of which was related to truthfulness?

If "Yes," provide an explanation of the issue(s), the individual involved, his/her title and role in the Associated Entity, his/her relationship to the Reporting Entity, relevant dates, the government entity involved, any remedial or corrective action(s) taken and the current status of the issue(s).

9.2 Does any Associated Entity have any currently undischarged federal, New York State, New York City or New York local government liens or judgments (not including UCC filings) over \$50,000?

Yes  No

If "Yes," provide an explanation of the issue(s), identify the Associated Entity's name(s), EIN(s), primary business activity, relationship to the Reporting Entity, relevant dates, the Lien holder or Claimant's name(s), the amount of the lien(s) and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.

9.3 Within the past five (5) years, has any Associated Entity:

a) Been disqualified, suspended or debarred from any federal, New York State, New York City or other New York local government contracting process?

Yes  No

b) Been denied a contract award or had a bid rejected based upon a non-responsibility finding by any federal, New York State, New York City, or New York local government entity?

Yes  No

c) Been suspended, cancelled or terminated for cause (including for non-responsibility) on any federal, New York State, New York City or New York local government contract?

Yes  No

d) Been the subject of an investigation, whether open or closed, by any federal, New York State, New York City, or New York local government entity for a civil or criminal violation with a penalty in excess of \$500,000?

Yes  No

e) Been the subject of an indictment, grant of immunity, judgment, or conviction (including entering into a plea bargain) for conduct constituting a crime?

Yes  No

f) Been convicted of a criminal offense pursuant to any administrative and/or regulatory action taken by any federal, New York State, New York City, or New York local government entity?

Yes  No

g) Initiated or been the subject of any bankruptcy proceedings, whether or not closed, or is any bankruptcy proceeding pending?

Yes  No

For each "Yes," provide an explanation of the issue(s), identify the Associated Entity's name(s), EIN(s), primary business activity, relationship to the Reporting Entity, relevant dates, the government entity involved, any remedial or corrective action(s) taken and the current status of the issue(s). Provide answer below or attach additional sheets with numbered responses.

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**X. FREEDOM OF INFORMATION LAW (FOIL)**

10. Indicate whether any information supplied herein is believed to be exempt from disclosure under the Freedom of Information Law (FOIL). Note: A determination of whether such information is exempt from FOIL will be made at the time of any request for disclosure under FOIL.	<input type="checkbox"/> Yes <input type="checkbox"/> No
--	--

If "Yes," indicate the question number(s) and explain the basis for the claim.

**XI. AUTHORIZED CONTACT FOR THIS QUESTIONNAIRE**

Name	Telephone	Fax
	ext.	
Title	Email	

**NEW YORK STATE  
VENDOR RESPONSIBILITY QUESTIONNAIRE  
FOR-PROFIT BUSINESS ENTITY**

**Certification**

The undersigned: (1) recognizes that this questionnaire is submitted for the express purpose of assisting New York State contracting entities in making responsibility determinations regarding an award of a contract or approval of a subcontract; (2) recognizes that the Office of the State Comptroller (OSC) will rely on information disclosed in the questionnaire in making responsibility determinations and in approving a contract or subcontract; (3) acknowledges that the New York State contracting entities and OSC may, in their discretion, by means which they may choose, verify the truth and accuracy of all statements made herein; and (4) acknowledges that intentional submission of false or misleading information may constitute a misdemeanor or felony under New York State Penal Law, may be punishable by a fine and/or imprisonment under Federal Law, and may result in a finding of non-responsibility, contract suspension or contract termination.

**The undersigned certifies that he/she:**

- is knowledgeable about the Reporting Entity's business and operations;
- has read and understands all of the questions contained in the questionnaire;
- has not altered the content of the questionnaire in any manner;
- has reviewed and/or supplied full and complete responses to each question;
- to the best of his/her knowledge, information and belief, confirms that the Reporting Entity's responses are true, accurate and complete, including all attachments, if applicable;
- understands that New York State will rely on the information disclosed in the questionnaire when entering into a contract with the Reporting Entity; and
- is under obligation to update the information provided herein to include any material changes to the Reporting Entity's responses at the time of bid/proposal submission through the contract award notification, and may be required to update the information at the request of the New York State contracting entities or OSC prior to the award and/or approval of a contract, or during the term of the contract.

Signature of Owner/Officer \_\_\_\_\_

Printed Name of Signatory \_\_\_\_\_

Title \_\_\_\_\_

Reporting Entity Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_ ;

\_\_\_\_\_ Notary Public



**NEW YORK STATE OFFICE OF THE STATE COMPTROLLER  
SUBSTITUTE FORM W-9:  
REQUEST FOR TAXPAYER IDENTIFICATION NUMBER & CERTIFICATION**

**TYPE OR PRINT INFORMATION NEATLY. PLEASE REFER TO INSTRUCTIONS FOR MORE INFORMATION.**

**Part I: Vendor Information**

1. Legal Business Name:	2. Business name/disregarded entity name, if different from Legal Business Name:
-------------------------	--

3. Entity Type (Check one only): <input type="checkbox"/> Individual Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Co. <input type="checkbox"/> Corporation <input type="checkbox"/> Not For Profit <input type="checkbox"/> Trusts/Estates <input type="checkbox"/> Federal, State or Local Government <input type="checkbox"/> Public Authority <input type="checkbox"/> Disregarded Entity <input type="checkbox"/> Other _____	<input type="checkbox"/> <b>Exempt Payee</b>
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**Part II: Taxpayer Identification Number (TIN) & Taxpayer Identification Type**

1. Enter your TIN here: ( <i>DO NOT USE DASHES</i> ) See instructions.	<table border="1" style="width:100%; height:25px; text-align:center"> <tr> <td style="width:12.5%"> </td><td style="width:12.5%"> </td> </tr> </table>								
2. Taxpayer Identification Type (check appropriate box):									
<input type="checkbox"/> Employer ID No. (EIN) <input type="checkbox"/> Social Security No. (SSN) <input type="checkbox"/> Individual Taxpayer ID No. (ITIN) <input type="checkbox"/> N/A (Non-United States Business Entity)									

**Part III: Address**

1. Physical Address:	2. Remittance Address:
Number, Street, and Apartment or Suite Number	Number, Street, and Apartment or Suite Number
City, State, and Nine Digit Zip Code or Country	City, State, and Nine Digit Zip Code or Country

**Part IV: Certification and Exemption from Backup Withholding**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (TIN), and
- I am a U.S. citizen or other U.S. person, and
- (Check one only):
  - I am not subject to backup withholding.** I am (a) exempt from back up withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding), or
  - I am subject to backup withholding.** I have been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends, and I have not been notified by the IRS that I am no longer subject to back withholding.

**Sign Here:**

_____	_____	_____
Signature	Title	Date
_____	_____	_____
Print Preparer's Name	Phone Number	Email Address

**Part V: Vendor Primary Contact Information – Executive Authorized to Represent the Vendor**

Primary Contact Name: _____	Title: _____
Email Address: _____	Phone Number: _____

**DO NOT SUBMIT FORM TO IRS — SUBMIT FORM TO NYS ONLY AS DIRECTED**

## NYS Office of the State Comptroller Instructions for Completing Substitute Form W-9

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New York State (NYS) must obtain your correct Taxpayer Identification Number (TIN) to report income paid to you or your organization. NYS Office of the State Comptroller uses the Substitute Form W-9 to obtain certification of your TIN in order to ensure accuracy of information contained in its payee/vendor database and to avoid backup withholding.<sup>1</sup> We ask for the information on the Substitute Form W-9 to carry out the Internal Revenue laws of the United States. You are required to give us the information.

Any payee/vendor who wishes to do business with New York State must complete the Substitute Form W-9. Substitute Form W-9 is the only acceptable documentation. We will not accept IRS Form W-9.

### ***Part I: Vendor Information***

1. **Legal Business Name:** For individuals, enter the name of the person who will do business with NYS as it appears on the Social Security card or other required Federal tax documents. An organization should enter the name shown on its charter or other legal documents that created the organization. Do not abbreviate names.
2. **Business name/disregarded entity name, if different from Legal Business Name:** Enter your DBA name or another name your entity is known by.
3. **Entity Type:** Check the Entity Type doing business with New York State.

### ***Part II: Taxpayer Identification Number (TIN) and Taxpayer Identification Type***

The TIN provided must match the name in the "Legal Business Name" box to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, refers to IRS W-9 instructions for additional information. For other entities, it is your employer identification number (EIN). If you do not have a number or if the account is in more than one name, refer to IRS W-9 instructions for additional information.

1. **Taxpayer Identification Number:** Enter your nine-digit Social Security Number, Individual Taxpayer Identification Number (ITIN) or Employer Identification Number (EIN).
2. **Taxpayer Identification Type:** Check the type of identification number provided.

### ***Part III: Address***

1. **Physical Address:** Enter the location of where your business is physically located.
2. **Remittance Address:** Enter the address where payments should be mailed.

### ***Part IV: Certification and Exemption from Backup Withholding***

Check the appropriate box indicating your exemption status from backup withholding. Individuals and sole proprietors are not exempt from backup withholding. Corporations are exempt from backup withholding for certain types of payments. Refer to IRS Form W-9 instructions for additional information. The signature should be provided by the individual, owner, officer, legal representative, or other authorized person of the entity listed on the form. Certain exceptions to the signature requirement are listed in the IRS instructions for form W-9.

### ***Part V: Vendor Primary Contact Information***

Please provide the contact information for an executive at your organization. This individual should be the person who makes legal and financial decisions for your organization.

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<sup>1</sup> According to IRS Regulations, OSC must withhold 28% of all payments if a payee/vendor fails to provide OSC its certified TIN. The Substitute Form W-9 certifies a payee/vendor's TIN.



## NYS Office of the State Comptroller

### Instructions for Electronic Payment (ePayment) Request

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**Please Note: For your protection, we will not accept email or fax to enroll or change electronic payment information. Failure to provide the requested information may delay or prevent the receipt of payments through the Electronic Payment (ePayment) Program.**

**Notification Required under Personal Privacy Protection Law:** The information provided on this form is required under Section 109 of the New York State Finance Law, as well as the New York State and Federal tax laws (See New York State Tax Law § 674, 26 USC §6041). This information will be provided only to the designated financial institution(s) and/or their agent(s) for the purpose of processing payments, and for other official business of the Office of the State Comptroller. No further disclosure of this information will be made unless such disclosure is authorized or required by law. The information provided is maintained in New York State's Statewide Financial System by the Vendor Management Unit within the Bureau of State Expenditures, Office of the State Comptroller, 110 State Street, Albany, New York 12236.

#### Part I: NYS Vendor Information

**Vendor ID (Required):** The NYS Vendor ID is a ten-character identifier issued by the Vendor Management Unit when the vendor is registered in the Vendor File.

**Legal Business Name (Required):** The name of the person or business as it appears on the Social Security card or other required Federal tax documents. Do not abbreviate names.

**Remittance Address:** The Remittance Address is the default address where payments will be delivered if the payment fails to process electronically.

#### Part II: Type of ePayment Request

**Select one of the following options (Required):**

**New Enrollment** – Please complete all information in Part III and IV and attach an original voided check. If you do not attach an original voided check the financial institution must complete Part IV and V.

**Change ePayment Bank Information** – Please complete all information in Part III and IV and attach an original voided check. If you do not attach an original voided check the financial institution must complete Part IV and V.

**Cancel ePayments** – Please complete all information in Part III. To cancel, the payee's authorized vendor contact must provide this form or signed written notification (including all information in Part III) to the address provided on the front of this form. Notification may be submitted via mail, fax (518-402-4212) or email (epayments@osc.state.ny.us).

#### Part III: Vendor Certification

**Authorized Vendor Contact Signature (Required):** The signature of the contact person at the vendor submitting the request. This should be someone who can make financial and/or legal decisions for the entity or the Vendor's Primary Contact on their NYS Vendor Record.

**Vendor Contact Name (Required):** Print the name of the contact person at the vendor. This should be someone who can make financial and/or legal decisions for the entity or the Vendor's Primary Contact on their Vendor Record.

**Title (Required):** Contact's title

**Email Address (Required):** Contact's email address

**Phone Number (Required):** Contact's phone number

#### Part IV: Financial Institution Information

**Name of Financial Institution (Required):** Name of the bank that the account is with.

**Type of Account:** Savings or Checking Account

**Bank Routing Number/ABA# (Required):** Nine-digit number identifying the financial institution the account belongs to.

**Account Number (Required):** Vendor's Bank Account Number

#### Part V: Financial Institution Certification

**Institution Officer Signature (Required):** Signature of the Institution Officer at the bank certifying the banking information provided on this form.

**Institution Officer Name (Required):** Name of the Institution Officer at the bank completing this section of the form.

**Title (Required):** Institution Officer's title

**Phone Number (Required):** Institution Officer's phone number

**Email Address (Required):** Institution Officer's email address



Department of Taxation and Finance

# Contractor Certification

(Pursuant to Tax Law Section 5-a, as amended,  
effective April 26, 2006)

# ST-220-TD

(4/15)

For information, consult Publication 223, *Questions and Answers Concerning Tax Law Section 5-a* (see *Need help?* below).

Contractor name			
Contractor's principal place of business		City	State ZIP code
Contractor's mailing address (if different than above)		City	State ZIP code
Contractor's federal employer identification number (EIN)	Contractor's sales tax ID number (if different from contractor's EIN)	Contractor's telephone number ( )	
Covered agency or state agency	Contract number or description	Covered agency telephone number ( )	
Covered agency address	City	State	ZIP code
Is the estimated contract value over the full term of the contract (but not including renewals) more than \$100,000?			
Yes <input type="checkbox"/> No <input type="checkbox"/> Unknown at this time <input type="checkbox"/>			

## General information

Tax Law section 5-a, as amended, effective April 26, 2006, requires certain contractors awarded certain state contracts valued at more than \$100,000 to certify to the Tax Department that they are registered to collect New York State and local sales and compensating use taxes, if they made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000, measured over a specified period. In addition, contractors must certify to the Tax Department that each affiliate and subcontractor exceeding such sales threshold during a specified period is registered to collect New York State and local sales and compensating use taxes. Contractors must also file Form ST-220-CA, *Contractor Certification to Covered Agency*, certifying to the procuring state entity that they filed Form ST-220-TD with the Tax Department and that the information contained on Form ST-220-TD is correct and complete as of the date they file Form ST-220-CA.

All sections must be completed including all fields on the top of this page, all sections on page 2, Schedule A on page 3, if applicable, and *Individual, Corporation, Partnership, or LLC Acknowledgement* on page 4. If you do not complete these areas, the form will be returned to you for completion.

For more detailed information regarding this form and Tax Law section 5-a, see Publication 223, *Questions and Answers Concerning Tax Law Section 5-a, (as amended, effective April 26, 2006)*. See *Need help?* for more information on how to obtain this publication.

**Note:** Form ST-220-TD must be signed by a person authorized to make the certification on behalf of the contractor, and the acknowledgement on page 4 of this form must be completed before a notary public.

Mail completed form to:

**NYS TAX DEPARTMENT  
DATA ENTRY SECTION  
W A HARRIMAN CAMPUS  
ALBANY NY 12227-0826**

## Privacy notification

New York State Law requires all government agencies that maintain a system of records to provide notification of the legal authority for any request, the principal purpose(s) for which the information is to be collected, and where it will be maintained. To view this information, visit our Web site, or, if you do not have Internet access, call and request Publication 54, *Privacy Notification*. See *Need help?* for the Web address and telephone number.

## Need help?



Visit our Web site at **[www.tax.ny.gov](http://www.tax.ny.gov)**

- get information and manage your taxes online
- check for new online services and features



### Telephone assistance

**Sales Tax** Information Center: (518) 485-2889

To order forms and publications: (518) 457-5431

**Text Telephone (TTY) Hotline** (for persons with hearing and speech disabilities using a TTY): (518) 485-5082



**Persons with disabilities:** In compliance with the Americans with Disabilities Act, we will ensure that our lobbies, offices, meeting rooms, and other facilities are accessible to persons with disabilities. If you have questions about special accommodations for persons with disabilities, call the information center.

I, \_\_\_\_\_, hereby affirm, under penalty of perjury, that I am \_\_\_\_\_  
(name) (title)  
of the above-named contractor, and that I am authorized to make this certification on behalf of such contractor.

**Complete Sections 1, 2, and 3 below. Make only one entry in each section.**

**Section 1 – Contractor registration status**

- The contractor has made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made. The contractor is registered to collect New York State and local sales and compensating use taxes with the Commissioner of Taxation and Finance pursuant to Tax Law sections 1134 and 1253, and is listed on Schedule A of this certification.
- The contractor has not made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made.

**Section 2 – Affiliate registration status**

- The contractor does not have any affiliates.
- To the best of the contractor's knowledge, the contractor has one or more affiliates having made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made, and each affiliate exceeding the \$300,000 cumulative sales threshold during such quarters is registered to collect New York State and local sales and compensating use taxes with the Commissioner of Taxation and Finance pursuant to Tax Law sections 1134 and 1253. The contractor has listed each affiliate exceeding the \$300,000 cumulative sales threshold during such quarters on Schedule A of this certification.
- To the best of the contractor's knowledge, the contractor has one or more affiliates, and each affiliate has not made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made.

**Section 3 – Subcontractor registration status**

- The contractor does not have any subcontractors.
- To the best of the contractor's knowledge, the contractor has one or more subcontractors having made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made, and each subcontractor exceeding the \$300,000 cumulative sales threshold during such quarters is registered to collect New York State and local sales and compensating use taxes with the Commissioner of Taxation and Finance pursuant to Tax Law sections 1134 and 1253. The contractor has listed each subcontractor exceeding the \$300,000 cumulative sales threshold during such quarters on Schedule A of this certification.
- To the best of the contractor's knowledge, the contractor has one or more subcontractors, and each subcontractor has not made sales delivered by any means to locations within New York State of tangible personal property or taxable services having a cumulative value in excess of \$300,000 during the four sales tax quarters which immediately precede the sales tax quarter in which this certification is made.

Sworn to this \_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_

\_\_\_\_\_  
(sign before a notary public)

\_\_\_\_\_  
(title)







# Contractor Certification to Covered Agency

(Pursuant to Section 5-a of the Tax Law, as amended, effective April 26, 2006)

# ST-220-CA

(12/11)

For information, consult Publication 223, *Questions and Answers Concerning Tax Law Section 5-a* (see *Need Help?* on back).

Contractor name		For covered agency use only Contract number or description	
Contractor's principal place of business	City	State	ZIP code
Contractor's mailing address (if different than above)		Estimated contract value over the full term of contract (but not including renewals)	
Contractor's federal employer identification number (EIN)	Contractor's sales tax ID number (if different from contractor's EIN)		\$
Contractor's telephone number	Covered agency name		
Covered agency address		Covered agency telephone number	

I, \_\_\_\_\_, hereby affirm, under penalty of perjury, that I am \_\_\_\_\_

(name)

(title)

of the above-named contractor, that I am authorized to make this certification on behalf of such contractor, and I further certify that:

(Mark an X in only one box)

The contractor has filed Form ST-220-TD with the Department of Taxation and Finance in connection with this contract and, to the best of contractor's knowledge, the information provided on the Form ST-220-TD, is correct and complete.

The contractor has previously filed Form ST-220-TD with the Tax Department in connection with \_\_\_\_\_  
(insert contract number or description)

and, to the best of the contractor's knowledge, the information provided on that previously filed Form ST-220-TD, is correct and complete as of the current date, and thus the contractor is not required to file a new Form ST-220-TD at this time.

Sworn to this \_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_

(sign before a notary public)

(title)

## Instructions

### General information

Tax Law section 5-a was amended, effective April 26, 2006. On or after that date, in all cases where a contract is subject to Tax Law section 5-a, a contractor must file (1) Form ST-220-CA, *Contractor Certification to Covered Agency*, with a covered agency, and (2) Form ST-220-TD with the Tax Department before a contract may take effect. The circumstances when a contract is subject to section 5-a are listed in Publication 223, Q&A 3. See *Need help?* for more information on how to obtain this publication. In addition, a contractor must file a new Form ST-220-CA with a covered agency before an existing contract with such agency may be renewed.

**Note:** Form ST-220-CA must be signed by a person authorized to make the certification on behalf of the contractor, and the acknowledgement on page 2 of this form must be completed before a notary public.

### When to complete this form

As set forth in Publication 223, a contract is subject to section 5-a, and you must make the required certification(s), if:

- i. The procuring entity is a *covered agency* within the meaning of the statute (see Publication 223, Q&A 5);
- ii. The contractor is a *contractor* within the meaning of the statute (see Publication 223, Q&A 6); and
- iii. The contract is a *contract* within the meaning of the statute. This is the case when it (a) has a value in excess of \$100,000 and (b) is a contract for *commodities* or *services*, as such terms are defined for purposes of the statute (see Publication 223, Q&A 8 and 9).

Furthermore, the procuring entity must have begun the solicitation to purchase on or after January 1, 2005, and the resulting contract must have been awarded, amended, extended, renewed, or assigned *on or after April 26, 2006* (the effective date of the section 5-a amendments).

Individual, Corporation, Partnership, or LLC Acknowledgment

STATE OF }
: SS.:
COUNTY OF }

On the \_\_\_ day of \_\_\_\_\_ in the year 20\_\_\_, before me personally appeared \_\_\_\_\_,
known to me to be the person who executed the foregoing instrument, who, being duly sworn by me did depose and say that
\_he resides at \_\_\_\_\_,
Town of \_\_\_\_\_,
County of \_\_\_\_\_,
State of \_\_\_\_\_; and further that:

[Mark an X in the appropriate box and complete the accompanying statement.]

- (If an individual): \_he executed the foregoing instrument in his/her name and on his/her own behalf.
(If a corporation): \_he is the \_\_\_\_\_ of \_\_\_\_\_, the corporation described in said instrument; that, by authority of the Board of Directors of said corporation, \_he is authorized to execute the foregoing instrument on behalf of the corporation for purposes set forth therein; and that, pursuant to that authority, \_he executed the foregoing instrument in the name of and on behalf of said corporation as the act and deed of said corporation.
(If a partnership): \_he is a \_\_\_\_\_ of \_\_\_\_\_, the partnership described in said instrument; that, by the terms of said partnership, \_he is authorized to execute the foregoing instrument on behalf of the partnership for purposes set forth therein; and that, pursuant to that authority, \_he executed the foregoing instrument in the name of and on behalf of said partnership as the act and deed of said partnership.
(If a limited liability company): \_he is a duly authorized member of \_\_\_\_\_, LLC, the limited liability company described in said instrument; that \_he is authorized to execute the foregoing instrument on behalf of the limited liability company for purposes set forth therein; and that, pursuant to that authority, \_he executed the foregoing instrument in the name of and on behalf of said limited liability company as the act and deed of said limited liability company.

Notary Public

Registration No.

Privacy notification

The Commissioner of Taxation and Finance may collect and maintain personal information pursuant to the New York State Tax Law, including but not limited to, sections 5-a, 171, 171-a, 287, 308, 429, 475, 505, 697, 1096, 1142, and 1415 of that Law; and may require disclosure of social security numbers pursuant to 42 USC 405(c)(2)(C)(i).

This information will be used to determine and administer tax liabilities and, when authorized by law, for certain tax offset and exchange of tax information programs as well as for any other lawful purpose.

Information concerning quarterly wages paid to employees is provided to certain state agencies for purposes of fraud prevention, support enforcement, evaluation of the effectiveness of certain employment and training programs and other purposes authorized by law.

Failure to provide the required information may subject you to civil or criminal penalties, or both, under the Tax Law.

This information is maintained by the Manager of Document Management, NYS Tax Department, W A Harriman Campus, Albany NY 12227; telephone (518) 457-5181.

Need help?



- Visit our Web site at www.tax.ny.gov
• get information and manage your taxes online
• check for new online services and features



Telephone assistance

Sales Tax Information Center: (518) 485-2889
To order forms and publications: (518) 457-5431

Text Telephone (TTY) Hotline (for persons with hearing and speech disabilities using a TTY): (518) 485-5082



Persons with disabilities: In compliance with the Americans with Disabilities Act, we will ensure that our lobbies, offices, meeting rooms, and other facilities are accessible to persons with disabilities. If you have questions about special accommodations for persons with disabilities, call the information center.

## ENCOURAGING USE OF NEW YORK STATE BUSINESSES IN CONTRACT PERFORMANCE

New York State businesses have a substantial presence in State contracts and strongly contribute to the economies of the state and the nation. In recognition of their economic activity and leadership in doing business in New York State, bidders/proposers for this contract for commodities, services or technology are strongly encouraged and expected to consider New York State businesses in the fulfillment of the requirements of the contract. Such partnering may be as subcontractors, suppliers, protégés or other supporting roles.

Bidders/proposers need to be aware that all authorized users of this contract will be strongly encouraged, to the maximum extent practical and consistent with legal requirements, to use responsible and responsive New York State businesses in purchasing commodities that are of equal quality and functionality and in utilizing services and technology. Furthermore, bidders/proposers are reminded that they must continue to utilize small, minority and women-owned businesses, consistent with current State law.

Utilizing New York State businesses in State contracts will help create more private sector jobs, rebuild New York's infrastructure, and maximize economic activity to the mutual benefit of the contractor and its New York State business partners. New York State businesses will promote the contractor's optimal performance under the contract, thereby fully benefiting the public sector programs that are supported by associated procurements.

Public procurements can drive and improve the State's economic engine through promotion of the use of New York businesses by its contractors. The State therefore expects bidders/proposers to provide maximum assistance to New York businesses in their use of the contract. The potential participation by all kinds of New York businesses will deliver great value to the State and its taxpayers.

Bidders/proposers can demonstrate their commitment to the use of New York State businesses by responding to the question below:

Will New York State Businesses be used in the performance of this contract? \_\_\_\_\_  
Yes No

If yes, identify New York State businesses that will be used and attach identifying information.

Firm Name: \_\_\_\_\_

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

## **APPENDIX J**

### **EEO and MWBE Program**

**J: Contractor Requirements and Procedures for Business Participation Opportunities for EEO and MWBE Program**

**J-1: Work Force Employment Utilization Report Instructions**

**J-2: Work Force Employment Staffing Plan**

**J-3: Work Force Employment Periodic Report**

**J-4: MWBE Utilization Plan Form**

**J-5: MWBE Quarterly Subcontracting/Supplier Activity Report**

**J-6: MWBE Quarterly Subcontracting/Supplier Activity Report Business Information Report**

**J-7: MWBE Request for Waiver Form**

## **PARTICIPATION BY MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES: REQUIREMENTS AND PROCEDURES**

### **I. General Provisions**

- A. The New York State Gaming Commission (the “Commission”) is required to implement the provisions of New York State Executive Law Article 15-A and Parts 140-145 of Title 5 of the New York Codes, Rules and Regulations (“NYCRR”) for all State contracts, as defined therein, with a value (1) in excess of \$25,000 for labor, services, equipment, materials, or any combination of the foregoing or (2) in excess of \$100,000 for real property renovations and construction.
- B. The contractor to the subject contract (the “Contractor” and the “Contract,” respectively) agrees, in addition to any other nondiscrimination provision of the Contract and at no additional cost to the Commission, to fully comply and cooperate with the Commission in the implementation of New York State Executive Law Article 15-A and the regulations promulgated thereunder. These requirements include equal employment opportunities for minority group members and women (“EEO”) and contracting opportunities for New York State-certified minority and women-owned business enterprises (“MWBEs”). The Contractor’s demonstration of “good faith efforts” pursuant to 5 NYCRR § 142.8 shall be a part of these requirements. These provisions shall be deemed supplementary to, and not in lieu of, the nondiscrimination provisions required by New York State Executive Law Article 15 (the “Human Rights Law”) and other applicable federal, state, and local laws.
- C. Failure to comply with all of the requirements herein may result in a finding of non-responsiveness, non-responsibility and/or a breach of contract, leading to the assessment of liquidated damages pursuant to Section VII of this Appendix and such other remedies are available to the Commission pursuant to the Contract and applicable law.

### **II. Contract Goals**

For purposes of this solicitation, the Commission hereby establishes an overall goal of **30% (20% MBE and 10% WBE)** for MWBE participation, based on the current availability of qualified MBEs and WBEs.

- A. For purposes of providing meaningful participation by MWBEs on the Contract and achieving the MWBE Contract Goals established in Section II-A hereof, the Contractor should reference the directory of MWBEs at the following internet address: <https://ny.newnycontracts.com>.

Additionally, the Contractor is encouraged to contact the Division of Minority and Women’s Business Development at (212) 803-2414 to discuss additional methods of maximizing participation by MWBEs on the Contract.

- B. The Contractor understands that only sums paid to MWBEs for the performance of a commercially useful function, as that term is defined in 5 NYCRR § 140.1, may be

applied towards the achievement of the applicable MWBE participation goal. The portion of a contract with an MWBE serving as a broker that shall be deemed to represent the commercially useful function performed by the MWBE shall be 25percent of the total value of the contract.

- C. The Contractor must document “good faith efforts,” pursuant to 5 NYCRR § 142.8, to provide meaningful participation by MWBEs as subcontractors and suppliers in the performance of the Contract. Such documentation shall include, but not necessarily be limited to:
1. Evidence of outreach to MWBEs;
  2. Any responses by MWBEs to the Contractor’s outreach;
  3. Copies of advertisements for participation by MWBEs in appropriate general circulation, trade, and minority or women-oriented publications;
  4. The dates of attendance at any pre-bid, pre-award, or other meetings, if any, scheduled by the Commission with MWBEs; and,
  5. Information describing specific steps undertaken by the Contractor to reasonably structure the Contract scope of work to maximize opportunities for MWBE participation.

### **III. Equal Employment Opportunity (“EEO”)**

- A. The provisions of Article 15-A of the Executive Law and the rules and regulations promulgated thereunder pertaining to equal employment opportunities for minority group members and women shall apply to the Contract.
- B. In performing the Contract, the Contractor shall:
1. Ensure that each contractor and subcontractor performing work on the Contract shall undertake or continue existing EEO programs to ensure that minority group members and women are afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status. For these purposes, EEO shall apply in the areas of recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff, or termination and rates of pay or other forms of compensation.
  2. The Contractor shall submit an EEO policy statement to the Commission within seventy-two (72) hours after the date of the notice by the Commission to award the Contract to the Contractor.
  3. If the Contractor, or any of its subcontractors, does not have an existing EEO policy statement, the Commission may require the Contractor or subcontractor to adopt a model statement (see Form – Equal Employment Opportunity Policy Statement).
  4. The Contractor’s EEO policy statement shall include the following language:
    - a. The Contractor will not discriminate against any employee or applicant for employment because of race, creed, color, national origin, sex, age, disability, or marital status, will undertake or continue existing EEO programs to ensure that

minority group members and women are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force.

- b. The Contractor shall state in all solicitations or advertisements for employees that, in the performance of the contract, all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.
- c. The Contractor shall request each employment agency, labor union, or authorized representative of workers with which it has a collective bargaining or other agreement or understanding, to furnish a written statement that such employment agency, labor union, or representative will not discriminate on the basis of race, creed, color, national origin, sex age, disability or marital status and that such union or representative will affirmatively cooperate in the implementation of the Contractor's obligations herein.
- d. The Contractor will include the provisions of Subdivisions (a) through (c) of this Subsection 4 and Paragraph "E" of this Section III, which provides for relevant provisions of the Human Rights Law, in every subcontract in such a manner that the requirements of the subdivisions will be binding upon each subcontractor as to work in connection with the Contract.

#### C. Form J-2- Staffing Plan

To ensure compliance with this Section, the Contractor shall submit a staffing plan to document the composition of the proposed workforce to be utilized in the performance of the Contract by the specified categories listed, including ethnic background, gender, and Federal occupational categories. The Contractor shall complete the staffing plan form and submit it as part of their bid or proposal or within a reasonable time, as directed by the Commission.

#### D. Form J-3 - Workforce Utilization Report

1. The Contractor shall submit a Workforce Utilization Report, and shall require each of its subcontractors to submit a Workforce Utilization Report, in such form as shall be required by the Commission on a quarterly basis during the term of the Contract.
2. Separate forms shall be completed by the Contractor and any subcontractors.

- E. The Contractor shall comply with the provisions of the Human Rights Law, and all other State and Federal statutory and constitutional non-discrimination provisions. The Contractor and its subcontractors shall not discriminate against any employee or applicant for employment because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.

#### **IV. MWBE Utilization Plan**

- A. The Contractor represents and warrants that the Contractor has submitted an MWBE Utilization Plan, or shall submit an MWBE Utilization Plan at such time as shall be required by the Commission, through the New York State Contract System (“NYSCS”), which can be viewed at <https://ny.newnycontracts.com>, provided, however, that the Contractor may arrange to provide such evidence via a non-electronic method to the Commission, either prior to, or at the time of, the execution of the contract.
- B. The Contractor agrees to adhere to such MWBE Utilization Plan in the performance of the Contract.
- C. The Contractor further agrees that failure to submit and/or adhere to such MWBE Utilization Plan shall constitute a material breach of the terms of the Contract. Upon the occurrence of such a material breach, the Commission shall be entitled to any remedy provided herein, including but not limited to, a finding that the Contractor is non-responsive.

#### **V. Waivers**

- A. If the Contractor, after making good faith efforts, is unable to achieve the MWBE Contract Goals stated herein, the Contractor may submit a request for a waiver through the NYSCS, or a non-electronic method provided by the Commission. Such waiver request must be supported by evidence of the Contractor’s good faith efforts to achieve the maximum feasible MWBE participation towards the applicable MWBE Contract Goals. If the documentation included with the waiver request is complete, the Commission shall evaluate the request and issue a written notice of approval or denial within twenty (20) business days of receipt.
- B. If the Commission, upon review of the MWBE Utilization Plan, quarterly MWBE Contractor Compliance Reports described in Section VI, or any other relevant information, determines that the Contractor is failing or refusing to comply with the MWBE Contract Goals, and no waiver has been issued in regards to such non-compliance, the Commission may issue a notice of deficiency to the Contractor. The Contractor must respond to the notice of deficiency within seven (7) business days of receipt. Such response may include a request for partial or total waiver of MWBE Contract Goals.

#### **VI. Quarterly MWBE Contractor Compliance Report**

The Contractor is required to submit a quarterly MWBE Contractor Compliance Report through the NYSCS, provided, however, that the Contractor may arrange to provide such report via a non-electronic method to the Commission by the 10<sup>th</sup> day following the end of each quarter during the term of the Contract.

#### **VII. Liquidated Damages - MWBE Participation**

- A. Where the Commission determines that the Contractor is not in compliance with the requirements of this Appendix and the Contractor refuses to comply with such requirements, or if the Contractor is found to have willfully and intentionally failed to comply with the MWBE participation goals, the Contractor shall be obligated to pay to the Commission liquidated damages.
- B. Such liquidated damages shall be calculated as an amount equaling the difference between:
  - 1. All sums identified for payment to MWBEs had the Contractor achieved the contractual MWBE goals; and
  - 2. All sums actually paid to MWBEs for work performed or materials supplied under the Contract.
- C. In the event a determination has been made which requires the payment of liquidated damages and such identified sums have not been withheld by the Commission, the Contractor shall pay such liquidated damages to the Commission within sixty (60) days after they are assessed. Provided, however, that if the Contractor has filed a complaint with the Director of the Division of Minority and Women's Business Development pursuant to 5 NYCRR § 142.12, liquidated damages shall be payable only in the event of a determination adverse to the Contractor following the complaint process.

**MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES – EQUAL  
EMPLOYMENT OPPORTUNITY POLICY STATEMENT**

**MWBE AND EEO POLICY STATEMENT**

I, \_\_\_\_\_, the (awardee/contractor)\_\_\_\_\_ agree to adopt the following policies with respect to the project being developed or services rendered at \_\_\_\_\_

**MWBE**

**EEO**

This organization will and will cause its contractors and subcontractors to take good faith actions to achieve the MWBE contract participations goals set by the State for that area in which the State-funded project is located, by taking the following steps:

- (1) Actively and affirmatively solicit bids for contracts and subcontracts from qualified State certified MBEs or WBEs, including solicitations to MWBE contractor associations.
- (2) Request a list of State-certified MWBEs from the Commission and solicit bids from them directly.
- (3) Ensure that plans, specifications, request for proposals and other documents used to secure bids will be made available in sufficient time for review by prospective MWBEs.
- (4) Where feasible, divide the work into smaller portions to enhanced participations by MWBEs and encourage the formation of joint venture and other partnerships among MWBE contractors to enhance their participation.
- (5) Document and maintain records of bid solicitation, including those to MWBEs and the results thereof. The Contractor will also maintain records of actions that its subcontractors have taken toward meeting MWBE contract participation goals.
- (6) Ensure that progress payments to MWBEs are made on a timely basis so that undue financial hardship is avoided, and that, if legally permissible, bonding and other credit requirements are waived or appropriate alternatives developed to encourage MWBE participation.

- (a) This organization will not discriminate against any employee or applicant for employment because of race, creed, color, national origin, sex, age, disability or marital status, will undertake or continue existing programs of affirmative action to ensure that minority group members are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force on state contracts.
- (b) This organization shall state in all solicitation or advertisements for employees that in the performance of the State contract all qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex disability or marital status.
- (c) At the request of the contracting agency, this organization shall request each employment agency, labor union, or authorized representative will not discriminate on the basis of race, creed, color, national origin, sex, age, disability or marital status and that such union or representative will affirmatively cooperate in the implementation of this organization’s obligations herein.
- (d) The Contractor shall comply with the provisions of the Human Rights Law, all other State and Federal statutory and constitutional non-discrimination provisions. The Contractor and subcontractors shall not discriminate against any employee or applicant for employment because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, and shall also follow the requirements of the Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.
- (e) This organization will include the provisions of sections (a) through (d) of this agreement in every subcontract in such a manner that the requirements of the subdivisions will be binding upon each subcontractor as to work in connection with the State contract

Agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 2\_\_\_\_\_

By \_\_\_\_\_

Print: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ is designated as the Minority Business Enterprise Liaison

(Name of Designated Liaison)

responsible for administering the Minority and Women-Owned Business Enterprises- Equal Employment Opportunity (MWBE-EEO) program.

**MWBE Contract Goals**

\_\_\_30%\_\_percent Minority and Women’s Business Enterprise Participation

\_\_\_20%\_\_percent Minority Business Enterprise Participation

\_\_\_10%\_\_percent Women’s Business Enterprise Participation

\_\_\_\_\_

Authorized Representative

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

Date: \_\_\_\_\_

### **Instructions for Submitting the Workforce Utilization Report**

The Workforce Utilization Report (“Report”) is to be submitted on a monthly basis for construction contracts, and a quarterly basis for all other contracts, during the life of the contract to report the actual workforce utilized in the performance of the contract broken down by job title. When the workforce utilized in the performance of the contract can be separated out from the contractor’s and/or subcontractor’s total workforce, the contractor and/or subcontractor shall submit a Report of the workforce utilized on the contract. When the workforce to be utilized on the contract cannot be separated out from the contractor’s and/or subcontractor’s total workforce, information on the contractor’s and/or subcontractor’s total workforce may be included in the Report.

Reports are to be submitted electronically, using the provided Report worksheet, to [Michele.June@gaming.ny.gov](mailto:Michele.June@gaming.ny.gov) within ten (10) days following the end of each month or quarter, whichever is applicable.

### **Instructions for Completing the Workforce Utilization Report**

1. **REPORTING ENTITY:** Check off the appropriate box to indicate if the entity completing the Report is the contractor or a subcontractor.
2. **FEDERAL EMPLOYER IDENTIFICATION NUMBER:** Enter the Federal Employer Identification Number (FEIN) assigned by the IRS. Contractors utilizing their social security number in lieu of an FEIN should leave this field blank.
3. **CONTRACTOR NAME and CONTRACTOR ADDRESS:** Enter the primary business address for the entity completing the Report.
4. **CONTRACT NUMBER:** Enter the number of the contract to which the Report applies.
5. **REPORTING PERIOD:** Check off the box that corresponds to the applicable quarterly or monthly reporting period for this Report. Only select one box.
6. **WORKFORCE IDENTIFIED IN REPORT:** Check off the appropriate box to indicate if the workforce being reported is just for the contract or the contractor’s or subcontractor’s total workforce.
7. **OCCUPATION CLASSIFICATIONS and SOC JOB TITLE:** Select the occupation classification and job title that best describes each group of employees performing work on the state contract under columns A and B.
8. **EEO JOB TITLE and SOC CODE:** These fields will populate automatically based upon the Occupation Classifications and SOC Job Titles selected. Do not modify the results generated in these fields.
9. **NUMBER OF EMPLOYEES and NUMBER OF HOURS:** Enter the number of employees and total number of hours worked by such employees for each job title under the columns corresponding to the gender and racial/ethnic groups with which the employees most closely identify.
10. **TOTAL COMPENSATION:** Enter the total compensation paid to all employees for each job code, and each gender and racial/ethnic group, identified in the Report. Contractors and subcontractors should report only compensation for work on the contract paid to employees during the period covered by the Report. Compensation should include only sums which must be reported in Box 1 of IRS Form W2.
11. **PREPARER’S INFORMATION:** Enter the name and title for the person completing the form, enter the date upon which the Report was completed, and check the box accepting the name entered into the Report as the digital signature of the preparer.

### **Race/Ethnic Identification**

Race/ethnic designations do not denote scientific definitions of anthropological origins. For the purposes of this Report, an employee must be included in the group with which he or she most closely identifies. No person may be counted in more than one race/ethnic group. In determining an employee's race or ethnicity, a contractor may rely upon an employee's self-identification, employment records, or, in cases where an employee refuses to identify his or her race or identity, observer identification. The race/ethnic categories for this Report are:

- **WHITE** (Not of Hispanic origin) All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- **BLACK/AFRICAN AMERICAN** a person, not of Hispanic origin, who has origins in any of the black racial groups of the original peoples of Africa.
- **HISPANIC/LATINO** a person of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin, regardless of race.
- **ASIAN, NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER** a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent or the Pacific Islands.
- **NATIVE AMERICAN/ALASKAN NATIVE** a person having origins in any of the original peoples of North America, and who maintains cultural identification through tribal affiliation or community recognition.

### **Resources**

If you have questions regarding these requirements, are unsure of the appropriate job titles to include in your Report, or otherwise require assistance in preparing or submitting the Report, please contact [Michele.June@gaming.ny.gov](mailto:Michele.June@gaming.ny.gov), 518-388-2134.

**WORK FORCE EMPLOYMENT STAFFING PLAN**

Project/RFP Title \_\_\_\_\_ Location of Contract \_\_\_\_\_  
 Contractor/Firm Name \_\_\_\_\_ Address \_\_\_\_\_  
 County \_\_\_\_\_ Zip \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

Check applicable categories (1) Staff Estimates include: Contract/Project Staff \_\_\_ Total Work Force \_\_\_ Subcontractors \_\_\_  
 (2) Type of Contract: Construction Consultants \_\_\_ Commodities \_\_\_ Services/Consultants \_\_\_

Total Anticipated Work Force											Total Percent Minority Employees	Total Percent Female Employees	
Federal Occupational Category	Total Number of Employees		Black (Not of Hispanic Origin)		Hispanic		Asian or Pacific Islander		Native American/ Alaskan Native				
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female		
Officials/Admin													
Professionals													
Technicians													
Sales Workers													
Office & Clerical													
Craft Workers													
Operatives													
Laborers													
Service Workers													
<b>TOTALS</b>													

Company Official's Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company Official's Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Telephone Number \_\_\_\_\_

Reporting Entity  Contractor  Subcontractor

FEIN

Contractor Name

Contractor Address

Contract Number

**Reporting Period - Select One**

January 1 - March 31  April 1 - June 30

July 1 - September 30  October 1 - December 31

**Reporting Month - Select One**

January  February  March

April  May  June

July  August  September

October  November  December

**Workforce Identified in Report**

Workforce Utilized in Performance of Contract

Contractor/Subcontractor's Total Workforce

Preparer's Name:

Preparer's Title:

Date:

By checking this box, I certify that I personally completed this document and I adopt the name typed above as my electronic signature under the NYC Electronic Signatures and Records Act, with the legal force and effect as if I had physically signed the document.

Occupation Classifications (SOC Major Group)	SOC Job Title	EEO Job Title	SOC Job Code	Number of Employees and Hours Worked by Race/Ethnic Identification During Reporting Period																													
				White						Black/African American						Hispanic/Latino						Asian/Native Hawaiian or Other Pacific Islander						Native American/Alaskan Native					
				Male			Female			Male			Female			Male			Female			Male			Female			Male			Female		
				No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation	No. of Employees	No. of Hours	Total Compensation
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# EEO-1 JOB CLASSIFICATION GUIDE, 2014

## (Effective beginning with the 2014 EEO-1 survey)

EEO-1 Job Group	Job Title/Description of Standard Occupational Classification (SOC)	Six-Level SOC Job Code	Four-Digit Census Code
Exec/Senior Offs & Mgrs.	Chief Executives *** (See Details in Bottom Note)	11-1011	0010
First/Mid Offs & Mgrs.	General and Operations Managers	11-1021	0020
First/Mid Offs & Mgrs.	Advertising and Promotions Managers	11-2011	0040
First/Mid Offs & Mgrs.	Marketing Managers	11-2021	0050
First/Mid Offs & Mgrs.	Sales Managers	11-2022	0050
First/Mid Offs & Mgrs.	Public Relations and Fundraising Managers	11-2031	0060
First/Mid Offs & Mgrs.	Administrative Services Managers	11-3011	0100
First/Mid Offs & Mgrs.	Computer and Information Systems Managers	11-3021	0110
First/Mid Offs & Mgrs.	Financial Managers	11-3031	0120
First/Mid Offs & Mgrs.	Industrial Production Managers	11-3051	0140
First/Mid Offs & Mgrs.	Purchasing Managers	11-3061	0150
First/Mid Offs & Mgrs.	Transportation, Storage, and Distribution Managers	11-3071	0160
First/Mid Offs & Mgrs.	Compensation and Benefits Managers	11-3111	0135
First/Mid Offs & Mgrs.	Human Resources Managers	11-3121	0136
First/Mid Offs & Mgrs.	Training and Development Managers	11-3131	0137
First/Mid Offs & Mgrs.	Farmers, Ranchers, and Other Agricultural Managers	11-9013	0205
First/Mid Offs & Mgrs.	Construction Managers	11-9021	0220
First/Mid Offs & Mgrs.	Education Administrators, Preschool and Childcare Center/Program	11-9031	0230
First/Mid Offs & Mgrs.	Education Administrators, Elementary and Secondary School	11-9032	0230
First/Mid Offs & Mgrs.	Education Administrators, Postsecondary	11-9033	0230
First/Mid Offs & Mgrs.	Education Administrators, All Other	11-9039	0230
First/Mid Offs & Mgrs.	Architectural and Engineering Managers	11-9041	0300
First/Mid Offs & Mgrs.	Food Service Managers	11-9051	0310
First/Mid Offs & Mgrs.	Funeral Service Managers	11-9061	0430
First/Mid Offs & Mgrs.	Gaming Managers	11-9071	0330
First/Mid Offs & Mgrs.	Lodging Managers	11-9081	0340
First/Mid Offs & Mgrs.	Medical and Health Services Managers	11-9111	0350
First/Mid Offs & Mgrs.	Natural Sciences Managers	11-9121	0360
First/Mid Offs & Mgrs.	Postmasters and Mail Superintendents	11-9131	0430
First/Mid Offs & Mgrs.	Property, Real Estate, and Community Association Managers	11-9141	0410
First/Mid Offs & Mgrs.	Social and Community Service Managers	11-9151	0420
First/Mid Offs & Mgrs.	Emergency Management Directors	11-9161	0425
First/Mid Offs & Mgrs.	Managers, All Other	11-9199	0430
First/Mid Offs & Mgrs.	Morticians, Undertakers, and Funeral Directors	39-4031	4465
Professionals	Agents and Business Managers of Artists, Performers, and Athletes	13-1011	0500
Professionals	Buyers and Purchasing Agents, Farm Products	13-1021	0510
Professionals	Wholesale and Retail Buyers, Except Farm Products	13-1022	0520
Professionals	Purchasing Agents, Except Wholesale, Retail, and Farm Products	13-1023	0530

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Claims Adjusters, Examiners, and Investigators	13-1031	0540
Professionals	Insurance Appraisers, Auto Damage	13-1032	0540
Professionals	Compliance Officers	13-1041	0565
Professionals	Cost Estimators	13-1051	0600
Professionals	Human Resources Specialists	13-1071	0630
Professionals	Farm Labor Contractors	13-1074	0630
Professionals	Labor Relations Specialists	13-1075	0630
Professionals	Logisticians	13-1081	0700
Professionals	Management Analysts	13-1111	0710
Professionals	Meeting, Convention, and Event Planners	13-1121	0725
Professionals	Fundraisers	13-1131	0726
Professionals	Compensation, Benefits, and Job Analysis Specialists	13-1141	0640
Professionals	Training and Development Specialists	13-1151	0650
Professionals	Market Research Analysts and Marketing Specialists	13-1161	0735
Professionals	Business Operations Specialists, All Other	13-1199	0740
Professionals	Accountants and Auditors	13-2011	0800
Professionals	Appraisers and Assessors of Real Estate	13-2021	0810
Professionals	Budget Analysts	13-2031	0820
Professionals	Credit Analysts	13-2041	0830
Professionals	Financial Analysts	13-2051	0840
Professionals	Personal Financial Advisors	13-2052	0850
Professionals	Insurance Underwriters	13-2053	0860
Professionals	Financial Examiners	13-2061	0900
Professionals	Credit Counselors	13-2071	0910
Professionals	Loan Officers	13-2072	0910
Professionals	Tax Examiners and Collectors, and Revenue Agents	13-2081	0930
Professionals	Tax Preparers	13-2082	0940
Professionals	Financial Specialists, All Other	13-2099	0950
Professionals	Computer and Information Research Scientists	15-1111	1005
Professionals	Computer Systems Analysts	15-1121	1006
Professionals	Information Security Analysts	15-1122	1007
Professionals	Computer Programmers	15-1131	1010
Professionals	Software Developers, Applications	15-1132	1020
Professionals	Software Developers, Systems Software	15-1133	1020
Professionals	Web Developers	15-1134	1030
Professionals	Database Administrators	15-1141	1060
Professionals	Network and Computer Systems Administrators	15-1142	1105
Professionals	Computer Network Architects	15-1143	1106
Professionals	Computer User Support Specialists	15-1151	1050
Professionals	Computer Network Support Specialists	15-1152	1050
Professionals	Computer Occupations, All Other	15-1199	1107

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Actuaries	15-2011	1200
Professionals	Mathematicians	15-2021	1240
Professionals	Operations Research Analysts	15-2031	1220
Professionals	Statisticians	15-2041	1240
Professionals	Mathematical Technicians	15-2091	1240
Professionals	Mathematical Science Occupations, All Other	15-2099	1240
Professionals	Architects, Except Landscape and Naval	17-1011	1300
Professionals	Landscape Architects	17-1012	1300
Professionals	Cartographers and Photogrammetrists	17-1021	1310
Professionals	Surveyors	17-1022	1310
Professionals	Aerospace Engineers	17-2011	1320
Professionals	Agricultural Engineers	17-2021	1340
Professionals	Biomedical Engineers	17-2031	1340
Professionals	Chemical Engineers	17-2041	1350
Professionals	Civil Engineers	17-2051	1520
Professionals	Computer Hardware Engineers	17-2061	1400
Professionals	Electrical Engineers	17-2071	1410
Professionals	Electronics Engineers, Except Computer	17-2072	1410
Professionals	Environmental Engineers	17-2081	1420
Professionals	Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	17-2111	1430
Professionals	Industrial Engineers	17-2112	1430
Professionals	Marine Engineers and Naval Architects	17-2121	1440
Professionals	Materials Engineers	17-2131	1450
Professionals	Mechanical Engineers	17-2141	1460
Professionals	Mining and Geological Engineers, Including Mining Safety Engineers	17-2151	1520
Professionals	Nuclear Engineers	17-2161	1530
Professionals	Petroleum Engineers	17-2171	1520
Professionals	Engineers, All Other	17-2199	1530
Professionals	Animal Scientists	19-1011	1600
Professionals	Food Scientists and Technologists	19-1012	1600
Professionals	Soil and Plant Scientists	19-1013	1600
Professionals	Biochemists and Biophysicists	19-1021	1610
Professionals	Microbiologists	19-1022	1610
Professionals	Zoologists and Wildlife Biologists	19-1023	1610
Professionals	Biological Scientists, All Other	19-1029	1610
Professionals	Conservation Scientists	19-1031	1640
Professionals	Foresters	19-1032	1640
Professionals	Epidemiologists	19-1041	1650
Professionals	Medical Scientists, Except Epidemiologists	19-1042	1650
Professionals	Life Scientists, All Other	19-1099	1650
Professionals	Astronomers	19-2011	1700

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Physicists	19-2012	1700
Professionals	Atmospheric and Space Scientists	19-2021	1710
Professionals	Chemists	19-2031	1720
Professionals	Materials Scientists	19-2032	1720
Professionals	Environmental Scientists and Specialists, Including Health	19-2041	1740
Professionals	Geoscientists, Except Hydrologists and Geographers	19-2042	1740
Professionals	Hydrologists	19-2043	1740
Professionals	Physical Scientists, All Other	19-2099	1760
Professionals	Economists	19-3011	1800
Professionals	Survey Researchers	19-3022	1860
Professionals	Clinical, Counseling, and School Psychologists	19-3031	1820
Professionals	Industrial-Organizational Psychologists	19-3032	1820
Professionals	Psychologists, All Other	19-3039	1820
Professionals	Sociologists	19-3041	1860
Professionals	Urban and Regional Planners	19-3051	1840
Professionals	Anthropologists and Archeologists	19-3091	1860
Professionals	Geographers	19-3092	1860
Professionals	Historians	19-3093	1860
Professionals	Political Scientists	19-3094	1860
Professionals	Social Scientists and Related Workers, All Other	19-3099	1860
Professionals	Substance Abuse and Behavioral Disorder Counselors	21-1011	2000
Professionals	Educational, Guidance, School, and Vocational Counselors	21-1012	2000
Professionals	Marriage and Family Therapists	21-1013	2000
Professionals	Mental Health Counselors	21-1014	2000
Professionals	Rehabilitation Counselors	21-1015	2000
Professionals	Counselors, All Other	21-1019	2000
Professionals	Child, Family, and School Social Workers	21-1021	2010
Professionals	Healthcare Social Workers	21-1022	2010
Professionals	Mental Health and Substance Abuse Social Workers	21-1023	2010
Professionals	Social Workers, All Other	21-1029	2010
Professionals	Health Educators	21-1091	2025
Professionals	Probation Officers and Correctional Treatment Specialists	21-1092	2015
Professionals	Community Health Workers	21-1094	2025
Professionals	Community and Social Service Specialists, All Other	21-1099	2025
Professionals	Clergy	21-2011	2040
Professionals	Directors, Religious Activities and Education	21-2021	2050
Professionals	Religious Workers, All Other	21-2099	2060
Professionals	Lawyers	23-1011	2100
Professionals	Judicial Law Clerks	23-1012	2105
Professionals	Administrative Law Judges, Adjudicators, and Hearing Officers	23-1021	2100
Professionals	Arbitrators, Mediators, and Conciliators	23-1022	2100

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Judges, Magistrate Judges, and Magistrates	23-1023	2100
Professionals	Business Teachers, Postsecondary	25-1011	2200
Professionals	Computer Science Teachers, Postsecondary	25-1021	2200
Professionals	Mathematical Science Teachers, Postsecondary	25-1022	2200
Professionals	Architecture Teachers, Postsecondary	25-1031	2200
Professionals	Engineering Teachers, Postsecondary	25-1032	2200
Professionals	Agricultural Sciences Teachers, Postsecondary	25-1041	2200
Professionals	Biological Science Teachers, Postsecondary	25-1042	2200
Professionals	Forestry and Conservation Science Teachers, Postsecondary	25-1043	2200
Professionals	Atmospheric, Earth, Marine, and Space Sciences Teachers, Postsecondary	25-1051	2200
Professionals	Chemistry Teachers, Postsecondary	25-1052	2200
Professionals	Environmental Science Teachers, Postsecondary	25-1053	2200
Professionals	Physics Teachers, Postsecondary	25-1054	2200
Professionals	Anthropology and Archeology Teachers, Postsecondary	25-1061	2200
Professionals	Area, Ethnic, and Cultural Studies Teachers, Postsecondary	25-1062	2200
Professionals	Economics Teachers, Postsecondary	25-1063	2200
Professionals	Geography Teachers, Postsecondary	25-1064	2200
Professionals	Political Science Teachers, Postsecondary	25-1065	2200
Professionals	Psychology Teachers, Postsecondary	25-1066	2200
Professionals	Sociology Teachers, Postsecondary	25-1067	2200
Professionals	Social Sciences Teachers, Postsecondary, All Other	25-1069	2200
Professionals	Health Specialties Teachers, Postsecondary	25-1071	2200
Professionals	Nursing Instructors and Teachers, Postsecondary	25-1072	2200
Professionals	Education Teachers, Postsecondary	25-1081	2200
Professionals	Library Science Teachers, Postsecondary	25-1082	2200
Professionals	Criminal Justice and Law Enforcement Teachers, Postsecondary	25-1111	2200
Professionals	Law Teachers, Postsecondary	25-1112	2200
Professionals	Social Work Teachers, Postsecondary	25-1113	2200
Professionals	Art, Drama, and Music Teachers, Postsecondary	25-1121	2200
Professionals	Communications Teachers, Postsecondary	25-1122	2200
Professionals	English Language and Literature Teachers, Postsecondary	25-1123	2200
Professionals	Foreign Language and Literature Teachers, Postsecondary	25-1124	2200
Professionals	History Teachers, Postsecondary	25-1125	2200
Professionals	Philosophy and Religion Teachers, Postsecondary	25-1126	2200
Professionals	Graduate Teaching Assistants	25-1191	2200
Professionals	Home Economics Teachers, Postsecondary	25-1192	2200
Professionals	Recreation and Fitness Studies Teachers, Postsecondary	25-1193	2200
Professionals	Vocational Education Teachers, Postsecondary	25-1194	2200
Professionals	Postsecondary Teachers, All Other	25-1199	2200
Professionals	Preschool Teachers, Except Special Education	25-2011	2300
Professionals	Kindergarten Teachers, Except Special Education	25-2012	2300

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Elementary School Teachers, Except Special Education	25-2021	2310
Professionals	Middle School Teachers, Except Special and Career/Technical Education	25-2022	2310
Professionals	Career/Technical Education Teachers, Middle School	25-2023	2310
Professionals	Secondary School Teachers, Except Special and Career/Technical Education	25-2031	2320
Professionals	Career/Technical Education Teachers, Secondary School	25-2032	2320
Professionals	Special Education Teachers, Preschool	25-2051	2330
Professionals	Special Education Teachers, Kindergarten and Elementary School	25-2052	2330
Professionals	Special Education Teachers, Middle School	25-2053	2330
Professionals	Special Education Teachers, Secondary School	25-2054	2330
Professionals	Special Education Teachers, All Other	25-2059	2330
Professionals	Adult Basic and Secondary Education and Literacy Teachers and Instructors	25-3011	2340
Professionals	Self-Enrichment Education Teachers	25-3021	2340
Professionals	Teachers and Instructors, All Other	25-3099	2340
Professionals	Archivists	25-4011	2400
Professionals	Curators	25-4012	2400
Professionals	Museum Technicians and Conservators	25-4013	2400
Professionals	Librarians	25-4021	2430
Professionals	Audio-Visual and Multimedia Collections Specialists	25-9011	2550
Professionals	Farm and Home Management Advisors	25-9021	2550
Professionals	Instructional Coordinators	25-9031	2550
Professionals	Education, Training, and Library Workers, All Other	25-9099	2550
Professionals	Art Directors	27-1011	2600
Professionals	Craft Artists	27-1012	2600
Professionals	Fine Artists, Including Painters, Sculptors, and Illustrators	27-1013	2600
Professionals	Multimedia Artists and Animators	27-1014	2600
Professionals	Artists and Related Workers, All Other	27-1019	2600
Professionals	Commercial and Industrial Designers	27-1021	2630
Professionals	Fashion Designers	27-1022	2630
Professionals	Floral Designers	27-1023	2630
Professionals	Graphic Designers	27-1024	2630
Professionals	Interior Designers	27-1025	2630
Professionals	Merchandise Displayers and Window Trimmers	27-1026	2630
Professionals	Set and Exhibit Designers	27-1027	2630
Professionals	Designers, All Other	27-1029	2630
Professionals	Actors	27-2011	2700
Professionals	Producers and Directors	27-2012	2710
Professionals	Athletes and Sports Competitors	27-2021	2720
Professionals	Coaches and Scouts	27-2022	2720
Professionals	Umpires, Referees, and Other Sports Officials	27-2023	2720
Professionals	Dancers	27-2031	2740
Professionals	Choreographers	27-2032	2740

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Music Directors and Composers	27-2041	2750
Professionals	Musicians and Singers	27-2042	2750
Professionals	Entertainers and Performers, Sports and Related Workers, All Other	27-2099	2760
Professionals	Radio and Television Announcers	27-3011	2800
Professionals	Public Address System and Other Announcers	27-3012	2800
Professionals	Broadcast News Analysts	27-3021	2810
Professionals	Reporters and Correspondents	27-3022	2810
Professionals	Public Relations Specialists	27-3031	2825
Professionals	Editors	27-3041	2830
Professionals	Technical Writers	27-3042	2840
Professionals	Writers and Authors	27-3043	2850
Professionals	Interpreters and Translators	27-3091	2860
Professionals	Media and Communication Workers, All Other	27-3099	2860
Professionals	Photographers	27-4021	2910
Professionals	Camera Operators, Television, Video, and Motion Picture	27-4031	2920
Professionals	Film and Video Editors	27-4032	2920
Professionals	Chiropractors	29-1011	3000
Professionals	Dentists, General	29-1021	3010
Professionals	Oral and Maxillofacial Surgeons	29-1022	3010
Professionals	Orthodontists	29-1023	3010
Professionals	Prosthodontists	29-1024	3010
Professionals	Dentists, All Other Specialists	29-1029	3010
Professionals	Dietitians and Nutritionists	29-1031	3030
Professionals	Optometrists	29-1041	3040
Professionals	Pharmacists	29-1051	3050
Professionals	Anesthesiologists	29-1061	3060
Professionals	Family and General Practitioners	29-1062	3060
Professionals	Internists, General	29-1063	3060
Professionals	Obstetricians and Gynecologists	29-1064	3060
Professionals	Pediatricians, General	29-1065	3060
Professionals	Psychiatrists	29-1066	3060
Professionals	Surgeons	29-1067	3060
Professionals	Physicians and Surgeons, All Other	29-1069	3060
Professionals	Physician Assistants	29-1071	3110
Professionals	Podiatrists	29-1081	3120
Professionals	Occupational Therapists	29-1122	3150
Professionals	Physical Therapists	29-1123	3160
Professionals	Radiation Therapists	29-1124	3200
Professionals	Recreational Therapists	29-1125	3210
Professionals	Respiratory Therapists	29-1126	3220
Professionals	Speech-Language Pathologists	29-1127	3230

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Professionals	Exercise Physiologists	29-1128	3245
Professionals	Therapists, All Other	29-1129	3245
Professionals	Veterinarians	29-1131	3250
Professionals	Registered Nurses	29-1141	3255
Professionals	Nurse Anesthetists	29-1151	3256
Professionals	Nurse Midwives	29-1161	3258
Professionals	Nurse Practitioners	29-1171	3258
Professionals	Audiologists	29-1181	3140
Professionals	Health Diagnosing and Treating Practitioners, All Other	29-1199	3260
Professionals	Animal Trainers	39-2011	4340
Professionals	Sales Engineers	41-9031	4930
Professionals	Agricultural Inspectors	45-2011	6010
Professionals	Construction and Building Inspectors	47-4011	6660
Professionals	Airline Pilots, Copilots, and Flight Engineers	53-2011	9030
Professionals	Commercial Pilots	53-2012	9030
Professionals	Transportation Inspectors	53-6051	9410
Technicians	Architectural and Civil Drafters	17-3011	1540
Technicians	Electrical and Electronics Drafters	17-3012	1540
Technicians	Mechanical Drafters	17-3013	1540
Technicians	Drafters, All Other	17-3019	1540
Technicians	Aerospace Engineering and Operations Technicians	17-3021	1550
Technicians	Civil Engineering Technicians	17-3022	1550
Technicians	Electrical and Electronics Engineering Technicians	17-3023	1550
Technicians	Electro-Mechanical Technicians	17-3024	1550
Technicians	Environmental Engineering Technicians	17-3025	1550
Technicians	Industrial Engineering Technicians	17-3026	1550
Technicians	Mechanical Engineering Technicians	17-3027	1550
Technicians	Engineering Technicians, Except Drafters, All Other	17-3029	1550
Technicians	Surveying and Mapping Technicians	17-3031	1560
Technicians	Agricultural and Food Science Technicians	19-4011	1900
Technicians	Biological Technicians	19-4021	1910
Technicians	Chemical Technicians	19-4031	1920
Technicians	Geological and Petroleum Technicians	19-4041	1930
Technicians	Nuclear Technicians	19-4051	1930
Technicians	Social Science Research Assistants	19-4061	1965
Technicians	Environmental Science and Protection Technicians, Including Health	19-4091	1965
Technicians	Forensic Science Technicians	19-4092	1965
Technicians	Forest and Conservation Technicians	19-4093	1965
Technicians	Life, Physical, and Social Science Technicians, All Other	19-4099	1965
Technicians	Audio and Video Equipment Technicians	27-4011	2900
Technicians	Broadcast Technicians	27-4012	2900

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Technicians	Radio Operators	27-4013	2900
Technicians	Sound Engineering Technicians	27-4014	2900
Technicians	Media and Communication Equipment Workers, All Other	27-4099	2900
Technicians	Medical and Clinical Laboratory Technologists	29-2011	3300
Technicians	Medical and Clinical Laboratory Technicians	29-2012	3300
Technicians	Dental Hygienists	29-2021	3310
Technicians	Cardiovascular Technologists and Technicians	29-2031	3320
Technicians	Diagnostic Medical Sonographers	29-2032	3320
Technicians	Nuclear Medicine Technologists	29-2033	3320
Technicians	Radiologic Technologists	29-2034	3320
Technicians	Magnetic Resonance Imaging Technologists	29-2035	3320
Technicians	Emergency Medical Technicians and Paramedics	29-2041	3400
Technicians	Dietetic Technicians	29-2051	3420
Technicians	Pharmacy Technicians	29-2052	3420
Technicians	Psychiatric Technicians	29-2053	3420
Technicians	Respiratory Therapy Technicians	29-2054	3420
Technicians	Surgical Technologists	29-2055	3420
Technicians	Veterinary Technologists and Technicians	29-2056	3420
Technicians	Ophthalmic Medical Technicians	29-2057	3420
Technicians	Licensed Practical and Licensed Vocational Nurses	29-2061	3500
Technicians	Medical Records and Health Information Technicians	29-2071	3510
Technicians	Opticians, Dispensing	29-2081	3520
Technicians	Orthotists and Prosthetists	29-2091	3535
Technicians	Hearing Aid Specialists	29-2092	3535
Technicians	Health Technologists and Technicians, All Other	29-2099	3535
Technicians	Occupational Health and Safety Specialists	29-9011	3540
Technicians	Occupational Health and Safety Technicians	29-9012	3540
Technicians	Athletic Trainers	29-9091	3540
Technicians	Genetic Counselors	29-9092	3540
Technicians	Healthcare Practitioners and Technical Workers, All Other	29-9099	3540
Technicians	Air Traffic Controllers	53-2021	9040
Technicians	Airfield Operations Specialists	53-2022	9040
Sales Workers	First-Line Supervisors of Retail Sales Workers	41-1011	4700
Sales Workers	First-Line Supervisors of Non-Retail Sales Workers	41-1012	4710
Sales Workers	Cashiers	41-2011	4720
Sales Workers	Gaming Change Persons and Booth Cashiers	41-2012	4720
Sales Workers	Counter and Rental Clerks	41-2021	4740
Sales Workers	Parts Salespersons	41-2022	4750
Sales Workers	Retail Salespersons	41-2031	4760
Sales Workers	Advertising Sales Agents	41-3011	4800
Sales Workers	Insurance Sales Agents	41-3021	4810

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Sales Workers	Securities, Commodities, and Financial Services Sales Agents	41-3031	4820
Sales Workers	Travel Agents	41-3041	4830
Sales Workers	Sales Representatives, Services, All Other	41-3099	4840
Sales Workers	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41-4011	4850
Sales Workers	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012	4850
Sales Workers	Demonstrators and Product Promoters	41-9011	4900
Sales Workers	Models	41-9012	4900
Sales Workers	Real Estate Brokers	41-9021	4920
Sales Workers	Real Estate Sales Agents	41-9022	4920
Sales Workers	Telemarketers	41-9041	4940
Sales Workers	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	41-9091	4950
Sales Workers	Sales and Related Workers, All Other	41-9099	4965
Administrative Support Workers	Social and Human Service Assistants	21-1093	2016
Administrative Support Workers	Paralegals and Legal Assistants	23-2011	2145
Administrative Support Workers	Court Reporters	23-2091	2160
Administrative Support Workers	Title Examiners, Abstractors, and Searchers	23-2093	2160
Administrative Support Workers	Legal Support Workers, All Other	23-2099	2160
Administrative Support Workers	Library Technicians	25-4031	2440
Administrative Support Workers	Teacher Assistants	25-9041	2540
Administrative Support Workers	Medical Transcriptionists	31-9094	3646
Administrative Support Workers	First-Line Supervisors of Office and Administrative Support Workers	43-1011	5000
Administrative Support Workers	Switchboard Operators, Including Answering Service	43-2011	5010
Administrative Support Workers	Telephone Operators	43-2021	5020
Administrative Support Workers	Communications Equipment Operators, All Other	43-2099	5030
Administrative Support Workers	Bill and Account Collectors	43-3011	5100
Administrative Support Workers	Billing and Posting Clerks	43-3021	5110
Administrative Support Workers	Bookkeeping, Accounting, and Auditing Clerks	43-3031	5120
Administrative Support Workers	Gaming Cage Workers	43-3041	5130
Administrative Support Workers	Payroll and Timekeeping Clerks	43-3051	5140
Administrative Support Workers	Procurement Clerks	43-3061	5150
Administrative Support Workers	Tellers	43-3071	5160

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Administrative Support Workers	Financial Clerks, All Other	43-3099	5165
Administrative Support Workers	Brokerage Clerks	43-4011	5200
Administrative Support Workers	Correspondence Clerks	43-4021	5350
Administrative Support Workers	Court, Municipal, and License Clerks	43-4031	5220
Administrative Support Workers	Credit Authorizers, Checkers, and Clerks	43-4041	5230
Administrative Support Workers	Customer Service Representatives	43-4051	5240
Administrative Support Workers	Eligibility Interviewers, Government Programs	43-4061	5250
Administrative Support Workers	File Clerks	43-4071	5260
Administrative Support Workers	Hotel, Motel, and Resort Desk Clerks	43-4081	5300
Administrative Support Workers	Interviewers, Except Eligibility and Loan	43-4111	5310
Administrative Support Workers	Library Assistants, Clerical	43-4121	5320
Administrative Support Workers	Loan Interviewers and Clerks	43-4131	5330
Administrative Support Workers	New Accounts Clerks	43-4141	5340
Administrative Support Workers	Order Clerks	43-4151	5350
Administrative Support Workers	Human Resources Assistants, Except Payroll and Timekeeping	43-4161	5360
Administrative Support Workers	Receptionists and Information Clerks	43-4171	5400
Administrative Support Workers	Reservation and Transportation Ticket Agents and Travel Clerks	43-4181	5410
Administrative Support Workers	Information and Record Clerks, All Other	43-4199	5420
Administrative Support Workers	Cargo and Freight Agents	43-5011	5500
Administrative Support Workers	Couriers and Messengers	43-5021	5510
Administrative Support Workers	Police, Fire, and Ambulance Dispatchers	43-5031	5520
Administrative Support Workers	Dispatchers, Except Police, Fire, and Ambulance	43-5032	5520
Administrative Support Workers	Meter Readers, Utilities	43-5041	5530
Administrative Support Workers	Postal Service Clerks	43-5051	5540
Administrative Support Workers	Postal Service Mail Carriers	43-5052	5550
Administrative Support Workers	Postal Service Mail Sorters, Processors, and Processing Machine Operators	43-5053	5560
Administrative Support Workers	Production, Planning, and Expediting Clerks	43-5061	5600

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Administrative Support Workers	Shipping, Receiving, and Traffic Clerks	43-5071	5610
Administrative Support Workers	Stock Clerks and Order Fillers	43-5081	5620
Administrative Support Workers	Weighers, Measurers, Checkers, and Samplers, Recordkeeping	43-5111	5630
Administrative Support Workers	Executive Secretaries and Executive Administrative Assistants	43-6011	5700
Administrative Support Workers	Legal Secretaries	43-6012	5700
Administrative Support Workers	Medical Secretaries	43-6013	5700
Administrative Support Workers	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	5700
Administrative Support Workers	Computer Operators	43-9011	5800
Administrative Support Workers	Data Entry Keyers	43-9021	5810
Administrative Support Workers	Word Processors and Typists	43-9022	5820
Administrative Support Workers	Desktop Publishers	43-9031	5940
Administrative Support Workers	Insurance Claims and Policy Processing Clerks	43-9041	5840
Administrative Support Workers	Mail Clerks and Mail Machine Operators, Except Postal Service	43-9051	5850
Administrative Support Workers	Office Clerks, General	43-9061	5860
Administrative Support Workers	Office Machine Operators, Except Computer	43-9071	5900
Administrative Support Workers	Proofreaders and Copy Markers	43-9081	5910
Administrative Support Workers	Statistical Assistants	43-9111	5920
Administrative Support Workers	Office and Administrative Support Workers, All Other	43-9199	5940
Craft Workers	First-Line Supervisors of Construction Trades and Extraction Workers	47-1011	6200
Craft Workers	Boilermakers	47-2011	6210
Craft Workers	Brickmasons and Blockmasons	47-2021	6220
Craft Workers	Stonemasons	47-2022	6220
Craft Workers	Carpenters	47-2031	6230
Craft Workers	Carpet Installers	47-2041	6240
Craft Workers	Floor Layers, Except Carpet, Wood, and Hard Tiles	47-2042	6240
Craft Workers	Floor Sanders and Finishers	47-2043	6240
Craft Workers	Tile and Marble Setters	47-2044	6240
Craft Workers	Cement Masons and Concrete Finishers	47-2051	6250
Craft Workers	Terrazzo Workers and Finishers	47-2053	6250
Craft Workers	Paving, Surfacing, and Tamping Equipment Operators	47-2071	6300
Craft Workers	Pile-Driver Operators	47-2072	6320
Craft Workers	Operating Engineers and Other Construction Equipment Operators	47-2073	6320

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Craft Workers	Drywall and Ceiling Tile Installers	47-2081	6330
Craft Workers	Tapers	47-2082	6330
Craft Workers	Electricians	47-2111	6355
Craft Workers	Glaziers	47-2121	6360
Craft Workers	Insulation Workers, Floor, Ceiling, and Wall	47-2131	6400
Craft Workers	Insulation Workers, Mechanical	47-2132	6400
Craft Workers	Painters, Construction and Maintenance	47-2141	6420
Craft Workers	Paperhangers	47-2142	6430
Craft Workers	Pipelayers	47-2151	6440
Craft Workers	Plumbers, Pipefitters, and Steamfitters	47-2152	6440
Craft Workers	Plasterers and Stucco Masons	47-2161	6460
Craft Workers	Reinforcing Iron and Rebar Workers	47-2171	6500
Craft Workers	Roofers	47-2181	6515
Craft Workers	Sheet Metal Workers	47-2211	6520
Craft Workers	Structural Iron and Steel Workers	47-2221	6530
Craft Workers	Solar Photovoltaic Installers	47-2231	6765
Craft Workers	Elevator Installers and Repairers	47-4021	6700
Craft Workers	Fence Erectors	47-4031	6710
Craft Workers	Hazardous Materials Removal Workers	47-4041	6720
Craft Workers	Highway Maintenance Workers	47-4051	6730
Craft Workers	Rail-Track Laying and Maintenance Equipment Operators	47-4061	6740
Craft Workers	Septic Tank Servicers and Sewer Pipe Cleaners	47-4071	6765
Craft Workers	Segmental Pavers	47-4091	6765
Craft Workers	Construction and Related Workers, All Other	47-4099	6765
Craft Workers	Derrick Operators, Oil and Gas	47-5011	6800
Craft Workers	Rotary Drill Operators, Oil and Gas	47-5012	6800
Craft Workers	Service Unit Operators, Oil, Gas, and Mining	47-5013	6800
Craft Workers	Earth Drillers, Except Oil and Gas	47-5021	6820
Craft Workers	Explosives Workers, Ordnance Handling Experts, and Blasters	47-5031	6830
Craft Workers	Continuous Mining Machine Operators	47-5041	6840
Craft Workers	Mine Cutting and Channeling Machine Operators	47-5042	6840
Craft Workers	Mining Machine Operators, All Other	47-5049	6840
Craft Workers	Rock Splitters, Quarry	47-5051	6940
Craft Workers	Roof Bolters, Mining	47-5061	6940
Craft Workers	Roustabouts, Oil and Gas	47-5071	6800
Craft Workers	Helpers--Extraction Workers	47-5081	6940
Craft Workers	Extraction Workers, All Other	47-5099	6940
Craft Workers	First-Line Supervisors of Mechanics, Installers, and Repairers	49-1011	7000
Craft Workers	Computer, Automated Teller, and Office Machine Repairers	49-2011	7010
Craft Workers	Radio, Cellular, and Tower Equipment Installers and Repairs	49-2021	7020
Craft Workers	Telecommunications Equipment Installers and Repairers, Except Line Installers	49-2022	7020

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Craft Workers	Avionics Technicians	49-2091	7030
Craft Workers	Electric Motor, Power Tool, and Related Repairers	49-2092	7040
Craft Workers	Electrical and Electronics Installers and Repairers, Transportation Equipment	49-2093	7100
Craft Workers	Electrical and Electronics Repairers, Commercial and Industrial Equipment	49-2094	7100
Craft Workers	Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	49-2095	7100
Craft Workers	Electronic Equipment Installers and Repairers, Motor Vehicles	49-2096	7110
Craft Workers	Electronic Home Entertainment Equipment Installers and Repairers	49-2097	7120
Craft Workers	Security and Fire Alarm Systems Installers	49-2098	7130
Craft Workers	Aircraft Mechanics and Service Technicians	49-3011	7140
Craft Workers	Automotive Body and Related Repairers	49-3021	7150
Craft Workers	Automotive Glass Installers and Repairers	49-3022	7160
Craft Workers	Automotive Service Technicians and Mechanics	49-3023	7200
Craft Workers	Bus and Truck Mechanics and Diesel Engine Specialists	49-3031	7210
Craft Workers	Farm Equipment Mechanics and Service Technicians	49-3041	7220
Craft Workers	Mobile Heavy Equipment Mechanics, Except Engines	49-3042	7220
Craft Workers	Rail Car Repairers	49-3043	7220
Craft Workers	Motorboat Mechanics and Service Technicians	49-3051	7240
Craft Workers	Motorcycle Mechanics	49-3052	7240
Craft Workers	Outdoor Power Equipment and Other Small Engine Mechanics	49-3053	7240
Craft Workers	Bicycle Repairers	49-3091	7260
Craft Workers	Recreational Vehicle Service Technicians	49-3092	7260
Craft Workers	Tire Repairers and Changers	49-3093	7260
Craft Workers	Mechanical Door Repairers	49-9011	7300
Craft Workers	Control and Valve Installers and Repairers, Except Mechanical Door	49-9012	7300
Craft Workers	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	49-9021	7315
Craft Workers	Home Appliance Repairers	49-9031	7320
Craft Workers	Industrial Machinery Mechanics	49-9041	7330
Craft Workers	Maintenance Workers, Machinery	49-9043	7350
Craft Workers	Millwrights	49-9044	7360
Craft Workers	Refractory Materials Repairers, Except Brickmasons	49-9045	7330
Craft Workers	Electrical Power-Line Installers and Repairers	49-9051	7410
Craft Workers	Telecommunications Line Installers and Repairers	49-9052	7420
Craft Workers	Camera and Photographic Equipment Repairers	49-9061	7430
Craft Workers	Medical Equipment Repairers	49-9062	7430
Craft Workers	Musical Instrument Repairers and Tuners	49-9063	7430
Craft Workers	Watch Repairers	49-9064	7430
Craft Workers	Precision Instrument and Equipment Repairers, All Other	49-9069	7430
Craft Workers	Maintenance and Repair Workers, General	49-9071	7340
Craft Workers	Wind Turbine Service Technicians	49-9081	7630
Craft Workers	Coin, Vending, and Amusement Machine Servicers and Repairers	49-9091	7510
Craft Workers	Commercial Divers	49-9092	7630

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Craft Workers	Fabric Menders, Except Garment	49-9093	7630
Craft Workers	Locksmiths and Safe Repairers	49-9094	7540
Craft Workers	Manufactured Building and Mobile Home Installers	49-9095	7550
Craft Workers	Riggers	49-9096	7560
Craft Workers	Signal and Track Switch Repairers	49-9097	7630
Craft Workers	Installation, Maintenance, and Repair Workers, All Other	49-9099	7630
Craft Workers	Structural Metal Fabricators and Fitters	51-2041	7740
Craft Workers	Machinists	51-4041	8030
Craft Workers	Model Makers, Metal and Plastic	51-4061	8060
Craft Workers	Patternmakers, Metal and Plastic	51-4062	8060
Craft Workers	Tool and Die Makers	51-4111	8130
Craft Workers	Prepress Technicians and Workers	51-5111	8250
Craft Workers	Print Binding and Finishing Workers	51-5113	8256
Craft Workers	Shoe and Leather Workers and Repairers	51-6041	8330
Craft Workers	Sewers, Hand	51-6051	8350
Craft Workers	Tailors, Dressmakers, and Custom Sewers	51-6052	8350
Craft Workers	Upholsterers	51-6093	8450
Craft Workers	Cabinetmakers and Bench Carpenters	51-7011	8500
Craft Workers	Furniture Finishers	51-7021	8510
Craft Workers	Model Makers, Wood	51-7031	8550
Craft Workers	Patternmakers, Wood	51-7032	8550
Craft Workers	Woodworkers, All Other	51-7099	8550
Craft Workers	Nuclear Power Reactor Operators	51-8011	8600
Craft Workers	Power Distributors and Dispatchers	51-8012	8600
Craft Workers	Power Plant Operators	51-8013	8600
Craft Workers	Stationary Engineers and Boiler Operators	51-8021	8610
Craft Workers	Water and Wastewater Treatment Plant and System Operators	51-8031	8620
Craft Workers	Jewelers and Precious Stone and Metal Workers	51-9071	8750
Craft Workers	Dental Laboratory Technicians	51-9081	8760
Craft Workers	Medical Appliance Technicians	51-9082	8760
Craft Workers	Ophthalmic Laboratory Technicians	51-9083	8760
Craft Workers	Etchers and Engravers	51-9194	8910
Craft Workers	Crane and Tower Operators	53-7021	9510
Craft Workers	Dredge Operators	53-7031	9520
Craft Workers	Excavating and Loading Machine and Dragline Operators	53-7032	9520
Craft Workers	Loading Machine Operators, Underground Mining	53-7033	9520
Operatives	Graders and Sorters, Agricultural Products	45-2041	6040
Operatives	First-Line Supervisors of Production and Operating Workers	51-1011	7700
Operatives	Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	51-2011	7710
Operatives	Coil Winders, Tapers, and Finishers	51-2021	7720
Operatives	Electrical and Electronic Equipment Assemblers	51-2022	7720

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Operatives	Electromechanical Equipment Assemblers	51-2023	7720
Operatives	Engine and Other Machine Assemblers	51-2031	7730
Operatives	Fiberglass Laminators and Fabricators	51-2091	7750
Operatives	Team Assemblers	51-2092	7750
Operatives	Timing Device Assemblers and Adjusters	51-2093	7750
Operatives	Assemblers and Fabricators, All Other	51-2099	7750
Operatives	Bakers	51-3011	7800
Operatives	Butchers and Meat Cutters	51-3021	7810
Operatives	Meat, Poultry, and Fish Cutters and Trimmers	51-3022	7810
Operatives	Slaughtering and Meat Packers	51-3023	7810
Operatives	Food and Tobacco Roasting, Baking, and Drying Machine Operators and Tenders	51-3091	7830
Operatives	Food Batchmakers	51-3092	7840
Operatives	Food Cooking Machine Operators and Tenders	51-3093	7850
Operatives	Food Processing Workers, All Other	51-3099	7855
Operatives	Computer-Controlled Machine Tool Operators, Metal and Plastic	51-4011	7900
Operatives	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	51-4012	7900
Operatives	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	51-4021	7920
Operatives	Forging Machine Setters, Operators, and Tenders, Metal and Plastic	51-4022	7930
Operatives	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	51-4023	7940
Operatives	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	51-4031	7950
Operatives	Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	51-4032	7960
Operatives	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	51-4033	8000
Operatives	Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	51-4034	8010
Operatives	Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic	51-4035	8220
Operatives	Metal-Refining Furnace Operators and Tenders	51-4051	8040
Operatives	Pourers and Casters, Metal	51-4052	8040
Operatives	Foundry Mold and Coremakers	51-4071	8100
Operatives	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	51-4072	8100
Operatives	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	51-4081	8220
Operatives	Welders, Cutters, Solderers, and Brazers	51-4121	8140
Operatives	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	51-4122	8140
Operatives	Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	51-4191	8150
Operatives	Layout Workers, Metal and Plastic	51-4192	8220
Operatives	Plating and Coating Machine Setters, Operators, and Tenders, Metal and Plastic	51-4193	8200
Operatives	Tool Grinders, Filers, and Sharpeners	51-4194	8210
Operatives	Metal Workers and Plastic Workers, All Other	51-4199	8220
Operatives	Printing Press Operators	51-5112	8255
Operatives	Laundry and Dry-Cleaning Workers	51-6011	8300
Operatives	Pressers, Textile, Garment, and Related Materials	51-6021	8310
Operatives	Sewing Machine Operators	51-6031	8320

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Operatives	Shoe Machine Operators and Tenders	51-6042	8340
Operatives	Textile Bleaching and Dyeing Machine Operators and Tenders	51-6061	8400
Operatives	Textile Cutting Machine Setters, Operators, and Tenders	51-6062	8400
Operatives	Textile Knitting and Weaving Machine Setters, Operators, and Tenders	51-6063	8410
Operatives	Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	51-6064	8420
Operatives	Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	51-6091	8460
Operatives	Fabric and Apparel Patternmakers	51-6092	8460
Operatives	Textile, Apparel, and Furnishings Workers, All Other	51-6099	8460
Operatives	Sawing Machine Setters, Operators, and Tenders, Wood	51-7041	8530
Operatives	Woodworking Machine Setters, Operators, and Tenders, Except Sawing	51-7042	8540
Operatives	Chemical Plant and System Operators	51-8091	8630
Operatives	Gas Plant Operators	51-8092	8630
Operatives	Petroleum Pump System Operators, Refinery Operators, and Gaugers	51-8093	8630
Operatives	Plant and System Operators, All Other	51-8099	8630
Operatives	Chemical Equipment Operators and Tenders	51-9011	8640
Operatives	Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	51-9012	8640
Operatives	Crushing, Grinding, and Polishing Machine Setters, Operators, and Tenders	51-9021	8650
Operatives	Grinding and Polishing Workers, Hand	51-9022	8650
Operatives	Mixing and Blending Machine Setters, Operators, and Tenders	51-9023	8650
Operatives	Cutters and Trimmers, Hand	51-9031	8710
Operatives	Cutting and Slicing Machine Setters, Operators, and Tenders	51-9032	8710
Operatives	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	51-9041	8720
Operatives	Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	51-9051	8730
Operatives	Inspectors, Testers, Sorters, Samplers, and Weighers	51-9061	8740
Operatives	Packaging and Filling Machine Operators and Tenders	51-9111	8800
Operatives	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	51-9121	8810
Operatives	Painters, Transportation Equipment	51-9122	8810
Operatives	Painting, Coating, and Decorating Workers	51-9123	8810
Operatives	Semiconductor Processors	51-9141	8965
Operatives	Photographic Process Workers and Processing Machine Operators	51-9151	8830
Operatives	Adhesive Bonding Machine Operators and Tenders	51-9191	8850
Operatives	Cleaning, Washing, and Metal Pickling Equipment Operators and Tenders	51-9192	8860
Operatives	Cooling and Freezing Equipment Operators and Tenders	51-9193	8965
Operatives	Molders, Shapers, and Casters, Except Metal and Plastic	51-9195	8920
Operatives	Paper Goods Machine Setters, Operators, and Tenders	51-9196	8930
Operatives	Tire Builders	51-9197	8940
Operatives	Production Workers, All Other	51-9199	8965
Operatives	Aircraft Cargo Handling Supervisors	53-1011	9000
Operatives	First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	53-1021	9000
Operatives	First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	53-1031	9000

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Operatives	Flight Attendants	53-2031	9050
Operatives	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	53-3011	9110
Operatives	Bus Drivers, Transit and Intercity	53-3021	9120
Operatives	Bus Drivers, School or Special Client	53-3022	9120
Operatives	Driver/Sales Workers	53-3031	9130
Operatives	Heavy and Tractor-Trailer Truck Drivers	53-3032	9130
Operatives	Light Truck or Delivery Services Drivers	53-3033	9130
Operatives	Taxi Drivers and Chauffeurs	53-3041	9140
Operatives	Motor Vehicle Operators, All Other	53-3099	9150
Operatives	Locomotive Engineers	53-4011	9200
Operatives	Locomotive Firers	53-4012	9200
Operatives	Rail Yard Engineers, Dinkey Operators, and Hostlers	53-4013	9200
Operatives	Railroad Brake, Signal, and Switch Operators	53-4021	9230
Operatives	Railroad Conductors and Yardmasters	53-4031	9240
Operatives	Subway and Streetcar Operators	53-4041	9260
Operatives	Rail Transportation Workers, All Other	53-4099	9260
Operatives	Sailors and Marine Oilers	53-5011	9300
Operatives	Captains, Mates, and Pilots of Water Vessels	53-5021	9310
Operatives	Motorboat Operators	53-5022	9310
Operatives	Ship Engineers	53-5031	9300
Operatives	Bridge and Lock Tenders	53-6011	9420
Operatives	Parking Lot Attendants	53-6021	9350
Operatives	Traffic Technicians	53-6041	9420
Operatives	Transportation Attendants, Except Flight Attendants	53-6061	9415
Operatives	Transportation Workers, All Other	53-6099	9420
Operatives	Conveyor Operators and Tenders	53-7011	9560
Operatives	Hoist and Winch Operators	53-7041	9560
Operatives	Industrial Truck and Tractor Operators	53-7051	9600
Operatives	Packers and Packagers, Hand	53-7064	9640
Operatives	Gas Compressor and Gas Pumping Station Operators	53-7071	9650
Operatives	Pump Operators, Except Wellhead Pumpers	53-7072	9650
Operatives	Wellhead Pumpers	53-7073	9650
Operatives	Mine Shuttle Car Operators	53-7111	9750
Operatives	Tank Car, Truck, and Ship Loaders	53-7121	9750
Operatives	Material Moving Workers, All Other	53-7199	9750
Labors and Helpers	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	37-1012	4210
Labors and Helpers	Landscaping and Groundskeeping Workers	37-3011	4250
Labors and Helpers	Pesticide Handlers, Sprayers, and Applicators, Vegetation	37-3012	4250
Labors and Helpers	Tree Trimmers and Pruners	37-3013	4250
Labors and Helpers	Grounds Maintenance Workers, All Other	37-3019	4250
Labors and Helpers	Nonfarm Animal Caretakers	39-2021	4350

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Labors and Helpers	First-Line Supervisors of Farming, Fishing, and Forestry Workers	45-1011	6005
Labors and Helpers	Animal Breeders	45-2021	6050
Labors and Helpers	Agricultural Equipment Operators	45-2091	6050
Labors and Helpers	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	45-2092	6050
Labors and Helpers	Farmworkers, Farm, Ranch, and Aquacultural Animals	45-2093	6050
Labors and Helpers	Agricultural Workers, All Other	45-2099	6050
Labors and Helpers	Fishers and Related Fishing Workers	45-3011	6100
Labors and Helpers	Hunters and Trappers	45-3021	6100
Labors and Helpers	Forest and Conservation Workers	45-4011	6120
Labors and Helpers	Fallers	45-4021	6130
Labors and Helpers	Logging Equipment Operators	45-4022	6130
Labors and Helpers	Log Graders and Scalers	45-4023	6130
Labors and Helpers	Logging Workers, All Other	45-4029	6130
Labors and Helpers	Construction Laborers	47-2061	6260
Labors and Helpers	Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters	47-3011	6600
Labors and Helpers	Helpers--Carpenters	47-3012	6600
Labors and Helpers	Helpers--Electricians	47-3013	6600
Labors and Helpers	Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons	47-3014	6600
Labors and Helpers	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	47-3015	6600
Labors and Helpers	Helpers--Roofers	47-3016	6600
Labors and Helpers	Helpers, Construction Trades, All Other	47-3019	6600
Labors and Helpers	Helpers--Installation, Maintenance, and Repair Workers	49-9098	7610
Labors and Helpers	Helpers--Production Workers	51-9198	8950
Labors and Helpers	Automotive and Watercraft Service Attendants	53-6031	9360
Labors and Helpers	Cleaners of Vehicles and Equipment	53-7061	9610
Labors and Helpers	Laborers and Freight, Stock, and Material Movers, Hand	53-7062	9620
Labors and Helpers	Machine Feeders and Offbearers	53-7063	9630
Labors and Helpers	Refuse and Recyclable Material Collectors	53-7081	9720
Service Workers	Home Health Aides	31-1011	3600
Service Workers	Psychiatric Aides	31-1013	3600
Service Workers	Nursing Assistants	31-1014	3600
Service Workers	Orderlies	31-1015	3600
Service Workers	Occupational Therapy Assistants	31-2011	3610
Service Workers	Occupational Therapy Aides	31-2012	3610
Service Workers	Physical Therapist Assistants	31-2021	3620
Service Workers	Physical Therapist Aides	31-2022	3620
Service Workers	Massage Therapists	31-9011	3630
Service Workers	Dental Assistants	31-9091	3640
Service Workers	Medical Assistants	31-9092	3645
Service Workers	Medical Equipment Preparers	31-9093	3655
Service Workers	Pharmacy Aides	31-9095	3647

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Service Workers	Veterinary Assistants and Laboratory Animal Caretakers	31-9096	3648
Service Workers	Phlebotomists	31-9097	3649
Service Workers	Healthcare Support Workers, All Other	31-9099	3655
Service Workers	First-Line Supervisors of Correctional Officers	33-1011	3700
Service Workers	First-Line Supervisors of Police and Detectives	33-1012	3710
Service Workers	First-Line Supervisors of Fire Fighting and Prevention Workers	33-1021	3720
Service Workers	First-Line Supervisors of Protective Service Workers, All Other	33-1099	3730
Service Workers	Firefighters	33-2011	3740
Service Workers	Fire Inspectors and Investigators	33-2021	3750
Service Workers	Forest Fire Inspectors and Prevention Specialists	33-2022	3750
Service Workers	Bailiffs	33-3011	3800
Service Workers	Correctional Officers and Jailers	33-3012	3800
Service Workers	Detectives and Criminal Investigators	33-3021	3820
Service Workers	Fish and Game Wardens	33-3031	3840
Service Workers	Parking Enforcement Workers	33-3041	3840
Service Workers	Police and Sheriff's Patrol Officers	33-3051	3850
Service Workers	Transit and Railroad Police	33-3052	3850
Service Workers	Animal Control Workers	33-9011	3900
Service Workers	Private Detectives and Investigators	33-9021	3910
Service Workers	Gaming Surveillance Officers and Gaming Investigators	33-9031	3930
Service Workers	Security Guards	33-9032	3930
Service Workers	Crossing Guards	33-9091	3940
Service Workers	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	33-9092	3955
Service Workers	Transportation Security Screeners	33-9093	3945
Service Workers	Protective Service Workers, All Other	33-9099	3955
Service Workers	Chefs and Head Cooks	35-1011	4000
Service Workers	First-Line Supervisors of Food Preparation and Serving Workers	35-1012	4010
Service Workers	Cooks, Fast Food	35-2011	4020
Service Workers	Cooks, Institution and Cafeteria	35-2012	4020
Service Workers	Cooks, Private Household	35-2013	4020
Service Workers	Cooks, Restaurant	35-2014	4020
Service Workers	Cooks, Short Order	35-2015	4020
Service Workers	Cooks, All Other	35-2019	4020
Service Workers	Food Preparation Workers	35-2021	4030
Service Workers	Bartenders	35-3011	4040
Service Workers	Combined Food Preparation and Serving Workers, Including Fast Food	35-3021	4050
Service Workers	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	35-3022	4060
Service Workers	Waiters and Waitresses	35-3031	4110
Service Workers	Food Servers, Nonrestaurant	35-3041	4120
Service Workers	Dining Room and Cafeteria Attendants and Bartender Helpers	35-9011	4130
Service Workers	Dishwashers	35-9021	4140

<b>EEO-1 Job Group</b>	<b>Job Title/Description of Standard Occupational Classification (SOC)</b>	<b>Six-Level SOC Job Code</b>	<b>Four-Digit Census Code</b>
Service Workers	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	35-9031	4150
Service Workers	Food Preparation and Serving Related Workers, All Other	35-9099	4130
Service Workers	First-Line Supervisors of Housekeeping and Janitorial Workers	37-1011	4200
Service Workers	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	37-2011	4220
Service Workers	Maids and Housekeeping Cleaners	37-2012	4230
Service Workers	Building Cleaning Workers, All Other	37-2019	4220
Service Workers	Pest Control Workers	37-2021	4240
Service Workers	Gaming Supervisors	39-1011	4300
Service Workers	Slot Supervisors	39-1012	4300
Service Workers	First-Line Supervisors of Personal Service Workers	39-1021	4320
Service Workers	Gaming Dealers	39-3011	4400
Service Workers	Gaming and Sports Book Writers and Runners	39-3012	4400
Service Workers	Gaming Service Workers, All Other	39-3019	4400
Service Workers	Motion Picture Projectionists	39-3021	4410
Service Workers	Ushers, Lobby Attendants, and Ticket Takers	39-3031	4420
Service Workers	Amusement and Recreation Attendants	39-3091	4430
Service Workers	Costume Attendants	39-3092	4430
Service Workers	Locker Room, Coatroom, and Dressing Room Attendants	39-3093	4430
Service Workers	Entertainment Attendants and Related Workers, All Other	39-3099	4430
Service Workers	Embalmers	39-4011	4460
Service Workers	Funeral Attendants	39-4021	4460
Service Workers	Barbers	39-5011	4500
Service Workers	Hairdressers, Hairstylists, and Cosmetologists	39-5012	4510
Service Workers	Makeup Artists, Theatrical and Performance	39-5091	4520
Service Workers	Manicurists and Pedicurists	39-5092	4520
Service Workers	Shampooers	39-5093	4520
Service Workers	Skincare Specialists	39-5094	4520
Service Workers	Baggage Porters and Bellhops	39-6011	4530
Service Workers	Concierges	39-6012	4530
Service Workers	Tour Guides and Escorts	39-7011	4540
Service Workers	Travel Guides	39-7012	4540
Service Workers	Childcare Workers	39-9011	4600
Service Workers	Personal Care Aides	39-9021	4610
Service Workers	Fitness Trainers and Aerobics Instructors	39-9031	4620
Service Workers	Recreation Workers	39-9032	4620
Service Workers	Residential Advisors	39-9041	4640
Service Workers	Personal Care and Service Workers, All Other	39-9099	4650

\*\*\* NOTE: Executive/Senior Level Officials and Managers include individuals who plan, direct and formulate policies, set strategy and provide the overall direction of enterprises/organizations for the development and delivery of products or services, within the parameters approved by boards of directors or other governing bodies. Residing in the highest levels of organizations, these executives plan, direct or coordinate activities with the support of subordinate executives and staff managers. They include, in larger organizations, those individuals within two reporting levels of the CEO. Examples

of these kinds of managers are: chief executive officers, chief operating officers, chief financial officers, line of functional areas or operating groups, chief information officers, chief human resources officers, chief marketing officers, chief legal officers, management directors and managing partners.

**INSTRUCTIONS FOR COMPLETING THE NEW YORK STATE GAMING COMMISSION'S  
MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISE PROGRAM  
VENDOR/CONTRACTOR'S MWBE UTILIZATION PLAN FORM**

As mandated by Article 15-A of the Executive Law and the new subtitle N of 9 NYCRR 540 et seq, the New York State Gaming Commission (the "Commission") has established a goal of **30% (20% MBE and 10% WBE)** participation by New York State Certified Minority and Women owned Business Enterprise (MWBE) as subcontractors/suppliers in this contract. Contractors must submit the attached MWBE Utilization Plan Form indicating how they will intend to comply with the established goals.

For the directory of New York State certified MWBE's, please visit the New York State's Division of Minority and Women-owned Business Development website at <https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>

**Completion of the Form:**

The Commission will complete all the un-shaded areas including: agency information, contract details, and summary of allocation of MWBE utilization and related value.

The contractor will complete the remaining, shaded, areas. It is important that the contractor provide detailed contact information including: name, phone number and email address.

Within the utilization section of the form, the contractor must list the names and addresses of all subcontractors or suppliers that will be utilized during this contract. The following items should be completed for each vendor listed:

- Subcontractor's Federal ID#;
- Subcontractor information as follows:
  - By checking the appropriate boxes, indicate whether the subcontractors are "SUB" or "SUP", minority-owned business enterprise "MBE" or women-owned business enterprise "WBE", and if they are NYS Certified.
- Brief description of the work the subcontractor's will provide.

Note: additional sheets may be used if necessary.

**Attestation and Form Acceptance**

The preparer must attest to the information provided by signing in the appropriate space; in addition, print the name of the contractor, provide telephone number, and date.

The last section, bottom right, will be completed by the Commission upon its review of the form. The contractor will be notified of the acceptance or deficiency of the MWBE Utilization Plan Form.

If assistance is required in completing this form or locating a New York State certified vendor to utilize as subcontractors or suppliers, please contact the Commission's Contracts Officer at (518) 388-3329.

**NEW YORK STATE GAMING COMMISSION  
VENDOR/CONTRACTOR'S MINORITY AND WOMEN-OWNED BUSINESS UTILIZATION PLAN FORM**

AGENCY NAME \_\_\_\_\_  
 AGENCY CONTACT \_\_\_\_\_  
 AGENCY PHONE \_\_\_\_\_

CONTRACTOR NAME AND ADDRESS	CHECK APPROPRIATE BOX		DATE SUBMITTED		TOTAL VALUE OF CONTRACT		
	<input type="checkbox"/> SUPPLIER <input type="checkbox"/> CONTRACTOR		CONTRACTOR'S FID#		CONTRACT EFFECTIVE DATES		
PROJECT DESCRIPTION	GOALS MBE WBE		JOB NUMBER (IF APPLICABLE)		CONTRACT NUMBER		
MWBE SUBCONTRACTOR/SUPPLIER NAME & ADDRESS	CHECK ONE	SUBCONTRACTOR/SUPPLIER TAXPAYER/FEDERAL ID #	MBE (CHECK)	WBE (CHECK)	NYS CERTIFIED (CHECK)	DESCRIPTION OF WORK	\$ VALUE OF CONTRACT
	SUB _____ SUP _____		YES _____ NO _____	YES _____ NO _____	YES _____ NO _____		
	SUB _____ SUP _____		YES _____ NO _____	YES _____ NO _____	YES _____ NO _____		
	SUB _____ SUP _____		YES _____ NO _____	YES _____ NO _____	YES _____ NO _____		
	SUB _____ SUP _____		YES _____ NO _____	YES _____ NO _____	YES _____ NO _____		

	<u>\$ AMOUNT</u>	<u>% OF TOTAL</u>
(A) TOTAL CONTRACT BID AMOUNT:	_____	_____
(B) TOTAL SUBCONTRACTS FOR COMMODITIES AND SERVICES TO MBE'S:	_____	_____
(C) TOTAL SUBCONTRACTS FOR COMMODITIES AND SERVICES TO WBE'S:	_____	_____

CONTRACTOR'S ATTESTATION: MY FIRM PROPOSES TO USE THE MWBE'S LISTED ON THIS FORM.

PREPARED BY: (SIGNATURE OF CONTRACTOR)	PRINT NAME OF CONTRACTOR	TELEPHONE NUMBER	DATE
--	--------------------------	------------------	------

FOR OFFICE USE ONLY
REVIEWED BY:
DATE:
MWBE FIRMS CERTIFIED:
MWBE FIRMS NOT CERTIFIED:

NOTICE: this report is required pursuant to Executive Law; failure to report will result in noncompliance.

**NEW YORK STATE GAMING COMMISSION  
 MWBE CONTRACT COMPLIANCE PROGRAM  
 CONTRACTOR'S QUARTERLY SUBCONTRACTING/SUPPLIER ACTIVITY REPORT  
 FOR THE PERIOD OF \_\_\_\_\_**

1. NAME AND ADDRESS:	2. PROJECT/CONTRACT GOALS:	3. DATE SUBMITTED	4. CONTRACT NO: _____
	MBE _____		JOB NO.: _____
	WBE _____		LOCATION/REGION: _____
FEDERAL ID/SOCIAL SECURITY NO.*	5. PROJECT WORK DESCRIPTION:*		6. CONTRACT EFFECTIVE DATES:*

**SUBCONTRACTING/SUPPLIER ACTIVITY REPORT**

7. REPORT SUBCONTRACTOR'S SUPPLIERS AWARDED/PURCHASED THIS QUARTER	# AWARDED THIS PERIOD	AMOUNT AWARDED THIS PERIOD	# AWARDED TO NYS CERTIFIED		TOTAL DOLLAR AMOUNT AWARDED THIS PERIOD TO NYS CERTIFIED		PERCENTAGE	
			MBE	WBE	MBE	WBE	MBE	WBE
DOLLAR RANGE: \$0-\$24,000								
\$25,000 +								
TOTAL								

PREPARED BY: (SIGNATURE OF CONTRACTOR)	PRINT NAME OF CONTRACTOR	TELEPHONE NO.	DATE
--	--------------------------	---------------	------

This report is required by contract specifications. Failure to report will result in noncompliance with contract specifications.

\*Delete information if reported on previous submittal.



**REQUEST FOR WAIVER FORM**

<b>INSTRUCTIONS: SEE PAGE 2 OF THIS ATTACHMENT FOR REQUIREMENTS AND DOCUMENT SUBMISSION INSTRUCTIONS.</b>	
<b>Offerer/Contractor Name:</b>	<b>Federal Identification No.:</b>
<b>Address:</b>	<b>Solicitation/Contract No.:</b>
<b>City, State, Zip Code:</b>	<b>MWBE Goals: MBE      %      WBE      %</b>
By submitting this form and the required information, the offerer/contractor certifies that every Good Faith Effort has been taken to promote MWBE participation pursuant to the MWBE requirements set forth under the contract.	
<b>Contractor is requesting a:</b>	
1. <input type="checkbox"/> MBE Waiver – A waiver of the MBE Goal for this procurement is requested. <input type="checkbox"/> Total <input type="checkbox"/> Partial	
2. <input type="checkbox"/> WBE Waiver – A waiver of the WBE Goal for this procurement is requested. <input type="checkbox"/> Total <input type="checkbox"/> Partial	
<b>PREPARED BY (Signature):</b>	<b>Date:</b>
SUBMISSION OF THIS FORM CONSTITUTES THE OFFERER/CONTRACTOR'S ACKNOWLEDGEMENT AND AGREEMENT TO COMPLY WITH THE MWBE REQUIREMENTS SET FORTH UNDER NYS EXECUTIVE LAW, ARTICLE 15-A AND 5 NYCRR PART 143. FAILURE TO SUBMIT COMPLETE AND ACCURATE INFORMATION MAY RESULT IN A FINDING OF NONCOMPLIANCE AND/OR TERMINATION OF THE CONTRACT.	
<b>Name and Title of Preparer (Printed or Typed):</b>	<b>Telephone Number:</b>
	<b>Email Address:</b>
<b>Submit with the bid or proposal or if submitting after award submit to:</b>  NYS Gaming Commission Attn: Stacey Relation One Broadway Center Schenectady, NY 12301	***** GAMING COMMISSION USE ONLY *****
	<b>REVIEWED BY:</b>
	<b>DATE:</b>
	Waiver Granted: <input type="checkbox"/> YES      MBE: <input type="checkbox"/> WBE: <input type="checkbox"/>  <input type="checkbox"/> Total Waiver <input type="checkbox"/> Partial Waiver <input type="checkbox"/> *Conditional <input type="checkbox"/> Notice of Deficiency Issued _____ *Comments:

## REQUIREMENTS AND DOCUMENT SUBMISSION INSTRUCTIONS

**When completing the Request for Waiver Form please check all boxes that apply. To be considered, the Request for Waiver Form must be accompanied by documentation for items 1 – 10, as listed below.. Copies of the following information and all relevant supporting documentation must be submitted along with the request:**

1. A statement setting forth your basis for requesting a partial or total waiver.
2. The names of general circulation, trade association, and MWBE-oriented publications in which you solicited certified MWBEs for the purposes of complying with your participation goals.
3. A list identifying the date(s) that all solicitations for certified MWBE participation were published in any of the above publications.
4. A list of all certified MWBEs appearing in the NYS Directory of Certified Firms that were solicited for purposes of complying with your certified MWBE participation levels.
5. Copies of notices, dates of contact, letters, and other correspondence as proof that solicitations were made in writing and copies of such solicitations, or a sample copy of the solicitation if an identical solicitation was made to all certified MWBEs.
6. Provide copies of responses made by certified MWBEs to your solicitations.
7. Provide a description of any contract documents, plans, or specifications made available to certified MWBEs for purposes of soliciting their bids and the date and manner in which these documents were made available.
8. Provide documentation of any negotiations between you, the Offerer/Contractor, and the MWBEs undertaken for purposes of complying with the certified MWBE participation goals.
9. Provide any other information you deem relevant which may help us in evaluating your request for a waiver.
10. Provide the name, title, address, telephone number, and email address of offerer/contractor's representative authorized to discuss and negotiate this waiver request.

**Note: Unless a Total Waiver has been granted, the offerer or contractor will be required to submit all reports and documents pursuant to the provisions set forth in the Contract.**

## **APPENDIX K**

### **Diversity Practices**

**K.1: Diversity Practices Questionnaire**

**K.2: How to Score Diversity Practices**

**K.3: Diversity Practices Scoring Matrix**

## Diversity Practices Questionnaire (Response worth up to 5 Technical Points)

**Note: Points will not be awarded based on your company's status as a certified MWBE firm; monies spend within your own firm; or training provided to your own employees. All points awarded will be based on the information provided in response to the questions herein pertaining to efforts made toward New York State certified MWBE firms.**

I, \_\_\_\_\_, as \_\_\_\_\_ (title) of \_\_\_\_\_ firm or company (hereafter referred to as the company), swear and/or affirm under penalty of perjury that the answers submitted to the following questions are complete and accurate to the best of my knowledge:

1. Does your company have a Chief Diversity Officer or other individual who is tasked with supplier diversity initiatives? **Yes** or **No**

If Yes, provide the name, title, description of duties assigned to the position and evidence of initiatives performed by this individual or individuals.

2. What percentage of your company's gross revenues (from your prior fiscal year) was paid to New York State certified minority and/or women-owned business enterprises as subcontractors, suppliers, joint-venturers, partners or other similar arrangement for the provision of goods or services to your company's clients or customers?

3. What percentage of your company's overhead (i.e. those expenditures that are not directly related to the provision of goods or services to your company's clients or customers) or non-contract-related expenses (from your prior fiscal year) was paid to New York State certified minority- and women-owned business enterprises as suppliers/contractors?<sup>1</sup>

4. Does your company provide technical training<sup>2</sup> to minority- and women-owned business enterprises? **Yes** or **No**

If Yes, provide a description of such training which should include, but not be limited to, the date the program was initiated, the names and the number of minority- and women-owned business enterprises participating in such training, the number of years such training has been offered and the number of hours per year for which such training occurs.

<sup>1</sup> Do not include onsite project overhead.

<sup>2</sup> Technical training is the process of teaching employees how to more accurately and thoroughly perform the technical components of their jobs. Training can include technology applications, products, sales and service tactics, and more. Technical skills are job-specific as opposed to soft skills, which are transferable.

5. Is your company participating in a government approved minority- and women-owned business enterprises focused mentor protégé program? **Yes** or **No**

If Yes, identify the governmental mentoring program in which your company participates and provide evidence demonstrating the extent of your company's commitment to the governmental mentoring program.

6. Does your company include specific quantitative goals for the utilization of minority- and women-owned business enterprises in its non-government procurements? **Yes** or **No**

If Yes, provide a description of such non-government procurements (including time period, goal, scope and dollar amount) and indicate the percentage of the goals that were attained.

7. Does your company have a formal minority- and women-owned business enterprises supplier diversity program? **Yes** or **No**

If Yes, provide documentation of program activities and a copy of policy or program materials.

**NOTE:** All information provided in connection with the questionnaire is subject to audit and any fraudulent statements are subject to criminal prosecution and debarment.

**Signature of Owner/Official** \_\_\_\_\_

**Printed Name of Signatory** \_\_\_\_\_

**Title** \_\_\_\_\_

**Name of Business** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_



that is the subject of the procurement, contractors' ability to implement diversity practices may be too minimal to score respondents to an RFP or an RFQ. However, it is important to note that diversity practices should be scored when MWBEs are available to participate as subcontractors or suppliers in the industry, even if such subcontracting or supplying opportunities do not exist on the specific project that is the subject of your procurement.

Additionally, certain methods of identifying contractors may not be conducive to scoring for diversity practices. For example, where an RFQ is to be used to identify the availability of contractors and inform the contents of a future RFP, it may be appropriate to defer scoring of diversity practices until the RFP used to select the successful contractor or contractors is ultimately released.

*Should I score for diversity practices where multiple vendors will be selected via a procurement, and the award to each of them is anticipated to be less than \$250,000?* Yes. Diversity practices should be scored where the aggregated spending via a procurement is expected to equal or exceed \$250,000, even if the amount allocated to each successful contractor is less than \$250,000.

#### *Scoring for Diversity Practices*

Once you determine to score diversity practices as part of a procurement, you must identify the number of points you intend to allocate to contractors' diversity practices and include appropriate language in your RFP or RFQ, score the diversity practices of contractors using the diversity practices matrix, and weight each score in accordance with the percentage of points allocated to diversity practices.

Where an organization determines to score diversity practices as part of determining best value on a procurement, the RFP or RFQ in question should include the following: (1) a provision indicating that diversity practices will be scored, (2) the maximum number of points that may be awarded based upon respondents' diversity practices, and (3) a diversity practices questionnaire that respondents may provide as part of their response to the RFP or RFQ. A sample provision indicating that diversity practices will be scored is provided below:

[Name of Agency] has determined, pursuant to New York State Executive Law Article 15-A, that the assessment of the diversity practices of respondents to this procurement is practical, feasible, and appropriate. Accordingly, respondents to this procurement shall be required to include as part of their response to this procurement, as described in [Section ###] herein, forms [Diversity Form Numbers].

The diversity practices questionnaire provided by the Division of Minority and Women's Business Development provides eight questions for respondents to answer. Your organization may include additional questions, as discussed in more detail on page 5. The following provides a guide to scoring responses to each of the questions.

### Question 1

Question 1 solely addresses whether the respondent employs a chief diversity officer. In order to receive points for a response to question 1, a respondent should provide all of the information requested, including evidence of initiatives performed by the chief diversity officer. Merely identifying a chief diversity officer without providing the requested information should result in a score of zero.

### Questions 2 and 3

These questions direct respondents to provide information on the share of expenditures that the respondents made with MWBEs. Only the prior fiscal year of a respondent should be taken into account when assigning a score to questions 2 and 3. Any additional data that respondents provide illustrating expenditures made with MWBEs in other fiscal years should be disregarded.

In addition, any data regarding expenditures made to businesses certified as MWBEs by an entity other than the State of New York should be disregarded. Expenditures made to businesses with certifications other than MWBE, such as Disadvantaged Business Enterprises and Service-Disabled Veteran-owned Business Enterprises, are not to be considered in this analysis.

### Question 4

Respondents may score points in response to question 4 by identifying industry-specific technical training of MWBEs. Technical training is specific to the industry in question, and does not include generic training in skills that are transferrable across industries. Examples of trainings that do not qualify as technical training include trainings in managerial skills and leadership, effective communication, and professional development and networking. Examples of technical training topics include the use, installation, or safe handling of particular products, the use of industry-specific IT, and industry-specific sales and customer service strategies.

In assessing the robustness of a respondent's technical training, you should take into account the duration of the technical training program, the number of MWBEs served, and the total number of hours devoted to technical training of MWBEs. The characteristics of a robust technical training program will vary based upon the nature of the industry and the associated opportunities for MWBE training. However, characteristics of technical training programs fitting the "minimum" scoring criterion will typically be that the respondent has been providing technical training for one year or less, that the respondent has provided fewer than one hundred hours of technical training, or that the respondent has provided technical training to only one MWBE firm in a contracting area for which there is significant MWBE availability.

### Question 5

In order for a respondent to receive points for its response to question 5, the respondent must provide documentation demonstrating its participation in a mentor-protégé program approved by a governmental entity. Such governmental entity need not necessarily be the State of New York.

Appropriate documentation of the existence of a mentor-protégé program will vary based upon the approving governmental entity. Only documents generated by a governmental entity should be accepted to demonstrate the existence of a mentor-protégé program.

A robust mentor-protégé program must include the following elements:

- The mentee must be able to meaningfully participate in the delivery of contract requirements.
- For services contracts: at least one element of the scope must be performed by the MWBE with the Prime serving as mentor. Multi-year contracts must have a plan in place to expose the MWBE to each element of the scope through the lifetime of the contract.
- Mentor and mentee must enter into an agreement, approved by a governmental entity, which outlines the expectations of each party.
- Specific metrics must be identified which will be used to measure the effectiveness and success of the Mentor/Protégé relationship.

#### Question 6

Question 6 evaluates both the existence of MWBE goals on the part of the respondent in its own contracting, and the respondent's achievement of these goals. Whether a goal is robust depends on the availability of MWBEs in the industry in question. One tool to assist you in determining the availability of MWBE firms in the industry is the New York State Contract System MWBE Directory <<https://ny.newnycontracts.com/>>. This analysis should, to the extent possible, be based upon subcontracting activities that are available in the industry in which the respondent is engaged, not solely the availability of MWBE subcontractors for the procurement being made by your organization.

Once you have evaluated the robustness of the goal, you must take into account the share of the goal that the respondent has achieved. A respondent should only receive a robust score if the respondent has achieved a significant portion of an appropriate goal; achieving a small percentage of a robust goal should not entitle a respondent to a robust score.

#### Question 7

Question 7 considers whether a respondent has an immersive, formal program to promote the use of MWBEs as suppliers. A formal supplier diversity program must be documented via a program policy manual or similar document describing the requirements for participation and elements of the program, as well as documentation of program activities.

Characteristics of a supplier diversity program meeting the minimum requirement for the respondent to be awarded points could include a supplier diversity program with weak verification procedures focused solely on creating a list of diverse suppliers from which the respondent may procure goods or services. A robust supplier diversity program may be characterized by rigorous verification of MWBE status, plans for outreach to MWBE suppliers, and training and education programs designed to increase the capacity of MWBE suppliers.

## Question 8

The final question considers the use of MWBEs on the procurement for which diversity practices are being scored. This is the only criterion that considers the circumstances of the procurement exclusively, without regard to the respondent's other activities to promote MWBEs. The robustness of a utilization plan is to be assessed based upon the availability of MWBEs to perform as subcontractors and suppliers to the respondent on the procurement. As with question 6, you should refer to the MWBE Directory in order to determine the availability of MWBEs.

### Determine the Weighted Score

Once you have added the scores for all eight questions for a respondent, multiply that score based upon the weight you have assigned to diversity practices on the procurement. For example, if diversity practices account for 8% of the available points on your RFP and a respondent achieves a total score of 50 points for diversity practices on the diversity practices matrix, that respondent's weighted score is the product of 50 points and .08, or 4 points.

### *Customizing Diversity Practices*

The eight questions reflected on the diversity practices questionnaire constitute the minimum required to assess the diversity practices of respondents. You may add additional questions to the diversity practices questionnaire to customize it to your procurement activities. In order to determine whether additional fields may be useful, consider some of the following questions:

- Are there particular resources or skills needed to serve as a subcontractor or supplier in the industry?
- Are there technical or financial barriers to entry in the industry?
- Could respondents facilitate MWBE training and participation in the industry in ways not reflected on the questionnaire?
- Are there specific types of MWBE subcontractors or suppliers that are particularly underutilized in the industry in question?

In the case that you decide to include additional questions on the diversity practices questionnaire, you must revise the diversity practices matrix accordingly to reflect any points to be awarded to respondents for additional questions.

## New York State Diversity Practices Scoring Matrix

Questions

Q1 - CDO or other person tasked with function					Yes	No	Total
					5 pts	0 pts	
Q2 - Percentage of prior yr. revenues that involved M/WBEs as subs or JVs/partners	20%+	15-19%	10-14%	5-9%	1-4%	0%	
	20 pts	14 pts	10 pts	6 pts	2 pts	0pts	
Q3 - Percentage of overhead expenses paid to M/WBEs	20%+	15-19%	10-14%	5-9%	1-4%	0%	
	16 pts	10 pts	7 pts	4 pts	1 pts	0pts	
Q4 - M/WBE Training			Robust	Moderate	Minimum	None	
			16 pts	8 pts	4 pts	0 pts	
Q5 - M/WBE Mentoring			Robust	Moderate	Minimum	None	
			12 pts	8 pts	4 pts	0 pts	
Q6 - Written M/WBE goals included in the Company's procurements			Robust	Moderate	Minimum	No	
			20 pts	12 pts	6 pts	0 pts	
Q7 - Formal Supplier Diversity Program			Robust	Moderate	Minimum	No	
			6 pts	4 pts	2 pts	0 pts	
Q8 - Utilization Plan			Robust	Moderate	Minimum	No	
			5 pts	3 pts	1 pts	0 pts	

**Total Diversity Score  
(Max 100 pts)**

**Weighted Score (Up to  
10% of Technical)**



## **PARTICIPATION OPPORTUNITIES FOR NEW YORK STATE CERTIFIED SERVICE-DISABLED VETERAN-OWNED BUSINESSES**

Article 17-B of the New York State Executive Law provides for more meaningful participation in public procurement by certified Service-Disabled Veteran-Owned Businesses (“SDVOB”), thereby further integrating such businesses into New York State’s economy. The New York State Gaming Commission (the “Commission”) recognizes the need to promote the employment of service-disabled veterans and to ensure that certified service-disabled veteran-owned businesses have opportunities for maximum feasible participation in the performance of Commission contracts.

In recognition of the service and sacrifices made by service-disabled veterans and in recognition of their economic activity in doing business in New York State, Bidders are expected to consider SDVOBs in the fulfillment of the requirements of the Contract. Such participation may be as subcontractors or suppliers, as protégés, or in other partnering or supporting roles.

### **I. Contract Goals**

- A. The Commission hereby establishes an overall goal of 6% for SDVOB participation, based on the current availability of qualified SDVOBs. For purposes of providing meaningful participation by SDVOBs, the Bidder/Contractor should reference the directory of New York State Certified SDVOBs found at: [https://ogs.ny.gov/veterans/Docs/CertifiedNYS\\_SDVOB.pdf](https://ogs.ny.gov/veterans/Docs/CertifiedNYS_SDVOB.pdf). Questions regarding compliance with SDVOB participation goals should be directed to Michele June, [Michele.June@gaming.ny.gov](mailto:Michele.June@gaming.ny.gov). Additionally, following Contract execution, Contractor is encouraged to contact the Commission to discuss additional methods of maximizing participation by SDVOBs on the Contract.
- B. Contractor must document “good faith efforts” to provide meaningful participation by SDVOBs as subcontractors or suppliers in the performance of the Contract (see clause IV below).

### **II. SDVOB Utilization Plan**

- A. In accordance with 9 NYCRR § 252.2(i), Bidders are required to submit a completed SDVOB Utilization Plan on Form SDVOB 100 with their bid.
- B. The Utilization Plan shall list the SDVOBs that the Bidder intends to use to perform the Contract, a description of the work that the Bidder intends the SDVOB to perform to meet the goals on the Contract, the estimated dollar amounts to be paid to an SDVOB, or, if not known, an estimate of the percentage of Contract work the SDVOB will perform. By signing the Utilization Plan, the Bidder acknowledges that making false

representations or providing information that shows a lack of good faith as part of, or in conjunction with, the submission of a Utilization Plan is prohibited by law and may result in penalties including, but not limited to, termination of a contract for cause, loss of eligibility to submit future bids, and/or withholding of payments. Any modifications or changes to the agreed participation by SDVOBs after the Contract award and during the term of the Contract must be reported on a revised SDVOB Utilization Plan and submitted to the Commission.

- C. The Commission will review the submitted SDVOB Utilization Plan and advise the Bidder/Contractor of Commission acceptance or issue a notice of deficiency within 20 days of receipt.
- D. If a notice of deficiency is issued, Bidder/Contractor agrees that it shall respond to the notice of deficiency, within seven business days of receipt, by submitting to the Commission a written remedy in response to the notice of deficiency. If the written remedy that is submitted is not timely or is found by the Commission to be inadequate, the Commission shall notify the Bidder/Contractor and direct the Bidder/Contractor to submit, within five business days of notification by the Commission, a request for a partial or total waiver of SDVOB participation goals on SDVOB 200. Failure to file the waiver form in a timely manner may be grounds for disqualification of the bid or proposal.
- E. The Commission may disqualify a Bidder's bid or proposal as being non-responsive under the following circumstances:
  - (a) If a Bidder fails to submit an SDVOB Utilization Plan;
  - (b) If a Bidder fails to submit a written remedy to a notice of deficiency;
  - (c) If a Bidder fails to submit a request for waiver; or
  - (d) If the Commission determines that the Bidder has failed to document good faith efforts.
- F. If awarded a Contract, Contractor certifies that it will follow the submitted SDVOB Utilization Plan for the performance of SDVOBs on the Contract pursuant to the prescribed SDVOB contract goals set forth above.
- G. Contractor further agrees that a failure to use SDVOBs as agreed in the Utilization Plan shall constitute a material breach of the terms of the Contract. Upon the occurrence of such a material breach, the Commission shall be entitled to any remedy provided herein, including but not limited to, a finding of Contractor non-responsibility.

### **III. Request for Waiver**

- A. **Prior to submission of a request for a partial or total waiver, Bidder/Contractor shall speak to the Commission for guidance.**
- B. In accordance with 9 NYCRR § 252.2(m), a Bidder/Contractor that is able to document good faith efforts to meet the goal requirements, as set forth in clause IV below, may submit a request for a partial or total waiver on Form SDVOB 200, accompanied by supporting documentation. A Bidder may submit the request for waiver at the same time it submits its SDVOB Utilization Plan. If a request for waiver is submitted with the

SDVOB Utilization Plan and is not accepted by the Commission at that time, the provisions of clauses II (C), (D) & (E) will apply. If the documentation included with the Bidder's/Contractor's waiver request is complete, the Commission shall evaluate the request and issue a written notice of acceptance or denial within 20 days of receipt.

- C. Contractor shall attempt to utilize, in good faith, the SDVOBs identified within its SDVOB Utilization Plan, during the performance of the Contract. Requests for a partial or total waiver of established goal requirements made subsequent to Contract award may be made at any time during the term of the Contract to the Commission, but must be made no later than prior to the submission of a request for final payment on the Contract.
- D. If the Commission, upon review of the SDVOB Utilization Plan and Monthly SDVOB Compliance Report (SDVOB 101) determines that Contractor is failing or refusing to comply with the contract goals and no waiver has been issued in regards to such non-compliance, the Commission may issue a notice of deficiency to the Contractor. The Contractor must respond to the notice of deficiency within seven business days of receipt. Such response may include a request for partial or total waiver of SDVOB contract goals.

Waiver requests should be sent to [Michele.June@gaming.ny.gov](mailto:Michele.June@gaming.ny.gov).

#### **IV. Required Good Faith Efforts**

In accordance with 9 NYCRR § 252.2(n), Contractors must document their good faith efforts toward utilizing SDVOBs on the Contract. Evidence of required good faith efforts shall include, but not be limited to, the following:

- (1) Copies of solicitations to SDVOBs and any responses thereto.
- (2) Explanation of the specific reasons each SDVOB that responded to Bidders/Contractors' solicitation was not selected.
- (3) Dates of any pre-bid, pre-award or other meetings attended by Contractor, if any, scheduled by the Commission with certified SDVOBs whom the Commission determined were capable of fulfilling the SDVOB goals set in the Contract.
- (4) Information describing the specific steps undertaken to reasonably structure the Contract scope of work for the purpose of subcontracting with, or obtaining supplies from, certified SDVOBs.
- (5) Other information deemed relevant to the waiver request.

#### **V. Monthly SDVOB Contractor Compliance Report**

In accordance with 9 NYCRR § 252.2(q), Contractor is required to report Monthly SDVOB Contractor Compliance to the Commission during the term of the Contract for the preceding month's activity, documenting progress made towards achieving the Contract SDVOB goals. This information must be submitted using form SDVOB 101 available at <https://ogs.ny.gov/veterans/>, and should be completed by the Contractor and submitted to the Commission, by the 10th day of each month during the term of the Contract, for the preceding month's activity to: [Michele.June@gaming.ny.gov](mailto:Michele.June@gaming.ny.gov).

## **VI. Breach of Contract and Damages**

In accordance with 9 NYCRR § 252.2(s), any Contractor found to have willfully and intentionally failed to comply with the SDVOB participation goals set forth in the Contract, shall be found to have breached the contract and Contractor shall pay damages as set forth therein.

## **Vendor Assurance of No Conflict of Interest or Detrimental Effect**

The Firm offering to provide services pursuant to this [RFP/Contract], as a contractor, joint venture contractor, subcontractor, or consultant, attests that its performance of the services outlined in this [RFP/Contract] does not and will not create a conflict of interest with nor position the Firm to breach any other contract currently in force with the State of New York.

Furthermore, the Firm attests that it will not act in any manner that is detrimental to any State project on which the Firm is rendering services. Specifically, the Firm attests that:

1. The fulfillment of obligations by the Firm, as proposed in the response, does not violate any existing contracts or agreements between the Firm and the State;
2. The fulfillment of obligations by the Firm, as proposed in the response, does not and will not create any conflict of interest, or perception thereof, with any current role or responsibility that the Firm has with regard to any existing contracts or agreements between the Firm and the State;
3. The fulfillment of obligations by the Firm, as proposed in the response, does not and will not compromise the Firm's ability to carry out its obligations under any existing contracts between the Firm and the State;
4. The fulfillment of any other contractual obligations that the Firm has with the State will not affect or influence its ability to perform under any contract with the State resulting from this RFP;
5. During the negotiation and execution of any contract resulting from this RFP, the Firm will not knowingly take any action or make any decision which creates a potential for conflict of interest or might cause a detrimental impact to the State as a whole including, but not limited to, any action or decision to divert resources from one State project to another;
6. In fulfilling obligations under each of its State contracts, including any contract which results from this RFP, the Firm will act in accordance with the terms of each of its State contracts and will not knowingly take any action or make any decision which might cause a detrimental impact to the State as a whole including, but not limited to, any action or decision to divert resources from one State project to another;
7. No former officer or employee of the State who is now employed by the Firm, nor any former officer or employee of the Firm who is now employed by the State, has played a role with regard to the administration of this contract procurement in a manner that may violate section 73(8)(a) of the State Ethics Law; and
8. The Firm has not and shall not offer to any employee, member or director of the State any gift, whether in the form of money, service, loan, travel, entertainment,

hospitality, thing or promise, or in any other form, under circumstances in which it could reasonably be inferred that the gift was intended to influence said employee, member or director, or could reasonably be expected to influence said employee, member or director, in the performance of the official duty of said employee, member or director or was intended as a reward for any official action on the part of said employee, member or director.

Firms responding to this [RFP/Contract] should note that the State recognizes that conflicts may occur in the future because a Firm may have existing or new relationships. The State will review the nature of any such new relationship and reserves the right to terminate the contract for cause if, in its judgment, a real or potential conflict of interest cannot be cured.

Name, Title:

Signature:

Date:

This form must be signed by an authorized executive or legal representative.

## Statement on Sexual Harassment

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that the bidder has and has implemented a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of section two hundred one-g of the labor law.

Contractor certifies that this statement provided to the Agency with respect to State Finance Law §139 (l) is complete, true and accurate.

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**Authorized Signatory**

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**Signature**

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**Title**

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**Company Name**

### **Anti-Discrimination EO 177 Certification**

The New York State Human Rights Law, Article 15 of the Executive Law, prohibits discrimination and harassment based on age, race, creed, color, national origin, sex, pregnancy or pregnancy-related conditions, sexual orientation, gender identity, disability, marital status, familial status, domestic violence victim status, prior arrest or conviction record, military status or predisposing genetic characteristics.

The Human Rights Law may also require reasonable accommodation for persons with disabilities and pregnancy-related conditions. A reasonable accommodation is an adjustment to a job or work environment that enables a person with a disability to perform the essential functions of a job in a reasonable manner. The Human Rights Law may also require reasonable accommodation in employment on the basis of Sabbath observance or religious practices.

In accordance with Executive Order No. 177, the Bidder hereby certifies that it does not have institutional policies or practices that fail to address the harassment and discrimination of individuals on the basis of their age, race, creed, color, national origin, sex, sexual orientation, gender identity, disability, marital status, military status, or other protected status under the Human Rights Law. 3

Executive Order No. 177 and this certification do not affect institutional policies or practices that are protected by existing law, including but not limited to the First Amendment of the United States Constitution, Article 1, Section 3 of the New York State Constitution, and Section 296(11) of the New York State Human Rights Law.

Contractor:

By: \_\_\_\_\_

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

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

Date: \_\_\_\_\_, 20\_\_

## **INSURER QUALIFICATIONS AND INSURANCE REQUIREMENTS**

### **Insurer Qualifications**

All insurance required under this RFP must be written by an company with a current rating of "A-" or better as rated by A.M. Best & Co., have a record of successful continuous operation, are licensed, admitted, and authorized to do business in the State of New York, and are approved by the New York State Gaming Commission (the "Commission").

Required coverage and limits must be put into effect as of the effective date of the Contract and must remain in effect throughout the term of the Contract, as determined by the Commission.

### **Insurance Requirements**

Prior to the start of work the Contractor shall procure at its sole cost and expense, and shall maintain in force at all times during the term of the Contract, policies of insurance as herein below set forth, written by companies authorized by the New York State Department of Financial Services to issue insurance in the State of New York (Admitted Carriers).

Upon award, the Contractor shall deliver to the Commission evidence of such insurance coverage as defined below. In the event there is a claim asserted that is covered by insurance, the Contractor shall make available for inspection to the Commission upon the Commission's request, at Commission headquarters, during reasonable business hours, any applicable policy required by this Contract.

Throughout the Contract period, the Contractor shall notify the Commission of any material changes to the policy coverages, or any cancellations prior to the expiration date. The carrier shall also send notification of cancellation, termination, or failure to renew any policy in accordance with the policy provisions when practicable.

### **General Conditions**

A. ***Conditions Applicable to Insurance.*** All policies of insurance required by the RFP and the Contract must meet the following requirements:

***1. Coverage Types and Policy Limits.*** The types of insurance coverage and policy limits required from the Contractor are specified in Paragraph B below – Specific Coverages and Limits.

***2. Policy Forms.*** Policies must be written on an ***occurrence*** basis, except as may be otherwise specifically provided herein, or agreed to in writing by the

Commission. Under certain circumstances, the Commission may elect to accept policies written on a claims-made basis provided that, at a minimum, the policy remains in force throughout the performance of the services and for three (3) years after completion of the Contract. If the policy is cancelled or not renewed during that time, the Contractor must purchase at its sole expense Discovery Clause coverage sufficient to complete the 3-year period after completion of the Contract. Written proof of this extended reporting period must be provided to the Commission prior to the expiration or cancellation of the policy.

**3. Certificates of Insurance/Notices.** The Contractor shall provide a Certificate or Certificates of Insurance, in a form satisfactory to the Commission, before commencing any work under this Contract. Certificates shall be mailed using the contact information provided in Part 1 of this RFP. Copies of the full policy shall be provided to the Commission by the Contractor upon request.

Unless otherwise agreed, insurance policies shall be written so as to include a provision that the policy will not be canceled, materially changed, or not renewed without at least thirty (30) days' prior written notice to the Commission.

Certificates of Insurance shall:

- a. Be in the form approved by the Commission.
- b. Disclose any deductible, self-insured retention, aggregate limit or any exclusion to the policy that materially changes the coverage required by the RFP and the Contract.
- c. Specify the Additional Insureds and Named Insureds as required herein.
- d. Be signed by an authorized representative of the insurance carrier or producer.

**4. Primary Coverage.** All insurance policies shall provide that the required coverage shall apply on a primary, and not on an excess or contributing, basis as to any other insurance that may be available to the Commission for any claim arising from the Contractor's work under this Contract, or as a result of the Contractor's activities. Any other insurance maintained by the Commission shall be excess of and shall not contribute with the Contractor's insurance regardless of the "other insurance" clause contained in either party's policy of insurance.

**5. Policy Renewal/Expiration.** At least 14 days prior to the expiration of any insurance policy required by this Contract, evidence of renewal or replacement policies of insurance with terms no less favorable to the Commission than the

expiring policies shall be delivered to the Commission in the manner required for service of notice in Paragraph A.3 above. If, at any time during the term of this Contract, the coverage provisions and limits of the insurance policies required herein do not meet the provisions and limits set forth in the Contract or proof thereof is not provided to the Commission, the Contractor shall immediately cease work on the project. The Contractor shall not resume work on the project outlined within the RFP and the Contract until authorized to do so by the Commission. Any delay, time lost, or additional cost incurred as a result of the Contractor not having the insurance required by the Contract, or not providing proof of same in a form acceptable to the Commission, shall not give rise to a delay claim or any other claim against the Commission. Should the Contractor fail to provide or maintain any insurance required by this Contract, or proof of insurance is not provided to the Commission, the Commission may withhold further Contract payments, treat such failure as a breach or default of the Contract, and/or, after providing written notice to the Contractor, require the Surety, if any, to secure appropriate coverage and/or purchase insurance complying with the Contract and charge back such purchase to the Contractor.

**6. Deadlines for Providing Insurance Documents after Renewal or Upon Request.** As set forth herein, certain insurance documents must be provided to the Commission contact identified in the Contract Award Notice after renewal or upon request by the Commission. This requirement means that the Contractor shall provide any applicable insurance documents to the Commission as soon as possible, but in no event later than the following time periods:

- For certificates of insurance: five business days from request or renewal, whichever is later;
- For information on self-insurance or self-retention programs: 15 calendar days from request or renewal, whichever is later;
- For other requested documentation evidencing coverage: 15 calendar days from request or renewal, whichever is later;
- For additional insured and waiver of subrogation endorsements: 30 calendar days from request or renewal, whichever is later; and
- For notice of cancellation or non-renewal and proof of replacement coverage that complies with the requirements of this section: five business days from request or renewal, whichever is later.

Notwithstanding the foregoing, if the Contractor shall have promptly requested the insurance documents from its broker or insurer and shall have thereafter diligently taken all steps necessary to obtain such documents from its insurer and submit them to the Commission, but fails to provide the documents within the timeframes above, the Commission shall extend the time period for a

reasonable period under the circumstances, but in no event shall the extension exceed 30 calendar days from the Commission's original request.

**7. Self-Insured Retention/Deductibles.** Additional surety/security may be required in certain circumstances. The Contractor shall be solely responsible for all claim expenses and loss payments within any self-insured retention or deductible.

**8. Subcontractors.** Should the Contractor engage a subcontractor, the Contractor shall endeavor to impose the same insurance requirements of this document on the subcontractor, as applicable. Required insurance limits should be determined commensurate with the work of the subcontractor. An Additional Insured endorsement evidencing such coverage shall be provided to the Contractor prior to the commencement of any work by a subcontractor and shall be provided to the Commission upon request. For subcontractors that are self-insured, the subcontractor shall be obligated to defend and indemnify the above-named Additional Insureds with respect to Commercial General Liability and Business Automobile Liability, in the same manner that the subcontractor would have been required pursuant to this section had the subcontractor obtained insurance policies to provide such defense and indemnity. Proof of insurance or self-insured status shall be supplied to the Commission.

**9. Additional Insured.** In each of the liability policies required below, the Contractor shall cause coverage to be included for ongoing and completed operations, including, but not limited to, during any products and completed operations phases, naming as Additional Insureds the following:

the State of New York, the New York State Gaming Commission and their respective commissioners, officers, agents, and employees.

An Additional Insured endorsement evidencing such coverage shall be provided to the Commission within 30 days of renewal or upon request, whichever is later. Any such Additional Insured endorsement must specify that coverage is available to the State of New York, the Commission, and their respective commissioners, officers, agents, and employees as "Additional Insureds", without limiting the scope of coverage available based on the source of negligent conduct otherwise covered under the pertinent insurance policy. In other words, the "Additional Insured" coverage conferred should be the same as if the Additional Insureds were included as Named Insureds on the insurance policy. For Contractors who are self-insured, the Contractor shall be obligated to defend and indemnify the above-named Additional Insureds with respect to Commercial General Liability and Business Automobile Liability, in the same manner that the Contractor would have been required to defend and indemnify pursuant to this Attachment had the Contractor obtained such insurance policies.

**10. Excess/Umbrella Liability Policies.** Required insurance coverage limits may be provided through a combination of primary and excess/umbrella liability policies. If coverage limits are provided through excess/umbrella liability policies, then a Schedule of underlying insurance listing policy information for all underlying insurance policies (insurer, policy number, policy term, coverage and limits of insurance), including proof that the excess/umbrella insurance follows form must be provided upon request

**B. Specific Coverages and Limits.** The types of insurance and minimum policy limits shall be as provided below.

1. **General Liability.** Commercial General Liability Insurance (CGL), covering the liability of the Contractor for bodily injury, property damage, and personal/advertising injury arising from all work and operations under this Contract. The limits under such policy shall not be less than the following:

- Each Occurrence limit: \$4,000,000
- General Aggregate: \$5,000,000
- Products/Completed Operations should equal the General Aggregate limit
- Personal Advertising Injury \$1,000,000
- Property Damage \$1,000,000
- Medical Expense \$5,000

Coverage shall include, but not be limited to, the following: premises liability; independent contractors; blanket contractual liability, including tort liability of another assumed in a Contract; defense and/or indemnification obligations, including obligations assumed under this Contract; cross-liability for additional insureds; products/completed operations for a term of no less than three years, commencing upon acceptance of the Contractor's and any subcontractor's work, as required by the Contract; explosion, collapse, and underground hazards; contractor means and methods; liability resulting from Section 240 or Section 241 of the New York State Labor Law.

The following ISO forms must be endorsed to the policy:

- CG 00 01 01 96 or an equivalent – Commercial General Liability Coverage Form
- CG 20 10 11 85 or an equivalent -- Additional Insured - Owner, Lessees or Contractors (Form B)

Limits may be provided through a combination of primary and umbrella/excess liability policies.

Each insurance policy shall name the Commission as an Additional Insured, and such coverage shall be extended to afford Additional Insured status to those entities during the Products/Completed Operations term. No endorsement or exclusions shall be included within each insurance policy to reduce, limit, or exclude the Commission's full position as an Additional Insured.

The CGL policy, and any umbrella/excess policies used to meet the "Each Occurrence" limits specified above, must be endorsed to be primary with respects to the coverage afforded the Additional Insureds, and such polic(ies) shall be primary to, and non-contributing with, any other insurance maintained by the Commission. Any other insurance maintained by the Commission shall be in excess of and shall not contribute with the Contractor's or any subcontractor's insurance, regardless of the "other insurance" clause contained in either party's policy of insurance.

2. **Professional Errors and Omissions.** The Contractor shall procure and maintain during, and for a period of one year after completion of, this Contract, Professional Errors and Omissions Insurance in the amount of \$15,000,000 issued to and covering damage for liability imposed on the Contractor by this Contract or law arising out of any negligent act, error, or omission in the rendering of or failure to render services required by this Contract.

Said insurance shall provide coverage for damages arising from computer-related services including but not limited to the following:

- Consulting;
- Data processing;
- Programming;
- System integration;
- Hardware or software development;
- Installation;
- Distribution or maintenance;
- Systems analysis or design;
- Training, staffing or other support services;
- Manufactured, distributed, licensed, marketed or sold cloud computing services; and
- Any electronic equipment, computer software developed, manufactured, distributed, licensed, marketed or sold.

The insurance policy shall include coverage for third-party fidelity including cyber theft, if such coverage is not provided for in a separate Data Breach and Privacy/Cyber Liability policy.

3. **Property Insurance.** The Contractor must maintain insurance on all buildings, furniture, fixtures, computer and communications equipment it uses to provide the services under the Contract in an amount equal to or greater than the

actual replacement cost thereof. Coverage must include an All Risk Property Floater to insure personal property including contents, equipment, and mobile items, against fire, theft, collision flood, etc. .

4. **Business Automobile Liability.** The Contractor shall provide a valid and complete Certificate of automobile liability insurance for owned, non-owned, and hired vehicles with limits of not less than \$2,000,000 for personal injury to each person, \$4,000,000 for personal injury in each accident, and \$2,000,000 for property damage.
5. **Crime Insurance.** The Contractor must maintain crime insurance with a limit of not less than \$5,000,000 protecting the State of New York and the Commission against losses resulting from fraudulent or dishonest acts by the Contractor, any subcontractors, or any officer, employee or agent of the Contractor or any subcontractors.
6. **Data Breach and Privacy/Cyber Liability Insurance** covering failure to protect confidential information and failure of the security of the Contractor's computer systems, or the Commission's systems, due to the actions of the Contractor which results in unauthorized access to confidential information. Said insurance shall be maintained in the following limits, as applicable:

<b>Data Breach and Privacy/Cyber Liability</b>		
Software		\$1,000,000
Hardware		\$1,000,000
Cloud	Low Risk	\$2,000,000
	Moderate Risk	\$5,000,000
	High Risk	\$10,000,000
Implementation		\$1,000,000
<p>* See NYS-S14-002 Information Classification Standard or successor available at:  <a href="https://its.ny.gov/document/information-classification-standard">https://its.ny.gov/document/information-classification-standard</a></p> <p>for additional information relating to risk categories.</p> <p>The Contractor must maintain minimum insurance coverage for the level of risk for which Contractor provides products and services and submit documentation in accordance with the terms of this Contract.</p>		

Said insurance shall provide coverage for damages arising from, but not limited to the following:

- Breach of duty to protect the security and confidentiality of nonpublic

- proprietary corporate information;
- Disclosure or theft of personally identifiable nonpublic information (e.g., medical, financial, or personal in nature in electronic or non-electronic form);
- Privacy notification costs;
- Regulatory defense and penalties;
- Website media liability; and
- Cyber theft of customer's property, including but not limited to money and securities.

7. **Workers' Compensation and Disability.** For work to be performed in New York State, the Contractor shall provide and maintain insurance coverage during the life of this Contract for the benefit of such employees as are required to be covered by the New York State Workers' Compensation Law ([www.wcb.ny.gov](http://www.wcb.ny.gov)).

Evidence of New York State Workers' Compensation and Employers Liability coverage and New York State Disability Benefits coverage, or exemption from coverage, must be provided on **one** of the following forms specified by the Commissioner of the New York State Workers' Compensation Board. For forms and guidance, the Board's website is:

[http://www.wcb.ny.gov/content/main/forms/Forms\\_EMPLOYER.jsp](http://www.wcb.ny.gov/content/main/forms/Forms_EMPLOYER.jsp)

A. Workers' Compensation and Employers Liability Coverage:

- **Form CE-200** - Certificate of Attestation of Exemption from NYS Workers' Compensation and/or Disability Benefits Coverage; or
- **Form C-105.2** - (September 2015, or most current version) – Certificate of NYS Workers' Compensation Insurance Coverage, sent to the Commission by the Contractor's insurance carrier upon request; or
- **Form U-26.3** – NY State Insurance Fund Certificate of Workers' Compensation Coverage from the State Insurance Fund. Bidder must request that the State Insurance Fund send this form to the Commission; or
- **Form SI-12** – Affidavit Certifying That Compensation Has Been available from the New York State Workers' Compensation Board's Self-Insurance Office; or
- **Form GSI-105.2** – Certificate of Participation in Workers' Compensation Group Board-approved self-insurance, available from the Bidder's Group Self-Insurance Administrator.

B. Disability Benefits:

- **Form CE-200** - Certificate of Attestation of Exemption (New York State Workers' Compensation and/or Disability Benefits Insurance Coverage is Not Required); or

- **Form DB-120.1** (September 2015 or most current version), Certificate of NYS Disability Benefits Insurance . Bidder must request its business insurance carrier to send this form to the Commission.
- **Form DB-155, Compliance with Disability Benefits Law.**

**All forms must name THE NEW YORK STATE GAMING COMMISSION as the Entity Requesting Proof of Coverage (i.e., the entity being listed as the Certificate Holder).**

**All forms are valid for one year from the date the form is signed/stamped, or until policy expiration, whichever is earlier. (ACORD forms are NOT acceptable proof of Workers' Compensation insurance coverage).**

## LIQUIDATED DAMAGES

### A. System Down

The Successful Bidder ensures to the New York State Gaming Commission (the “Commission”) that the each of the systems, as explained herein, is not “down” for more than one hour on any day.

<p><b>Service Levels:</b></p> <p>A system is considered “down” if users are unable to access:</p> <ol style="list-style-type: none"> <li>1. Website Information;</li> <li>2. Apps;</li> <li>3. Player Accounts; or</li> <li>4. Player Account Services</li> </ol> <p>or if there is Unscheduled Maintenance that causes a system to be down.</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages in an amount of ten thousand dollars (\$10,000) per calendar day of system downtime after the first hour a system is down. One hour of downtime is defined as sixty (60) consecutive minutes a system is down. Each down event for each system will be considered independently.</p> <p>Downtime that involves unscheduled maintenance includes any unscheduled downtime as well as any scheduled outage that is not performed during the Scheduled Maintenance window agreed upon. If the downtime is unscheduled or exceeds the scheduled outage timeframe, the Commission may assess Liquidated Damages after a one-day period of ten thousand dollars (\$10,000) per calendar day.</p>
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### B. Timely and Accurate Reports

The Successful Bidder shall produce and deliver timely, sufficient, and accurate management reports within the time frames specified by the Commission.

<p><b>Service Levels:</b></p> <p>The Successful Bidder shall produce and deliver sufficient and accurate reports on a daily basis.</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages of one hundred dollars (\$100) per calendar day, for each late, insufficient, or inaccurate report, outlined in section 2.3(O) of the RFP.</p>
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### C. Timely and Accurate Files

<p><b>Service Levels:</b></p> <p>The Successful Bidder shall produce and deliver files within 24 hours of the Commission’s request.</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages of one thousand dollars (\$1,000) per calendar day for each late, insufficient, or inaccurate file.</p>
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## D. Failure to Produce Deliverable

<p><b>Service Levels:</b></p> <p>The Successful Bidder shall produce deliverables on the agreed upon timeline outlined in the Working Papers. Such failure to produce a deliverable within the specified time frame without an extension authorized in writing by the Commission may trigger the assessment of liquidated damages.</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages of five thousand dollars (\$5,000.00) per calendar day, for each late, insufficient or inaccurate deliverable on the specified release date.</p>
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## E. Failure to Provide Software Testing and Quality Software

<p><b>Service Levels:</b></p> <p>The Successful Bidder shall provide the Commission with quality-tested software. If untested software is delivered to the Commission for acceptance testing or the software does not meet the standards specified by the Commission, liquidated damages may be assessed.</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages of five thousand dollars (\$5,000.00) per calendar day until quality-tested software is provided.</p>
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## F. Security Breach

<p><b>Service Levels:</b></p> <p>The Successful Bidder shall comply with all applicable federal and state laws, including, but not limited to, the breach notification laws contained in the Identity Theft Protection Act with respect to an exposure of non-public personal information ("PI").</p>	<p><b>Liquidated Damages:</b></p> <p>The Commission may assess Liquidated Damages of twenty thousand dollars (\$20,000) per breach. In the event of a security breach of non-public PI, the Contractor, in addition to the liquidated damages, shall pay any fines assessed against the Commission for being associated with such an act for each incident in which the Contractor knowingly fails to provide notice of such a breach in accordance with the breach notification requirements set forth in the Identity Theft Protection Act.</p>
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## **BOND REQUIREMENTS**

### **PROPOSAL VALIDITY AND PROPOSAL BOND**

Proposals must remain valid for a period of one-hundred and eighty (180) days.

Each Vendor must submit a Proposal Bond with its Proposal. The Proposal Bond must be acceptable to the New York State Gaming Commission (the "Commission") in form and substance, and issued by a qualified issuer as described below, in the amount of twenty-five thousand dollars (\$25,000). This Proposal Bond will guarantee the availability of the goods and services at the price(s) quoted in the Proposal for a period of eighteen (18) months after submission of the Proposal. In lieu of the Proposal Bond, the Commission will accept a certified check from the Vendor in this amount. The check or Proposal Bond shall be made payable to the "New York State Gaming Commission".

The check or Proposal Bond will be returned to an unsuccessful Vendor upon the award of the Contract. The check or Proposal Bond of the Vendor awarded the Contract (the "Successful Bidder") will be retained by the Commission until the Contract is signed and approved, and until the Commission is furnished with an acceptable Performance Bond. The check or Proposal Bond will be forfeited to the Commission if the Successful Bidder fails to timely submit the Performance Bond or other security, as required, or fails to sign the Contract when required to do so by the Commission.

Bonds shall be issued by a reliable surety company with a record of successful continuous operation and licensed to do business in the State of New York.

### **LITIGATION BOND**

Each Vendor must submit with the Proposal a Litigation Bond in the amount of one million dollars (\$1,000,000). A claim upon the Bond may be made by the Commission if a Vendor sues the New York Gaming Commission, the State of New York, or any of their officers, employees, representatives, other contractors, or sales agents with regard to any matter relating to this RFP, determination of responsiveness of Commission or the award of a contract pursuant to this RFP; and the Commission or other defendant is the prevailing party in such suit.

The Litigation Bond shall provide for payment of reasonable attorneys' fees, expenses and court costs resulting from such litigation, and shall remain in effect for a period of two (2) years from the date of submission of the Proposal.

### **PERFORMANCE BOND**

Upon notification of the Contract award, the Successful Bidder will be required to obtain a Performance Bond or other acceptable form of security in the amount of one million dollars (\$1,000,000). The Performance Bond shall be maintained throughout the term of any resulting Contract or any extension thereof. The Performance Bond may be paid in full or in part to the Commission if the Successful Bidder defaults in the performance of the Contract or has occasioned uncompensated liquidated damages.

The Performance Bond may be assessed liquidated damages if payment of assessed damages have not been received by the Commission within thirty (30) calendar days of written notice to the Successful Bidder that they have been incurred.

Other forms of security may be acceptable but are subject to the Commission's discretion. Failure to post a replacement security within seven (7) days after notice that the proposed security is inadequate shall be grounds for immediate termination of the Contract.

Along with its Proposal, each Vendor must include a letter from a qualified surety company or agent acting on behalf of such surety stating that the Vendor will be able to secure a Performance Bond in the amount required by the RFP, should the Vendor be the Successful Bidder.

#### FIDELITY BOND

Upon notification of award and prior to Contract approval, the Successful Bidder must obtain a Fidelity Bond in the amount of five million dollars (\$5,000,000) covering any loss to the Commission due to any fraudulent or dishonest act on the part of the Successful Bidder's officers, employees, agents or subcontractors. Such an event, in the sole discretion of the Commission, also could be grounds for termination of the Contract, whether or not the losses arising as a result thereof were paid under the Fidelity Bond.

## **ATTACHMENTS**

- Attachment 1: Bidder Acknowledgement of Addendum
- Attachment 2: Confidentiality and Non-Disclosure Agreement
- Attachment 3a: Pricing Proposal Form
- Attachment 3b: Rate Card
- Attachment 4: Document Submittal Checklist
- Attachment 5: Non-Bid Response Form



**RFP: C202103 – New York Lottery Strategic Digital Marketing Partner**

**BIDDER ACKNOWLEDGEMENT OF ADDENDUM**

Amendment Number: \_\_\_\_\_

Date Issued: \_\_\_\_\_

Summary:

By signing below, the bidder attests to receiving and responding to the amendment number indicated above.

FIRM NAME: \_\_\_\_\_

REPRESENTATIVE SIGNATURE: \_\_\_\_\_

**RFQ C202103 - Strategic Digital Marketing Partner  
Confidentiality and Non-Disclosure Agreement**

Pursuant to Section 1.6 of the RFP, the attached Confidentiality and Non-Disclosure Agreement is required for any potential bidder who may be interested in submitting a proposal.

The New York State Gaming Commission has compiled the following Exhibits, as described in the RFP, to assist with the preparation of Proposals. This information is confidential, and completion of the enclosed Confidentiality and Non-Disclosure Agreement (the “Agreement”) is required prior to issuance of the Exhibits, which constitute “Confidential Information” as defined within the Agreement.

- Exhibit A: SSO Welcome Guide
- Exhibit B: nylottery-develop
- Exhibit C: NYL Services API
- Exhibit D: NYL Services API\_Key
- Exhibit E: NYL Auth API
- Exhibit F: Game Information
- Exhibit G: Retailers Information
- Exhibit H: Login to Dev Environment

The Agreement must be signed, notarized and returned by the date and time specified in the RFP’s “Schedule of Events” to:

New York State Gaming Commission  
Contracts Office, 4<sup>th</sup> Floor  
Attn: Stacey Relation  
One Broadway Center  
Schenectady, NY 12301-7500

OR

Email to:  
[officer.contracting@gaming.ny.gov](mailto:officer.contracting@gaming.ny.gov)

**NEW YORK STATE GAMING COMMISSION  
CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT**

**Bidder:** \_\_\_\_\_

**Authorized Bidder Representative:** \_\_\_\_\_  
(Name/Title)

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

**Telephone Number:** \_\_\_\_\_

**Facsimile Number:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

The New York State Gaming Commission, an executive agency of the State of New York with its principal place of business located at One Broadway Center, Schenectady, New York, 12305 (the "Commission"), issued a Request for Proposals (the "RFP") for # C202103 for a Strategic Digital Marketing Partner. In the interest of receiving informed proposals, the Commission will provide relevant information and data (collectively, the "Data") to any potential bidder ("Bidder") who desires to receive and consider such information in preparing a proposal in response to the RFP. Such Data includes certain confidential and proprietary information relative to the Commission's operations and it is critical and essential to the Commission that such information be secured and held confidential by the Bidder. Therefore, in order for the Bidder to receive the Data, the Bidder must first agree with and accept this Confidentiality and Non-Disclosure Agreement (the "Agreement"), by entering into this Agreement with the Commission. By execution of this Agreement, the Bidder agrees to keep the Data secure and confidential and the Commission thereby agrees to provide the Data requested, in accordance with the terms and conditions of this Agreement.

**The parties agree as follows:**

1. **Confidential Information.** For purposes of this Agreement, "Confidential Information" means any information not generally known to the public, whether oral or written, to which access is provided to the Bidder by the Commission for the business purposes set forth above and which is claimed confidential by the disclosing party, the Commission, at the time of disclosure. Data includes Exhibit A "SSO Welcome Guide" and Exhibit B "Lottery Digital Assets", listed in section 8.3 of the RFP, which constitute Confidential Information. Other Data may also constitute "Confidential Information" under this Agreement as identified during the RFP process, and as agreed to by the parties in writing.
2. **Exempt Information.** Data not subject to this Agreement is any information, whether oral or written, which at the time of disclosure: (a) is already in the public domain or becomes publicly known through no act of the Bidder, the receiving party; (b) is already known by the Bidder free of

any confidentiality obligations; (c) is information that the Commission has approved in writing for disclosure; or (d) is required to be disclosed by the Bidder pursuant to law so long as the Bidder provides the Commission with notice of such requirement and a reasonable opportunity to defend the disclosure, prior to any such disclosure.

3. **Permitted Use.** The Bidder may use Confidential Information solely for the purposes of participation in this RFP process or for Commission business if awarded a contract under this RFP process. The Bidder shall not make copies of any written Confidential Information, except for the purpose of preparing quotations, without the express written permission of the Commission. The Commission's disclosure of Confidential Information to the Bidder shall not convey to the Bidder any right to or interest in such Confidential Information and the Commission shall retain all right and title to such Confidential Information at all times.

The Bidder shall identify by name, title, and location, individuals who will have access to such Confidential Information and the purpose for such access and attach such list to this Agreement. The Bidder will need prior written approval from the Commission in the event that the Bidder deems it necessary to provide access to other parties to Confidential Information. The Commission may deny such additional access.

4. **Protections.** The Bidder shall safeguard Confidential Information with at least the same level of care and security, using all reasonable and necessary security measures, devices, and procedures that the Bidder uses to maintain its own confidential information.
5. **Return of Confidential Information.** Upon written request by the Commission, the Bidder shall return all Confidential Information to the Commission or certify in writing that the Confidential Information in its possession has been destroyed.

**Note:** Information stored on routine back-up media for the purpose of disaster recovery will be subject to destruction in due course. Latent data such as deleted files and other non-logical data types, such as memory dumps, swap files, temporary files, printer spool files, and metadata that can customarily only be retrieved by computer forensics experts and are generally considered inaccessible without the use of specialized tools and techniques will not be within the requirements set forth by this paragraph.

6. **Limitations.** Neither party shall be liable to the other hereunder for amounts representing loss of profits, loss of business, or indirect, consequential, or punitive damages of the other party in connection with the provision of Confidential Information to the other party. Nothing contained in this Agreement shall be construed as granting or conferring any rights by license or otherwise in the Confidential Information except as provided herein.
7. **Media Releases.** All media releases and public announcements or disclosures by the Bidder relating to this Agreement shall be coordinated with and subject to the Commission's approval in writing, prior to the release thereof.
8. **Miscellaneous.** Any notices required by this Agreement shall be given in hand, sent by first class mail, via facsimile or by e-mail to the applicable addresses set forth herein. The parties' obligations under this Agreement shall survive the completion of the RFP process, and shall bind the parties' employees, subcontractors, agents, heirs, successors, and assigns. The parties agree that this Agreement is (a) the complete and exclusive statement between the parties with respect to the protection of the relevant Confidential Information; (b) may only be modified in writing by authorized representatives of the parties; and (c) shall be governed by the laws of the State of New York.

9. **Agreement Term.** The effective date of this Agreement shall be the later date of the signature dates written below and shall continue unless and until the Data disclosed pursuant to this Agreement is returned or destroyed as provided in paragraph 5 of this Agreement.

**IN WITNESS WHEREOF**, the Commission and the Bidder have each caused this Agreement to be signed and delivered by its respective duly authorized representative.

**BIDDER**

**NEW YORK STATE GAMING COMMISSION**

Date: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

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

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

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

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

Bidder Firm Name: \_\_\_\_\_

Bidder Federal Tax Identification #: \_\_\_\_\_

***Acknowledgement Required of the Bidder is on the following page:***

## Acknowledgement

### ACKNOWLEDGEMENT BY INDIVIDUAL

STATE OF \_\_\_\_\_ )  
 ) ss.:  
 COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, before me personally came \_\_\_\_\_, to me known and known to me to be the person described in and who executed the foregoing instrument and he/she acknowledged to me that he/she executed the same. \_\_\_\_\_

Notary Public

### ACKNOWLEDGEMENT BY UNINCORPORATED ASSOCIATION

STATE OF \_\_\_\_\_ )  
 ) ss.:  
 COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, before me personally came \_\_\_\_\_, to me known and known to me to be the person described in and who executed the above instrument, who, being duly sworn by me, did for himself/herself depose and say that he/she is a member of the firm of \_\_\_\_\_ and that he/she executed the foregoing instrument in the firm name of \_\_\_\_\_, and that he/she had authority to sign same, and he/she did duly acknowledge to me that he/she executed the same as the act and deed of said firm, for the uses and purposes mentioned therein.

\_\_\_\_\_  
 Notary Public

### ACKNOWLEDGEMENT BY CORPORATION

STATE OF \_\_\_\_\_ )  
 ) ss.:  
 COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, in the year 20\_\_\_\_\_, before me personally came \_\_\_\_\_, to me known, who, being by me duly sworn did depose and say that he/she resides in \_\_\_\_\_; that he/she is the \_\_\_\_\_ of the \_\_\_\_\_, the corporation described in and which executed the above instrument; and that he/she signed his/her name(s) thereto by authority of the board of directors of said corporation.

Notary Public

### Pricing Proposal Form

**Instructions:**

A. Enter the monthly fee for each of the "Ongoing Services" listed below. Please see page 2 for quick reference to the sections included in each category. Multiply the monthly fee by 12 and enter the Annual Cost in the adjacent field.

B. Enter the Total Blended Hourly Rates for each level of titles (from Attachment 3b - Rate Card). Multiply by the estimated number of hours indicated and enter the total in the adjacent field.

Enter the total of annual fees from A and B in the field labeled "Estimated Grand Total".

**A. Ongoing Services (Fixed Annual Price):**

	<b>Monthly Fee:</b>		<b>Annual Cost:</b>
1. Strategy Fee:	\$ _____	x 12	\$ _____
2. Account Fee:	\$ _____	x 12	\$ _____
3. Maintenance Fee:	\$ _____	x 12	\$ _____
4. Content Fee:	\$ _____	x 12	\$ _____
5. Website Fee:	\$ _____	x 12	\$ _____
6. App Fee:	\$ _____	x 12	\$ _____
7. Reporting Fee:	\$ _____	x 12	\$ _____

**B. Fiscal Year Digital Marketing Plan (Projects/WPs):**

Enter the Total of Blended Hourly Rates for Senior Level Titles from Attachment 3b: \$ \_\_\_\_\_ x Estimated\* 1500 Hrs = \$ \_\_\_\_\_

Enter the Total of Blended Hourly Rates for Mid-Level Titles from Attachment 3b: \$ \_\_\_\_\_ x Estimated\* 1000 Hrs = \$ \_\_\_\_\_

Enter the Total of Blended Hourly Rates for Junior Level Titles from Attachment 3b: \$ \_\_\_\_\_ x Estimated\* 200 Hrs = \$ \_\_\_\_\_

Enter the Total Annual Value of "Additional Staff" from Attachment 3b: \$ \_\_\_\_\_

**Estimated Grand Total:** \$ \_\_\_\_\_

\*Estimates are for evaluation purposes only. Payment of hourly rates will be based on actual hours worked, and shall not exceed the number of hours stated in each approved project working papers. While hours are estimated for evaluation purposes only, proposed prices for all designated on-going services are fixed for the term

**FIRM NAME:** \_\_\_\_\_

**REPRESENTATIVE SIGNATURE:** \_\_\_\_\_

**1. Strategy Fee:**

- 2.3.A Strategic Business Partnership
- 2.3.I Market Research
- 2.3.J Player Experience measurement
- 2.3.R Digital Effectiveness Analysis and Optimization
- 2.3.T Digital Innovation

**2. Account Fee:**

- 2.3.B Account Management
- 2.3.C Dedicated Full-Time Account Management Team
- 2.3.D Budget/Billing Management
- 2.3.E Competitive Bidding Purchasing Requirement
- 2.3.G Scoping & Requirements
- 2.3.H Project Management
- 2.3.Y Transition
- 2.3.Z Development
- 2.3.AA Testing and Deployment
- 2.3.BB User Experience & User Interface
- 2.3.EE Annual Contractor Review

**3. Maintenance Fee:**

- 2.3.K Identity Verification - Third-party management
- 2.3.L Google Analytics
- 2.3.M Geo-Location
- 2.3.N Digital Scheduler
- 2.3.O Maintenance, Hosting & Crisis Management
- 2.3.X Single Sign-On
- 2.3.CC Customer Relationship Management

**4. Content Fee:**

- 2.3.S Digital Marketing Custom Content Creation

**5. Website Fee:**

- 2.3.U Website Development/Maintenance/Support
- 2.3.V Technical Features, Platform Maintenance and Crisis Management

**6. App Fee:**

- 2.3.W Application Development/Maintenance/Support

**7. Reporting Fee:**

- 2.3.P Reporting
- 2.3.Q Dashboards & Tracking Tools

**Projects/SOW**

- 2.3.F Projects
- 2.3.G Scoping & Requirements
- 2.3.DD Digital Player Engagement

**Instructions:**

**Part 1:** Enter the hourly rate for each title available that may provide service to the Lottery account at any point during the contract term. **All Hourly Rates are to be expressed in whole dollars.** Any titles that are not available, please indicate with a "N/A". **Do not change the titles listed or the designated levels.**

**Part 2:** Enter any staff titles not included in Part 1 that are anticipated to be used over the term of the Contract, including any known subcontractors, and the hourly rates for those staff.

**Average Blended Hourly Rates:** At the bottom of the form, please provide the blended hourly rate for each category of Executive, Senior, Mid-Level and Junior. The blended hourly rate is the average for the pre-filled and added titles entered below.

**Part 1: Hourly Rates**

TITLE	LEVEL	HOURLY RATE
<b>CREATIVE</b>		
Creative Director	S	
Creative Technologist	S	
Senior Web Designer	S	
Senior Digital Game Designer	S	
Digital Game Designer	M	

TITLE	LEVEL	HOURLY RATE
<b>TECH TEAM</b>		
Cyber Security Analyst	S	
Database Administrator	S	
Quality Assurance Engineer	S	
Senior Digital Game Engineer	S	
Back End Developer	M	
Digital Game Engineer	M	
Digital Graphic Designer	M	
Front End Developer	M	
Mobile Web/App Developer	M	
Quality Assurance Associate and Tester	M	
UI/UX Architect/Designer	M	
Web Designer	M	
Junior Back End Developer	J	
Junior Digital Graphic Designer	J	
Junior Front End Developer	J	
Junior Mobile Web/App Developer	J	
Junior Quality Assurance Associate and Tester	J	
Junior UI/UX Architect/Designer	J	
Junior Web Designer	J	

**Part 2: Additional Staff Hourly Rates:**

TITLE	LEVEL	HOURLY RATE

AVERAGE BLENDED HOURLY RATES	
Senior Level	\$
Mid-Level	\$
Junior	\$



# Gaming Commission

One Broadway Center, Schenectady, NY 12305  
[www.gaming.ny.gov](http://www.gaming.ny.gov)

## RFP – New York Lottery Strategic Digital Marketing Partner

### DOCUMENT SUBMITTAL CHECKLIST

#### Submissions Required with Proposal:

Description of Document	RFP	Submittal Requirements	Checklist
Transmittal Letter	§5.4	Must contain a statement that the proposal will remain valid for 180 days from the Proposal due date.	
Bidder Acknowledgement of Addendum (Attachment 1)	§1.7	With Proposal, if applicable	
Document Submittal Checklist (Attachment 3)	§5.4	With Proposal	
Contract Form (Appendix B) (incorporates Appendix A)	§6.2	Must be signed—With Proposal	
Bidder/Offerer Disclosure/Certification Form (Appendix C)	§7.1	With Proposal	
Non-Collusive Bidding Certification (Appendix D)	§7.2	With Proposal	
NYS Vendor Responsibility Questionnaire (Appendix E)	§7.3	With Proposal, unless filed online	
Encouraging Use of New York State Businesses in Contract Performance (Appendix I)	§7.7	With Proposal	
Work Force Employment Staffing Plan (Appendix J-2)	§7.8	With Proposal	
MWBE Utilization Plan Form (Appendix J-4) <ul style="list-style-type: none"> <li>• Proposed Plan</li> </ul>	§7.8	Proposed plan, including estimated percentage—With Proposal	
Diversity Practices Questionnaire (Appendix K)	§3.2	With Proposal	
Participation Opportunities for New York State Service-Disabled Veteran Owned Businesses (Appendix L)	§7.10	With Proposal	
Vendor Assurance of No Conflict of Interest or Detrimental Effect (Appendix M)	§7.11	With Proposal	
Statement on Sexual Harassment (Appendix N)	§7.12	With Proposal	

Anti-Discrimination EO 177 Certification (Appendix O)	§7.13	With Proposal	
Insurer Qualifications and Insurance Requirements (Appendix P) <ul style="list-style-type: none"> <li>Compliance Statement</li> </ul>	§7.14	Include a statement of compliance with the insurer qualifications and insurance requirement—With Proposal	
Bond Requirements (Appendix R) <ul style="list-style-type: none"> <li>Proposal Bond</li> <li>Litigation Bond</li> </ul>	§7.15	With Proposal	
Designation of Proprietary Information (FOIL)	§5.11	With Proposal	
Disclosure and Investigations During Proposal Evaluations	§5.12	With Proposal	
Disclosure of Litigation	§5.13	With Proposal	
References	§3.2.4	Include three with Proposal	
Technical & Pricing Proposals	§5.4	Submit Technical and Pricing Proposals Separately as Defined in RFP	

**Submissions Required Subsequent to Award:**

Description of Document	RFP	Submittal Requirements	Checklist
Substitute Form W-9 (Appendix F)	§7.4	Upon notification of award	
Electronic Payment (ePayment) Request (Appendix G)	§7.5	Upon notification of award	
ST-220 Contractor Certification forms (Appendix H) <ul style="list-style-type: none"> <li>ST220-TD (submit to DTF)</li> <li>ST220-CA (submit to Commission)</li> </ul>	§7.6	Within seven calendar days of notification of award	
EEO and MWBE Program Equal Employment Opportunity Policy Statement (Appendix J)	§7.8	Within 72 hours of notice of award	
Workforce Employment Periodic Report (Appendix J-3)	§7.8	Quarterly	
MWBE Utilization Plan Form (Appendix J-4)	§7.8	Within 14 days after notification of award	
MWBE Quarterly Subcontracting/Supplier Activity Report (Appendix J-5)	§7.8	Within 10 days following the end of the previous quarter	
Insurer Qualifications and Insurance Requirements (Appendix P)	§7.14	Provide insurance certificates upon notification of award	
Bond Requirements (Appendix R) <ul style="list-style-type: none"> <li>Litigation Bond</li> <li>Fidelity Bond</li> </ul>	§7.16	Upon notification of award	

FIRM NAME: \_\_\_\_\_

REPRESENTATIVE SIGNATURE: \_\_\_\_\_



# Gaming Commission

One Broadway Center, Schenectady, NY 12305  
[www.gaming.ny.gov](http://www.gaming.ny.gov)

## NON-BID RESPONSE

RFP: Strategic Digital Marketing Partner

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

If your company will not be submitting a response to the RFP, it would be helpful in the preparation of future bidding opportunities to understand why your company is not submitting a Proposal. Please help us by selecting your reason from the choices below or selecting "Other" with a brief explanation.

\_\_\_\_\_ Although the bid is within the scope of our business, and we are interested in principle, at present, we are unable to respond, due to other commitments.

\_\_\_\_\_ The services / products described in the subject RFP are not within our area of expertise.

\_\_\_\_\_ We do not have the staffing / resources available at this time to provide the services requested.

from bidding. Those requirements are:

\_\_\_\_\_ There were certain requirements or restrictions stated in the RFP that preclude our company

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

\_\_\_\_\_ Other: \_\_\_\_\_

\_\_\_\_\_

This form may be emailed to: [officer.contracting@gaming.ny.gov](mailto:officer.contracting@gaming.ny.gov), or mailed to:

New York State Gaming Commission  
Contract Unit, 4<sup>th</sup> Floor  
One Broadway Center  
Schenectady, NY 12305

Please be advised that **no response** may result in removal of your company from our bidders' list.

## 1. New York Lottery Second-Chance and Rewards Center

Summary: The New York Lottery requires a second-chance and rewards center for players to enter non-winning tickets (Scratch-Off Games and Draw Games) to enter drawings, earn points and play games.

May Include:

- Desktop and mobile app required.
- ADA Compliant.
- Integration with the Lottery's Identity Verification System (ID Dataweb).
- Digital security, including certificates, SSL encryption and regular security audits.
- Fraud prevention.
- Second-Chance and Rewards Center must support video.
- Built to accommodate integration of the winning ticket API to allow players to enter non-winning tickets into the program to earn entries, points and rewards (coupons, merchandise and entries).
- Couponing ability with strict controls and coupon inventory management tool.
- Real-time reporting of activity in dashboard format.
  - Reporting to include view of:
    - Player Activity
    - Entries
    - Tickets Scanned
    - Coupon Inventory
    - Coupon Distribution
    - Coupon Redemption
    - Winners
    - Merchandise Inventory
- Player must have a unique account and view.
  - Player will be able to access:
    - Tickets Entered
    - Points Earned
    - Entries Completed
    - Redemption Information
    - Personal Progression
    - Message Center
    - Update Profile
- Interactive digital games, both produced by Successful Bidder or Successful Bidder's subcontractor, and integration of a 3<sup>rd</sup> party vendor game.
  - Examples of types of games:
    - Product related games
    - Puzzles
    - Play-for-Fun Games
- Ability to support multiple sweepstakes concurrently.
- Entry system will automatically enter tickets into appropriate sweepstakes and have the ability for players to select the entries and number of entries chosen into a specific sweepstakes.
  - Examples of types of sweepstakes:

- Time-sensitive product related sweepstakes
- Monthly, weekly, daily sweepstakes
- Merchandise Sweepstakes
- Event Sweepstakes
- Exclusive Sweepstakes
- Rolling Jackpot Sweepstakes
- Flexible ticket and entry limits that can be adjusted in real-time. The ability to manage the number of tickets entered and entries on the system is to allow the Lottery to adhere to responsible gaming best practices.
  - Limits configurations to include:
    - Daily
    - Monthly
    - Player
- Mobile cashing
- Communication methods to reach players who have registered an account.
  - Types of communication:
    - Winner Notification
    - Program Updates
    - Legal
    - Surveys

## **2. Customer Experience Measurement Solution**

Summary: The New York Lottery requires a solution that can measure the satisfaction level of players accessing Lottery digital platforms. The Lottery has evolved to creating holistic engagement plans that include all owned, earned and paid platforms. The Lottery uses primary and secondary consumer research to create plans.

### Goals:

- Improve player retention and loyalty
- Increase player spend
- Optimize player acquisition
- Optimize player experience
- Increase brand awareness and equity

### May Include:

- Measurement solution will predict and prioritize player needs and trends, identify key engagement and experience drivers and drive results with dashboards and action plans.
- Integration with mobile app, second-chance programs (existing and future), digital newsletters, websites and social media sites.
- Player journey mapping.
- An omnichannel view of the customer journey trackable by consumer segment.
- Measurement of customer experience at every touchpoint along the customer journey.
- Establishment of a baseline to measure future performance.
- Track progress on actions taken.

- Identification of improvement areas.
- Use cases to be supported:
  - Digital Player Experience
  - Player Experience Analytics
  - Analysis Software Tool
  - Concept Testing
  - Panel Testing
  - User Experience (UX) Research
  - CX Benchmarks

### **3. Alexa Voice Implementation**

Summary: New York Lottery requires the Successful Bidder to implement Alexa Voice Skills on their website to provide a new channel for Lottery content and services. The Lottery would like to take advantage of voice interaction models to create a customer experience.

May Include:

- Multimodal Experiences
- Games
- Streaming
- Flash Briefings
- Custom Skills
- APL Authoring Tool
- Data Binding and Data Sources
- Commands
- Directives and Requests

### **4. Reporting Dashboard**

Summary: The New York Lottery requires extensive reporting for each digital property within their ecosystem. The Lottery needs the ability to view this information in real-time and export information if necessary.

May Include:

- Dashboard View
- Real-Time Data
- Ability to export data
- Ability to query data
- API Connectivity
- Must include all lottery reports. Files include:
  - Mobile App Ticket Scan
  - Vendor/Program Ticket Scan
  - Vendor/Program Ticket Entries
  - Vendor/Program Coupons Awarded

- Vendor/Program Reason for Award
- Coupon Redemption File Report
- Coupon File
- Draw Winners
- SSO File
- Additional files as requested