

**Texas Parks and Wildlife Department
4200 Smith School Road
Austin, Texas 78744**

ADDENDUM

Addendum Number:	<u>2</u>	Dated:	<u>September 10, 2026</u>
Solicitation Number:	<u>802-27-80098</u>		
Solicitation Title:	<u>Media Monitoring Services</u>		
Due Date/Deadline:	<u>NEW: September 23, 2026; 2:00 PM C.T.</u>		
Purchaser:	<u>Vanessa Contreras, CTCD, CTCM</u>		

PURPOSE OF ADDENDUM: EXTENSION OF BID DUE DATE/QUESTIONS AND ANSWERS

Except as provided herein, all terms and conditions of the document referenced herein, remain unchanged and in full force and effect. The following are specifications to this solicitation. This Addendum may be attached to and form a part of the referenced solicitation document and any resulting awarded contract and may be considered in your response.

The bid due date for this solicitation is being extended as follows:

NEW: SEPTEMBER 23, 2026; 2:00 PM C.T.

- 1. Question:** May a Respondent satisfy the five-year Media Monitoring Services experience requirement through the combined qualifications and experience of the Respondent and its identified subcontractor/platform provider? For context, the proposed Respondent has more than three years of direct experience serving as the prime government contractor/reseller for an enterprise media-monitoring solution for a state agency, while the proposed media-monitoring platform provider has substantially more than five years of direct experience providing the required media-monitoring services. Please confirm whether this combined experience satisfies Section 5.1.1, or whether the Respondent itself, independent of its proposed subcontractor/platform provider, must demonstrate five full years of Media Monitoring Services experience.

Answer: The Respondent must independently satisfy all requirements as described in the solicitation. Refer to Section I, Subsection 5.1.

- 2. Question:** If the Respondent serves as the prime contractor and authorized reseller of an enterprise media-monitoring platform, and purchases the required platform subscriptions/services from the software provider for resale to TPWD, should the software/platform provider be identified as a subcontractor under Paragraph 56? If so, may the Respondent identify the platform provider as the technical service/platform subcontractor while the Respondent remains solely responsible for contract administration, billing, customer management, and overall contract performance?

Answer: If the Respondent is an authorized reseller of the product, it is not necessary to identify the platform provider as a technical service/platform subcontractor. However, the Respondent should explain that it is an authorized reseller of the product offered in their Company Profile (Exhibit C).

- 3. Question:** For the 75% Qualifications, Experience, Capability and References evaluation criterion, may the Respondent include and receive evaluation consideration for the qualifications, personnel, similar projects, references, and technical capabilities of its identified subcontractor/platform provider? If yes, please clarify whether subcontractor/platform-provider projects may be included among the projects submitted under Exhibit E.

Answer: The evaluation will be based on the qualifications, experience, and capabilities of the Respondent. Note that in Paragraph 56, Subcontractors of the General Terms and Conditions, the Subcontractors must meet the same requirements and level of experience as required of the Contractor (prime).

- 4. Question:** May a Respondent use a government project as a qualifying past project where the Respondent served as the prime contractor/reseller and contract administrator, while an enterprise media-monitoring platform provider supplied the underlying technology and media-monitoring platform?

Please confirm whether such projects are considered work of a “similar nature and scope” for purposes of Exhibit E.

Answer: The Respondent is welcome to submit projects that are similar in scope to the product requested in the solicitation. All responses will be evaluated accordingly.

- 5. Question:** Exhibit B requests one annual price for:

1. Online searchable news coverage monitoring database and archive; and
2. Searchable access to broadcast national services.

Should the annual prices entered in Exhibit B include all mandatory services described in Section I, Paragraph 6, including ten user seats, onboarding, training, account management, dashboards, scheduled reports, real-time alerts, crisis support, historical archive access, support services, and reporting capabilities?

Or may any required services be separately priced or itemized?

Answer: Annual prices for each service must include all mandatory services described in Section I, Subsection 6. The Respondent may include a description of services included with the annual fee. The Respondent may include an itemized quote as a separate attachment with completed Exhibit B to show how the Respondent arrived at that all-inclusive fee.

6. Question: The RFP identifies the following as optional/non-required capabilities:

- Social listening
- AI-assisted summarization
- Influencer identification/tracking
- API access

- Quarterly business reviews/refreshers training

Should pricing for these optional capabilities be included in the Exhibit B annual prices, separately identified as optional pricing, or omitted unless requested by TPWD after award?

Answer: A Respondent can include optional line-item pricing for consideration in their response.

7. Question: Please clarify the intended scope of “Searchable access to broadcast national services.”

Does TPWD require monitoring and searchable access to:

- national television;
- national radio;
- Texas statewide/local television;
- Texas statewide/local radio; and
- historical broadcast clips?

Answer: Yes to all the above.

Please also clarify whether broadcast clip retrieval and transcripts are expected to be included without additional per-clip or usage charges in the annual price.

Answer: Yes, these services will need to be included in the annual price.

8. Question: The RFP requires a historical archive with full-text search reaching back at least three years from the date of award. Is TPWD requiring unrestricted access to all available

historical content within that three-year period, or may access be subject to the licensing and copyright restrictions imposed by individual media publishers and content providers?

Answer: It is acceptable for access to be restricted by media publishers.

9. **Question:** Please confirm that the requested ten user seats are ten named authorized TPWD users under a single organizational account. Does TPWD anticipate any concurrent-user, guest-user, public dashboard, or external stakeholder access beyond these ten named users?

Answer: No. No additional access beyond the ten seats is expected.

10. **Question:** The RFP requires crisis support, including rapid notification when coverage about TPWD escalates outside normal business hours.

Please clarify whether TPWD requires:

1. automated alerts available 24/7;
2. human monitoring and notification outside business hours;
3. both automated and human notification; or
4. another defined level of after-hours support.

Answer: Automated alerts available 24/7 for escalated coverage are acceptable.

If human after-hours support is required, please identify the desired response time or service level.

Answer: After-hours support will not be required.

11. **Question:** The RFP requires customer support during Texas business hours and “defined response times for urgent requests.” Does TPWD have a required response-time SLA for urgent, high-priority, normal, or low-priority support requests, or should Respondents propose their standard service levels?

Answer: Respondents should propose their standard service levels.

12. **Question:** Please confirm whether the required 99% monthly platform-availability measurement excludes scheduled maintenance periods for which TPWD receives advance notice.

Answer: Scheduled maintenance periods with at least 48 hours’ advance notice are acceptable.

13. **Question:** Please identify the specific State of Texas information-security, cloud-computing, State Risk and Authorization Management Program (TX-RAMP), or other security certifications that TPWD expects the proposed SaaS media-monitoring platform to maintain.

If the proposed media-monitoring platform does not receive or store confidential TPWD information beyond normal account/user information and search configurations, please clarify which TX-RAMP or related requirements apply.

Answer: The TX-RAMP certification requirement does not apply to this solicitation.

- 14. Question:** Please confirm whether TPWD requires submission of a completed VPAT or Accessibility Conformance Report with the proposal, or whether it may be supplied after proposal submission upon TPWD request.

Please also identify the required accessibility standard/version against which the proposed SaaS platform should be evaluated.

Answer: TPWD will request the VPAT or ACR for the proposed online product from the Respondent after the award determination. The proposed online product must meet WCAG 2.0 AA standards at a minimum. <https://dir.texas.gov/digital-accessibility/accessibility-roles-and-responsibilities/requirements-exceptions-and>

- 15. Question:** The RFP requires the ability to retrieve records responsive to Texas Public Information Act requests.

Please clarify whether TPWD expects:

- 1) the platform to allow TPWD users to search and export archived monitoring results;
- 2) the Contractor to perform responsive searches upon request;
- 3) preservation of all TPWD searches, dashboards, reports, alerts, and associated configuration data; or
- 4) all of the above.

Answer: All of the above.

- 16. Question:** If a Respondent offers AI-assisted summarization as an optional capability, does TPWD have any restrictions concerning the use of generative AI, large language models, third-party AI providers, or the use of TPWD search queries/content in AI processing?

Please identify any required AI disclosure, data-retention, model-training, or security requirements.

Answer: TPWD prefers not to allow AI-assisted summarization.

- 17. Question:** For optional social listening, are there specific social platforms that TPWD considers a priority, such as Facebook, Instagram, X, YouTube, TikTok, Reddit, LinkedIn, or others?

Answer: Facebook, Instagram, X, and YouTube.

Please also clarify whether TPWD expects owned-channel analytics, earned social mentions, or both.

Answer: TPWD expects owned-channel analytics and earned social mentions.

- 18. Question:** May the required Sample Analytics Report be an anonymized or redacted report generated for another customer, or should Respondents create a sample report specifically using Texas Parks and Wildlife-related topics? If a TPWD-specific sample is preferred, please confirm that Respondents may use publicly available TPWD media coverage solely for purposes of preparing the proposal sample.

Answer: The sample reports can be anonymized from another customer, but a TPWD-related topic sample is preferred. Access to publicly available TPWD media coverage is allowed.

- 19. Question:** For proposal-planning purposes, can TPWD provide the estimated annual expenditure, anticipated annual budget, historical annual spend, or estimated total contract value for the Media Monitoring Service contemplated by RFP 802-27-80098?

If no budget has been established, can TPWD provide the approximate annual spend under its current or immediately preceding media-monitoring contract?

Answer: Historical annual spend of the current contract requires a formal submission request to Open Records. <https://tpwd.texas.gov/site/openrecords>

- 20. Question:** Does TPWD currently use an incumbent media-monitoring service or platform for these services?

Answer: Yes

If so, please identify the incumbent contractor/platform and, if available for disclosure, the current or most recent annual contract value.

Answer: The current incumbent platform information requires a formal submission request to Open Records. <https://tpwd.texas.gov/site/openrecords>

For information about the annual contract value, refer to the answer provided in Question 19.

- 21. Question:** Please confirm that the annual pricing submitted in Exhibit B will remain fixed through August 31, 2028 and that price escalation may first be requested only for an optional renewal period.

Please also identify whether TPWD has a preferred U.S. government-published index for SaaS/media-monitoring price adjustments.

Answer: Pricing will remain fixed through August 31, 2028. Respondent shall use the CPI index for education and communication services in Texas. <https://www.bls.gov/cpi/>

22. Question: Texas Resident / Veteran Preferences (RFP Reference: Exhibit A — Preferences, Page 32) Please confirm whether a non-Texas Respondent holding federal or another state's Service-Disabled Veteran-Owned Small Business, Disabled Veteran Business Enterprise, Disadvantaged Business Enterprise, or small-business certifications receives any preference or evaluation consideration under this solicitation.

If not, please confirm that the Texas-resident and Texas-resident service-disabled-veteran preferences listed in Exhibit A are the applicable respondent-location/veteran preferences for this procurement

Answer: Refer to Paragraph 2 of Exhibit A for information on how the Preferences are used.

23. Question: Respondent shall submit a sample analytics report – tabbed Exhibit F, including numbered responses corresponding to each of the following items. Failure to provide this information may result in proposal disqualification."* The exhibit references "each of the following items," but no list of items appears on page 38 or elsewhere in the solicitation. Would TPWD please publish the intended list of items so respondents can provide the required numbered responses? Alternatively, will TPWD confirm that a sample analytics report submitted without numbered responses will be considered responsive?

Answer: The Respondent may submit any sample analytics report for review. No specific items need to be referenced. Refer to answer provided in Question 18.

24. Question: This exhibit lettering differs from the Table of Contents and from Section II, Subsections 3.3.1–3.3.4, which identify Exhibit C as Company Profile, Exhibit D as Key Personnel, Exhibit E as Past Projects with Corresponding References, and Exhibit F as the Sample Analytics Report. Will TPWD confirm that the Table of Contents and Section II lettering controls?

Answer: The Exhibit lettering is correct as established throughout the RFP.

25. Question: Will TPWD provide the current keyword and search-term architecture used for its media monitoring, or a representative list of the entities, programs, and topics it monitors? Access to the existing configuration would allow respondents to scope coverage more accurately and reduce onboarding time for the successful respondent.

Answer:

Wildlife keywords: [Meltwater Wildlife Keywords.docx](#)

Fishing keywords: [Meltwater Fishing Keywords.docx](#)

General English/Spanish Keywords: [TPWD General Keywords](#)

State Park keywords: [State Park Keywords](#)

26. Question: Is there an incumbent contractor currently providing media monitoring services to

TPWD, and if so, what is the annual value and expiration date of that contract?

Answer: Refer to the answers provided in Questions # 19 and 20.

27. Question: Exhibit F requires respondents to provide numbered analytic examples corresponding to each of the items listed; however, it appears that no individual items are included. Can a list of the required analytics be provided, or do TPWD users want a general example of available analytics?

Answer: Refer to answer provided in Question #23.

28. Question: Due to licensing and security reasons, many media channels do not allow a three-year back archival pull. Is one year sufficient for the needs of TPWD?

Answer: Yes, one year of archival media channel data is acceptable.

29. Question: Are mobile-optimized email notifications sufficient to satisfy this requirement, or does TPWD need a different form of mobile alerts?

Answer: Yes, mobile-optimized email notifications are sufficient.

30. Question: To satisfy the requirements of record retrieval in response to the Texas Public Information Act, do TPWD users need access to bulk search/export/archive tools, or is there a specific records-management/PIR functionality that is needed?

Answer: TPWD users may access bulk search/export/archive tools.

31. Question: To satisfy this requirement, are TPWD users looking for an after-hours phone line/contact method to human support, automated real-time alerts, or both? If an after-hours line is required, does this number need to be answered 24 hours a day, or is availability through 11:00 p.m. Central Time adequate?

Answer: Refer to the answer provided in Question #10 concerning after-hours support. Automated email alerts are adequate.

32. Question: Does TPWD require or want access to traditional print newspaper content, including non-digitized or rural publications, or is online-only coverage acceptable?

Answer: TPWD prefers both traditional print newspaper content (including non-digitized or rural publications) and online. However, online-only coverage is acceptable.

33. Question: Is there an anticipated budget or estimated annual spend that respondents should be aware of for this project?

Answer: Refer to the answer provided in Question #19.

34. Question: If there is a current provider in place, will TPWD want past media results from that provider migrated into the new system?

Answer: Migration of past media results is not needed.

35. Question: How many saved searches will be required? (e.g. 5, 15, unlimited)

Answer: Unlimited

36. Question: Could TPWD please confirm that social media management is not required?

Answer: Correct, social media management is not required.

37. Question: Could TPWD please confirm that media contact management and press release distribution is not required?

Answer: Correct, media contact management and press release distribution are not required.

38. Question: Does TPWD require access to a Mobile App for on-the-go monitoring?

Answer: No, this is not a requirement.

39. Question: Does TPWD require access to alerts/analysis delivered via Microsoft Teams?

Answer: No, this is not a requirement.

40. Question: Is there an interest or need to track LLM responses, such as how TPWD appears across ChatGPT and other large language models?

Answer: Tracking large language model (LLM) responses is not needed at this time.

41. Question: What platforms would the optional API connect to? How does TPWD intend to use the data?

Answer: The optional API might connect to GovDelivery, but likely not needed for this contract.

Respondents are to acknowledge receipt of this Addendum. Return a signed copy of this notice with your response submission.

I acknowledge receipt of this addendum.

Respondent Company Name

Respondent's Authorized Signature

Date