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AI

Driving Smarter Government
Decisions and Engaging Communities
for a Future-Ready World

Future-Ready IT: Talent, People, and AI

Due Date: January 13, 2025

Proposal Number: Artificial Intelligence (AI) Consultancy Services # 2025-023

Executive Summary

Future-Ready IT: Talent, People, and AI

The future of the workforce demands the seamless integration of human expertise and AI-driven innovation. With over 30 years of experience, Webhead has mastered the art of delivering Information Technology (IT) solutions that equip organizations to meet the demands of a rapidly evolving digital landscape.

At Webhead, we believe that people are the heart of every innovation, and we empower them with AI-enhanced tools and processes to drive success. This forward-thinking approach ensures that The North Central Texas Council of Governments (NCTCOG) and its members of the TXShare Cooperative Purchasing Program (TXShare) have access to top IT professionals with the skills, adaptability, and innovation mindset needed to:

- Optimize Operational Excellence: Align talent with NCTCOG and TXShare’s immediate and long-term goals.
- Embrace Future-Ready Systems: Support digital transformation initiatives, automation, and emerging technologies.
- Lead in Innovation: Build a workforce that’s agile, sustainable, and prepared for tomorrow’s challenges.

Why Choose Webhead: The Right IT Talent, For Tomorrow’s Success.

Corporate Philosophy: A Partner in Transformation

Webhead’s mission is to deliver future-ready solutions for government organizations like NCTCOG, empowering them to achieve their operational goals while navigating complex challenges. At Webhead, we are more than a technology provider—we are a trusted partner in transformation.

As Janie Martinez Gonzalez, CEO and Founder, explains: *“At Webhead, we are not just a technology provider—we are a partner in transformation. We work together with our clients to deliver the solutions, expertise, and talent they need to realize their vision and adapt to the future.”*

Recognized Vendor Partnerships and Proven Expertise

Webhead’s established partnerships with government organizations highlight its commitment to excellence:

- TXShare Cooperative Contract Holder: Trusted by entities like Workforce Solutions Alamo and the San Antonio River Authority to deliver innovative and streamlined solutions for public sector challenges.
- State of Texas DIR Vendor: Simplifies procurement for state and local agencies, ensuring compliance with procurement standards and providing pre-negotiated rates for high-quality IT services.

Strategic Collaborations with Industry Leaders

Webhead amplifies its capabilities through strategic collaborations with NuVista Technologies. A leader in cloud-based solutions who contributes expertise in scalable enterprise technologies and secure system integrations.

Tailored Solutions for NCTCOG's Needs:

- AI Use Case Development: Identifying opportunities to leverage AI in public safety, citizen engagement, and infrastructure management.
- Future-Ready Roadmaps: Creating strategic plans with clear timelines, milestones, and compliance frameworks.
- Ethical and Secure AI: Ensuring all implementations prioritize ethics, transparency, and public sector compliance.

Exceptional Talent for Long-Term Success:

Webhead's commitment doesn't end with delivering the 5-year AI roadmap. We excel in providing **future-ready talent solutions** tailored to meet NCTCOG's evolving workforce needs:

- Project-Based Staffing: Delivering specialized personnel for defined scopes and timelines, such as AI optimization and Advanced Metering Infrastructure (AMI) deployment.
- Specialized Consulting: Addressing complex challenges with niche expertise, such as AI-driven predictive analytics and secure system architecture.
- Long-Term Contract Staffing: Supplying highly skilled professionals for extended durations to maintain and optimize critical infrastructure.

Webhead's talent includes:

- AI Specialists: Automate workflows, optimize AMI performance, and deliver predictive insights.
- Data Scientists: Unlock actionable insights to improve water conservation and system efficiency.
- Cybersecurity Analysts: Protect critical infrastructure and ensure compliance.
- Systems Administrators: Integrate and maintain secure, high-performing AMI systems.
- Cloud and DevOps Engineers: Manage scalable AI and AMI platforms for seamless operations.
- IT Project Managers: Oversee AMI projects and digital workforce transformation.

At Webhead, we pride ourselves on delivering exceptional talent that drives operational success and innovation. Our team consists of highly skilled professionals who currently deliver impactful results across federal, state, and local contracts.

Conclusion: Webhead—A Future-Ready Partner

Webhead is committed to empowering NCTCOG with innovative IT solutions, skilled talent, and sustainable practices. By partnering with Webhead, NCTCOG gains a trusted ally prepared to deliver measurable outcomes, foster digital transformation, and ensure long-term success.

Key Personnel

Leadership and Expertise

Webhead’s leadership and team bring a wealth of experience and innovation to ensure the success of NCT-COG’s AI initiatives. We have a combined experience of 151+ years with expertise expanding AI solutions, digital transformation, stakeholder engagement, quality assurance, and government technology initiatives.

Rank	Name	Role	Years of Experience	Key Expertise
1	Janie Martinez Gonzalez	CEO and President	29+	Strategic vision, government affairs, stakeholder engagement, technology initiatives
2	Bill H. Gonzalez	Chief Technology Officer (CTO)	25+	AI, cybersecurity, transformative technologies, scalable systems
3	Melissa Adame	Program Delivery Director	15+	Project execution, compliance, risk management
4	Don Hoening	Corporate Quality Manager	20+	Quality assurance, operational excellence, compliance
5	Hector Torres	IT Enterprise and Account Manager	12	IT strategy alignment, client delivery, enterprise solutions
6	Angel Escobedo	AI Systems Architect	10	Enterprise applications, AI solutions, system optimization
7	Bob Hotard	AI Business Analyst	40+	AI strategy development, dashboards, business analysis, user experience

At Webhead, we pride ourselves on delivering exceptional talent that drives operational success and innovation. Our team consists of highly skilled professionals who currently deliver impactful results across federal, state, and local contracts.

References

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Project-Related Experience and Qualifications

Project Title: AI-Driven Moon Mission Planning and Future-Ready Operations
Organization: NGA
POP: 1 year / 2 months

SITUATION

The Moon Mission Management System (MMS), a collaborative effort between Webhead and ALION (a Huntington Ingalls Industries Company). The collaboration was developed to revolutionize mission planning and operational readiness. Leveraging advanced Generative Artificial Intelligence (GenAI), the project aimed to enhance sensor integration, optimize flight profiles, and create a scalable, future-ready framework for mission planning and execution. By transforming traditional methodologies, for the DoD, National Spatial Agency (NSA) Office and communities it services with dynamic, data-driven tools to address evolving challenges.

CHALLENGE

The program faced several critical challenges, including:

- Integrating GenAI Securely: Deploying advanced AI tools in a secure, isolated environment while ensuring compliance with stringent cybersecurity and regulatory standards.
- Maintaining Steady-State Operations: Supporting ongoing maintenance while introducing transformative AI capabilities.
- Enhancing Decision Support: Providing real-time, actionable insights for resource allocation and mission strategies.
- Accommodating Complex Data: Managing unclassified yet sensitive data to enable accurate planning and execution.

These challenges required a solution that would not only meet immediate operational needs but also establish a transformative framework for future mission planning.

SOLUTION

Webhead implemented a future-ready AI-driven system tailored to the government's unique needs. Key innovations included:

- Mission Synthesizer: A GenAI-powered tool that generates workflows based on Key Intelligence Questions (KIQs)

- and BPMN standards, enabling precise and adaptive mission planning.
- Computer Vision Integration: Optimized the placement of personnel, vehicles, and equipment using AI-driven insights to improve mission outcomes.
- Custom Deployment: Trained GenAI models in a government-compliant, isolated enclave to ensure secure and regulatory-aligned operations.
- Iterative Refinement: Incorporated metrics from executed workflows into the system, enabling continuous improvements and innovative solutions for future missions.

By modernizing the MMS, Webhead established it as a transformative instrument for effective decision-making, operational efficiency, and enhanced engagement.

RESULTS

The AI-driven MMS delivered groundbreaking improvements in mission planning and execution:

- Enhanced Mission Readiness: AI-generated workflows and predictive insights improved planning accuracy and adaptability.
- Improved Decision-Making: Actionable data and scenario-based recommendations optimized resource allocation and mission outcomes.
- Operational Efficiency: Automated workflows reduced planning time, allowing personnel to focus on critical strategic tasks.
- Cybersecurity Assurance: All solutions adhered to federal cybersecurity standards, ensuring secure and compliant deployment.
- Scalability: A modular, cloud-based architecture supports seamless updates and broader integration across operations.

BENEFITS TO THE GOVERNMENT

The MMS exemplifies how AI-driven systems benefit government operations:

- Proactive Planning: Predictive analytics and scenario generation enable anticipation of challenges and strategic resource allocation.
- Cost-Effectiveness: Automated workflows and optimized resource usage minimize waste and maximize the impact of budgets.
- Strengthened Cybersecurity: Secure AI deployment in a compliant environment safeguards sensitive data and mitigates risks.
- Stakeholder Engagement: Improved reporting and visualization tools enhance transparency and communication with stakeholders.
- Future-Ready Framework: The scalable and adaptable system positions the government to address emerging challenges effectively and integrate future technologies seamlessly.

FUTURE-READY PARTNERSHIP

Webhead ongoing collaboration with ALION (a Huntington Ingalls Industries Company) delivers innovative, secure, and future-ready solutions, leveraging AI, machine learning, and cybersecurity to meet the evolving needs of federal agencies, military operations, and mission support personnel, ensuring excellence and readiness.

Project Title: Transforming Public Transportation Data into a Transformative Instrument for Effective Government Decision-Making and Stakeholder and Citizen Engagement

Organization: North Central Texas Council of Governments (NCTCOG)

POP: 2023 - Present

SITUATION

Webhead partnered with the North Central Texas Council of Governments (NCTCOG) to modernize its public transportation reporting systems, transforming them into a powerful instrument for effective government decision-making and enhanced stakeholder and citizen engagement. These systems play a crucial role in optimizing public safety responses, implementing predictive infrastructure maintenance, and supporting strategic planning, budgeting, and policy development. Built on the MVC Framework and C#, the legacy systems required significant modernization to meet the demands of a data-driven and community-focused organization.

CHALLENGE

The outdated systems faced several critical challenges:

- **Data Accuracy Issues:** Calculation inaccuracies and outdated workflows undermined trust and hindered decision-making.
- **Inefficient Operations:** Limited automation led to resource-intensive manual processes and delays in reporting.
- **Limited Analytical Capabilities:** Existing tools fell short in analyzing traffic patterns and infrastructure data, restricting proactive planning and policy development.
- **Communication Gaps:** Reports lacked clarity and accessibility, limiting their effectiveness in engaging stakeholders and informing citizens.
- **Tight Timelines:** The project required swift action to deliver impactful results within budget and schedule constraints.

To address these challenges, NCTCOG sought a transformative solution that would modernize its systems and foster transparency, trust, and engagement.

SOLUTION

Webhead employed its win theme of **Innovation, Collaboration, and Commitment to Excellence** to deliver a solution that positioned NCTCOG's reporting system as a transformative instrument for decision-making and engagement. Key initiatives included:

- **System Modernization:** Reengineered the platform into a scalable, future-ready system capable of supporting advanced analytics and real-time data insights.
- **Data Optimization:** Corrected calculation errors and refined workflows to ensure accurate, actionable data for strategic use.
- **Predictive Analytics Integration:** Embedded advanced analytics for traffic pattern evaluation and predictive maintenance, enabling proactive infrastructure management.
- **Enhanced Usability and Communication:** Redesigned the user interface to include intuitive filtering, sorting, and visualization features, making reports accessible to stakeholders and engaging for citizens.
- **Public Communication Tools:** Delivered visually compelling reports tailored to communicate insights effectively, fostering transparency and trust among citizens and stakeholders.
- **Future-Ready Framework:** Upgraded the MVC Framework and C# architecture to ensure long-term adaptability and integration of new features.

To ensure continued success, Webhead provided a dedicated team for ongoing support and enhancements, ensuring the system remains a transformative instrument for governance and community engagement.

RESULTS

Webhead's solution delivered significant advancements, transforming the reporting system into a cornerstone of NCTCOG's decision-making and engagement strategy. Key results included:

- **Enhanced Data Accuracy:** Eliminated calculation errors, providing reliable insights for strategic planning and policy decisions.
- **Operational Efficiency:** Automated workflows reduced manual processes, accelerating reporting timelines and optimizing resource allocation.
- **Proactive Decision-Making:** Enabled predictive analytics for infrastructure maintenance and traffic pattern analysis, supporting better outcomes.
- **Increased Engagement:** Delivered clear, actionable reports that strengthened communication with stakeholders and citizens, building trust and transparency.
- **Transformative Impact:** Positioned the system as a powerful tool for driving effective government decision-making and community-focused policies.

CONTINUED PARTNERSHIP

Webhead's commitment to **Excellence through Collaboration** has resulted in an enduring partnership with NCTCOG. A dedicated team continues to support the system, ensuring it evolves as a transformative instrument for addressing emerging challenges and opportunities. By blending technical innovation with a deep understanding of public sector needs, Webhead empowers NCTCOG to shape a more efficient, transparent, and engaged community.

Project Title: SaaS-Based EHS Management Platform

Organization Name: Prismview Inc

POP: 9 Months

SITUATION: Prismview needed a comprehensive Safety-First Culture platform for field engineers and project managers in construction and manufacturing industries. The goal was to create a sophisticated EHS (Environmental Health and Safety) management system that would provide on-demand safety protocols, incident reporting capabilities, and organization-specific content management. The platform needed to leverage AI technology to enhance safety management while ensuring compliance with industry standards and regulations.

CHALLENGE: The organization faced multiple challenges in safety management, including:

- The need for real-time access to safety protocols and guidelines across different locations
- Complex requirements for managing and searching through extensive safety documentation
- Difficulty in ensuring consistent compliance with OSHA regulations and industry standards
- The requirement to handle incident reporting and follow-up actions efficiently
- The need to support multiple languages, including Hindi, for diverse workforce communication
- Integration of various data sources and document types while maintaining accessibility

SOLUTION: A comprehensive SaaS platform was developed utilizing advanced technologies and AI capabilities. The solution incorporated:

- AI-powered knowledgebase management and search functionality using Azure OpenAI and Azure Cognitive Services
- Custom workflow management system for safety protocols and administration
- Role-based access control and subscription management
- Automated incident reporting system with AI-assisted analysis and response
- Image analysis capabilities for document processing and safety recommendations
- Multi-language support including Hindi language assistant chat
- Integration with various data sources including Notion, Google Drive, and OneDrive
- Real-time location tracking and push notification system using Firebase
- Automated compliance checking system for OSHA regulation

RESULTS: The implemented solution delivered a robust EHS management platform that successfully:

- Empowered EHS, HR, and field teams with instant access to safety information
- Streamlined incident reporting and response processes through AI assistance
- Automated compliance checks and reporting
- Provided seamless document processing and management
- Enhanced safety protocol accessibility through multi-language support
- Improved overall safety management efficiency through AI-powered features and automated workflows

The platform effectively fostered a Safety-First culture while simplifying complex safety management processes through intelligent automation and user-friendly interfaces.

Project Title: SyllabusAI - Academic Planning and Calendar Integration Platform

Organization Name: Transit Strategy & Analytics

POP: 6 months

SITUATION: The project aimed to develop an innovative platform to address the challenges students face in managing their academic schedules and study time. SyllabusAI was conceived as a comprehensive solution to automate the process of extracting information from course syllabi, create personalized study plans, and integrate academic schedules with personal calendars. The platform needed to combine artificial intelligence with practical calendar management tools to streamline students' academic planning processes.

CHALLENGE: Students traditionally faced several obstacles in academic planning:

- Manual entry of course schedules and deadlines was time-consuming and error-prone
- Difficulty in creating balanced study plans that accommodate personal preferences and commitments
- Lack of integration between academic schedules and personal calendars
- Need for consistent tracking and reminders for academic deadlines
- Varying syllabus formats across different courses and institutions requiring flexible parsing capabilities
- Requirement for accurate information extraction from diverse document formats

SOLUTION: A comprehensive platform was developed using modern technologies and AI capabilities:

- Implemented automated syllabus parsing using OpenAI's language model for accurate information extraction
- Created a personalized study plan generator that considers individual preferences and study habits
- Developed seamless calendar integration through ICS file generation
- Built a responsive frontend using Next.js and a scalable backend with Python's FastAPI
- Implemented PostgreSQL database for reliable data management
- Created an intuitive user interface for syllabus upload and schedule management
- Integrated notification system for timely reminders of academic deadlines

RESULTS: Successfully delivered a platform that transformed academic planning by:

- Automating the tedious process of manual schedule entry
- Providing students with personalized, adjustable study plans
- Enabling seamless integration with popular calendar applications
- Delivering accurate and timely notifications for academic deadlines
- Creating a user-friendly interface that simplified academic planning
- Offering flexible schedule management with weekly and semester-based views
- Empowering students to better manage their academic responsibilities and personal time

The platform effectively streamlined the academic planning process, helping students stay organized and focused on their studies while reducing the time spent on administrative tasks.

Subcontractors

Webhead is proud to collaborate with NuVista Technologies. NuVista is a leading AI consultancy specializing in innovative solutions that empower organizations to harness the full potential of artificial intelligence. With expertise in AI strategy, development, and implementation, NuVista delivers cutting-edge technologies tailored to enhance decision-making, optimize operations, and drive innovation. Their team of AI experts combines deep technical knowledge with a commitment to ethical and secure practices, ensuring solutions are scalable, compliant, and aligned with organizational goals. NuVista's proven track record in developing transformative AI frameworks makes them a trusted partner for organizations seeking to leverage AI for measurable success.

Technical Proposal

Proposed Methodology

Webhead brings over 30 years of expertise in delivering innovative, future-ready IT solutions that seamlessly combine human expertise with AI-driven innovation. We understand that the Statement of Work provides the opportunity to bid on various AI projects, and we are fully prepared to apply our proven AI methodology and experience to deliver scalable, applicable, ethical, and secure solutions tailored to the unique needs of the North Central Texas Council of Governments (NCTCOG) and its TXShare Cooperative Purchasing Program (TXShare) members.

In response to NCTCOG's goal of leveraging Artificial Intelligence (AI) to enhance efficiency, improve decision-making, and elevate service delivery, Webhead offers a proven track record in AI consultancy and is familiar with many of the common AI solutions such as Automation, Predictive Analytics, Chatbots and Document Management. We specialize in identifying impactful AI use cases, developing robust AI frameworks, and creating actionable implementation roadmaps. Our solutions are designed to ensure that AI initiatives align with public sector regulations, meet organizational objectives, and drive sustainable value.

Through our people-first approach, Webhead provides access to IT professionals with the expertise, adaptability, and strategic insight required to navigate the complexities of today's digital landscape. Whether developing frameworks, implementing pilot programs, or delivering comprehensive training, we are ready to support NCTCOG and TXShare in harnessing AI to foster innovation, enhance operations, and create measurable benefits for all stakeholders.

By intertwining our deep commitment to ethical and secure AI practices with our extensive experience, Webhead ensures that every project we undertake not only meets but exceeds the expectations of NCTCOG and TXShare, setting a new standard for operational excellence and technological advancement.

Objectives:

Webhead understands the objectives outlined for each AI consultancy project and is prepared to deliver on these requirements by leveraging our proven AI methodologies and expertise. Below is a detailed acknowledgment of each stated objective and how our approach aligns with these requirements:

	Webhead Acknowledgment
Assessing current organizational processes and identifying opportunities for AI integration, with specific examples relevant to various departments (e.g., public safety response optimization, citizen engagement tools, predictive maintenance in infrastructure).	Webhead understands the importance of assessing organizational processes to identify AI opportunities and is equipped to analyze department-specific needs to propose relevant AI solutions, including optimizing public safety responses, enhancing citizen engagement, and predictive maintenance.
Recommending AI tools, frameworks, and applications to solve specific organizational challenges.	Webhead acknowledges the need to recommend tailored AI tools and frameworks that address specific challenges and will leverage our expertise to provide solutions that deliver measurable outcomes.
Developing a comprehensive data strategy alongside an AI roadmap, emphasizing data quality, governance, privacy, and security.	We recognize the critical role of a comprehensive data strategy in AI initiatives and are experienced in designing roadmaps that prioritize data governance, quality, privacy, and security.
Developing a strategic roadmap for AI implementation, including governance, timelines, milestones, and deliverables.	Webhead understands the importance of strategic planning and is prepared to create detailed AI implementation roadmaps with clear governance structures, timelines, milestones, and deliverables.
Ensuring that all AI implementations comply with legal standards (e.g., FOIA, grant/state/federal regulations) and establish technical, administrative, and policy controls for internal AI use.	We are committed to ensuring all AI implementations meet legal and regulatory standards, including FOIA and grant/state/federal requirements, and will incorporate robust controls for ethical and compliant AI use.
Providing training and knowledge transfer to the organization's internal teams on AI capabilities, ensuring employees effectively adopt and utilize AI tools.	Webhead acknowledges the importance of training and knowledge transfer and will deliver comprehensive training programs and materials to enable the organization's teams to effectively adopt and utilize AI tools.
Quantify the long-term value AI brings to the organization and create business cases for both immediate and future expenditures, supporting sustained AI investment and adoption.	We understand the necessity of demonstrating AI's long-term value and will develop data-driven business cases to support immediate and future investments in AI technologies.
Supporting the pilot and/or full-scale implementations and providing comprehensive training for sustainable, in-house AI operations.	Webhead is prepared to support both pilot and full-scale implementations, delivering the training and resources required for sustainable, in-house AI operations.
Incorporating a 5-year AI roadmap to guide the organization's future AI development.	We acknowledge the value of a forward-looking approach and will deliver a 5-year AI roadmap that ensures the organization's continued growth and adaptation in the AI landscape.

This table outlines our understanding and commitment to addressing the objectives outlined in the RFP and demonstrates Webhead's readiness to deliver solutions that meet and exceed the requirements for AI consultancy services.

Methodology:

Artificial Intelligence (AI) is a broad field that aims to create or at least imitate intelligent machines capable of performing tasks that traditionally require human intelligence. These tasks can include anything from understanding natural language and visual perception to decision-making and problem-solving. One commonality among many AI systems is the pursuit of probabilistic outcomes—essentially, generating predictions or decisions with a high degree of certainty, often mirroring the complexity of human judgment. Such systems can then be used to automate or augment knowledge work.

A significant portion of AI today is built upon machine learning (ML), a branch of AI that focuses on developing techniques that enable computers to learn from and make decisions based on data. Rather than relying on explicit programming, machine learning models generalize from examples, making them highly versatile for a myriad of applications. Among the various techniques within machine learning is deep learning, a specialized subset that uses neural networks with multiple layers to analyze complex factors in data. Deep learning is especially adept at handling unstructured data like images and text and has led to breakthroughs in numerous complex tasks such as image and speech recognition.

An emerging capability within deep learning is generative AI, which makes AI generate or create new, potentially original content. This innovative sub-discipline is increasingly being recognized for its ability to produce outputs that mimic aspects of human-like thought and reasoning capabilities. Advances in computing power, data availability, and algorithmic innovation have made generative AI possible, paving the way for a wide range of applications, from entertainment and art to scientific research.

Further, Webhead can assist with the following Agentic AI Applications including Simple Reflex agents that perform a specific task based on set triggers that are adjusted over time, Goal-based agents that can adapt to meet a specific goal and Utility-based agents which can analyze the different ways goals be achieved in more than one way and weigh risks and benefits.

Together, these sub-disciplines and techniques represent the layered and interrelated landscape of Artificial Intelligence, each contributing to the development of systems that can autonomously perform an increasingly broad array of tasks. The applications and capabilities of AI are likely to continue to expand quickly, making it an integral part of our daily lives and a crucial tool for solving complex problems.



Artificial intelligence (AI)

Any technique that allows computers to mimic human intelligence using logic, if-then statements, and machine learning



Machine learning (ML)

A subset of AI that uses machines to search for patterns in data to build logic models automatically



Deep learning (DL)

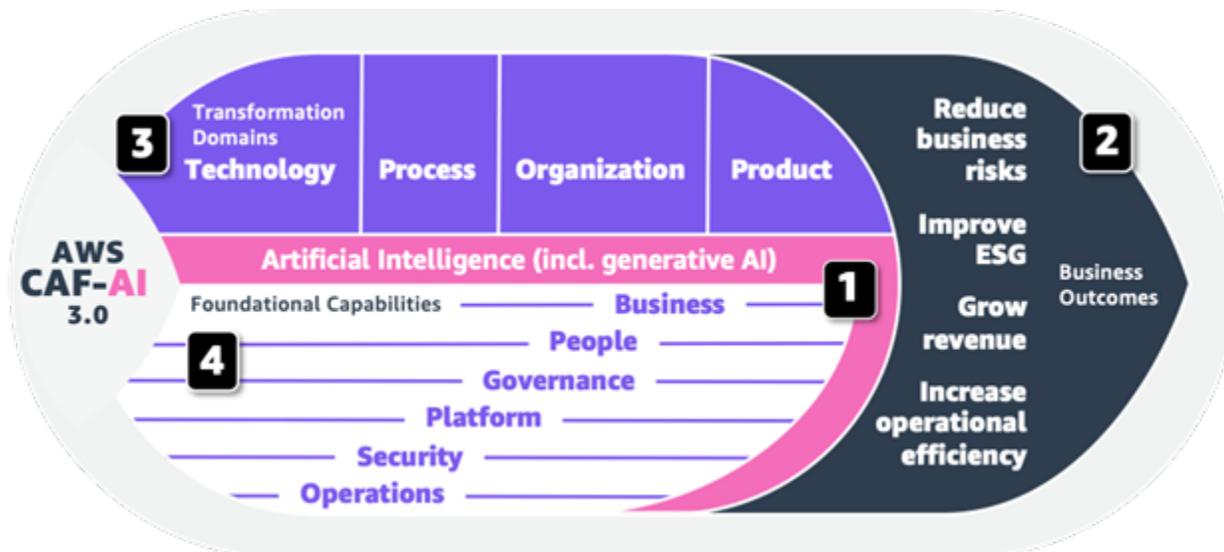
A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition



Generative AI

Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)

Webhead's AI Transformation Methodology is a comprehensive and structured approach designed to guide organizations through the complex process of AI adoption and integration. It is built upon the foundation of understanding, strategizing, implementing, and optimizing, ensuring that AI initiatives are aligned with organizational goals, ethical considerations, and security standards.



AI Solution Design and Implementation

Webhead's approach to AI solution design and implementation is guided by the four key elements of our AI transformation value chain: Technology, Process, Organization, and Product. These elements work together to ensure that AI solutions are not just implemented, but truly integrated into the fabric of the organization, driving meaningful change and delivering lasting value.

Technology: Building a Foundation for AI

We begin by establishing a robust and scalable cloud-based AI platform that serves as the technological foundation for all AI initiatives. This platform is not merely a collection of tools and services; it's a carefully architected environment designed to support the entire AI lifecycle, from development to deployment and ongoing management.

Our approach to technology includes:

- **Cloud-First Strategy:** We leverage the scalability, flexibility, and cost-effectiveness of the cloud to build an AI platform that can adapt to evolving needs and support diverse AI workloads.
- **AI-Specific Infrastructure:** We select and configure cloud infrastructure specifically designed for AI, including high-performance computing, specialized storage, and AI accelerators.
- **Integrated AI Services:** We integrate a comprehensive suite of AI services into the platform, providing access to pre-trained models, machine learning tools, and AI development frameworks.
- **Secure and Compliant Foundation:** We ensure that the platform adheres to the highest security and compliance standards, protecting sensitive data and ensuring adherence to regulatory requirements.

Process: Reimagining Workflows with AI

We leverage AI to not just automate, but truly reimagine business processes, driving improvements in efficiency, accuracy, and decision-making. This involves a deep understanding of existing workflows and a creative approach to integrating AI capabilities into those processes.

Our approach to process reimagination includes:

- **Workflow Digitization:** We digitize existing paper-based or manual processes, creating a foundation for AI integration and enabling data-driven insights.
- **AI-Powered Automation:** We identify tasks that can be automated with AI, freeing up human workers to focus on higher-value activities that require creativity and critical thinking.
- **Decision Support with AI:** We integrate AI into decision-making processes, providing real-time insights, predictions, and recommendations to enhance human judgment.
- **Continuous Process Optimization:** We use AI to continuously monitor and analyze processes, identifying areas for further improvement and ensuring that AI solutions are delivering optimal value.

Organization: Orchestrating AI Value Creation

We recognize that successful AI adoption requires more than just technology and process changes; it demands a shift in organizational culture and collaboration. We orchestrate the efforts of business and technology teams to ensure effective collaboration and value creation through AI.

Our approach to organizational orchestration includes:

- **Cross-Functional Teams:** We foster the creation of cross-functional teams that bring together diverse perspectives and expertise, ensuring that AI solutions are aligned with business needs and technical capabilities.
- **Clear Roles and Responsibilities:** We establish clear roles and responsibilities for AI initiatives, ensuring accountability and ownership throughout the AI lifecycle.
- **Communication and Collaboration:** We promote open communication and collaboration between teams, fostering a shared understanding of AI goals and progress.
- **Knowledge Sharing:** We encourage knowledge sharing and best practice dissemination, ensuring that AI expertise is spread throughout the organization.

Product: Enhancing Services through AI Strategic Development

We reimagine existing services and develop new AI-powered products that enhance service delivery and create new value propositions. This involves a customer-centric approach, focusing on how AI can be used to better meet the needs of citizens and stakeholders.

Our approach to product enhancement includes:

1. Identifying Customer Needs

We conduct thorough research and collaborate closely with individual departments to identify specific AI use cases and associated challenges, such as improving response times in public safety or reducing procurement costs. This needs-driven approach ensures tailored AI solutions that align with departmental and organizational goals. Additionally, we perform comprehensive needs assessments to understand existing processes, organizational challenges, and the value AI can add to both internal operations and stakeholder experiences. Summarily, we work to identify areas of repetitive or time-consuming tasks where AI can have a direct impact on efficiency and cost.

2. Designing User-Centric Solutions

We design AI solutions that are user-friendly, accessible, and tailored to the unique needs of different user groups. By aligning AI initiatives with the organization's strategic plan and 5-year vision, we ensure solutions meet long-term objectives while addressing immediate operational challenges. This includes prioritizing fairness, inclusivity, and accessibility across all services.

3. Feasibility Study and Use Case Identification

Webhead conducts thorough feasibility studies and prioritizes AI use cases to maximize value for the organization. This process involves identifying potential use cases, analyzing their feasibility, value, and alignment with organizational objectives, and documenting compliance requirements, both external (legal regulations) and internal (policies and governance). We perform detailed risk-benefit analyses for each use case to enable informed decision-making and address data strategy considerations such as data quality, governance, and integration readiness to ensure scalability. By prioritizing use cases based on impact and ease of deployment, we deliver quick wins while building toward long-term goals. These comprehensive strategies ensure that AI-powered products and services are not only innovative but also practical, secure, and aligned with the organization's vision for operational excellence.

4. AI-Powered Service Delivery

We integrate AI into existing service delivery channels, such as online portals, mobile apps, and customer support systems, to improve efficiency and personalization. This integration is guided by a strategic roadmap that aligns with compliance requirements, governance frameworks, and the organization's operational goals.

5. Developing New AI Products

In addition to enhancing existing services, we explore opportunities to develop new AI-powered products and services that address emerging needs and create innovative value propositions for citizens and stakeholders. Each development is informed by feasibility studies, use case identification, and robust risk-benefit analyses. From these opportunities, we will suggest potential pilot AI projects where appropriate and work to scale these programs to full implementation as necessary. We will work to provide productive solutions to government problems by spurring innovation.

6. AI Agility

AI agility refers to the ability of an AI system to adapt quickly and efficiently to changing requirements, including the ability to switch out models as needed. This flexibility is crucial for maintaining optimal performance and addressing evolving needs. By embracing these strategies, organizations can ensure their AI systems remain agile, responsive, and effective in a rapidly evolving technological landscape. Listed below are some key aspects of AI agility.

Model Switching

- Flexibility: The ability to replace or update AI models without significant downtime or disruption.
- Use Case Optimization: Selecting models that best fit specific tasks, whether for improved accuracy, creativity, or other performance metrics

Infrastructure

- Microservices and APIs: Deploying models as microservices via APIs to enhance portability and scalability
- Containerization: Using containers to ensure models can be easily moved and managed across different environments

Continuous Improvement

- Feedback Loops: Implementing regular feedback loops to refine models based on real-time data and user feedback
- Iterative Development: Breaking down development into smaller sprints to allow for frequent adjustments and improvements

Collaboration

- **Cross-Functional Teams:** Involving data scientists, developers, domain experts, and end-users to ensure the AI applications are technically sound and aligned with business objectives

Performance Monitoring

- **Monitoring and Logging:** Continuously tracking model performance to identify and address issues promptly
- **Automated Deployment:** Using automated pipelines for swift updates and deployments

AI Solution and Design and Roadmap:

Webhead is committed to delivering comprehensive and well-documented AI solutions that are ethical, compliant, and aligned with the strategic goals of the North Central Texas Council of Governments (NCTCOG) and its TXShare Cooperative Purchasing Program. Our approach to solution design and roadmap development incorporates the following key elements:

Research and Documentation of Compliance Requirements

We meticulously research and document external compliance requirements, such as the Freedom of Information Act (FOIA), grant requirements, and applicable local, state, and federal regulations. Simultaneously, we address internal compliance by designing robust technical, administrative, and policy controls to ensure the safe and effective use of AI across the organization.

Designing AI Models, Frameworks, and Tools

For each selected use case, Webhead designs AI models, frameworks, and tools tailored to the specific needs of the organization. These solutions are developed with scalability, efficiency, and user accessibility in mind, ensuring their alignment with both immediate departmental goals and the organization's broader strategic objectives.

Comprehensive AI Roadmap

Webhead provides a detailed roadmap for AI implementation that includes:

- Governance frameworks to guide ethical and effective AI use.
- Clear project timelines and milestones to ensure on-time delivery.
- Resource requirement planning, including personnel, infrastructure, and tools.
- Key performance indicators (KPIs) to measure progress and success.

This roadmap serves as a strategic guide, ensuring all stakeholders are aligned and projects proceed with clarity and accountability.

Cost Analysis of AI Solutions

We deliver a comprehensive cost analysis for each proposed AI solution, addressing all associated expenses, including:

- Development and deployment costs.
- Cloud computing and storage expenses.
- Licensing and subscription fees for required software.
- Backup and data recovery costs.

This analysis provides stakeholders with a clear understanding of the financial requirements and long-term value of each AI initiative.

Alignment with Ethical Guidelines and Regulations

Webhead ensures that all AI solutions comply with ethical guidelines and public sector regulations. This includes adherence to data privacy laws such as GDPR (if applicable) and internal policies, such as data loss protection protocols. Our solutions are designed to balance innovation with compliance, providing secure and ethical outcomes for all stakeholders.

- By integrating these principles into our AI solution design and roadmap process, Webhead ensures the delivery of scalable, ethical, and impactful AI initiatives that meet the operational needs and compliance standards of NCTCOG and TXShare.

Pilot Testing and Implementation Support

To establish and support sustainable operations, Webhead plans to support pilot and full-scale AI implementations, ensuring sustainable, in-house AI operations. Webhead will work with participating organizations to establish project goals, suggest the solicitation of legal advice where applicable, assist with the calculation of potential ROI, suggest ways to build internal buy-in and help capture ongoing feedback. Webhead will develop an AI project plan for each required project which will include the following major tasks:

1. Define Objectives
 - Purpose: Clearly state the goals of the pilot test. What do you aim to achieve?
 - Success Criteria: Define what success looks like for the pilot. This could include performance metrics, user satisfaction, or specific outcomes.
2. Select Pilot Participants
 - Target Audience: Identify the group of users who will participate in the pilot. Ensure they represent the end-users of the AI system.
 - Recruitment: Develop a strategy for recruiting participants, including any incentives for participation.
3. Develop a Testing Plan
 - Scope: Outline the features and functionalities of the AI system that will be tested.
 - Timeline: Create a detailed timeline for the pilot, including start and end dates, and key milestones.
 - Tasks: Define the specific tasks participants will perform during the pilot.
4. Prepare Resources
 - Training Materials: Provide participants with the necessary training and documentation to use the AI system.
 - Support: Set up a support system to assist participants with any issues they encounter.
5. Execute the Pilot
 - Deployment: Roll out the AI system to the pilot participants.
 - Monitoring: Continuously monitor the system's performance and participant feedback.
6. Collect Data
 - Feedback: Gather qualitative and quantitative feedback from participants through surveys, interviews, and usage data.
 - Performance Metrics: Track key performance indicators (KPIs) to evaluate the system's effectiveness.
7. Analyze Results
 - Data Analysis: Analyze the collected data to identify trends, issues, and areas for improvement.
 - Reporting: Compile a comprehensive report detailing the findings of the pilot test.
8. Make Recommendations
 - Improvements: Suggest improvements based on the analysis.
 - Next Steps: Provide recommendations for the next phase, whether it's further testing, modifications, or full-scale deployment.
9. Review and Iterate
 - Feedback Loop: Implement a feedback loop to continuously improve the AI system based on pilot results.
 - Iteration: Plan for iterative testing and refinement before final deployment.
 - a. Guide the organization through the implementation of pilot AI solutions.
 - b. Work with stakeholders to evaluate the pilot projects, troubleshoot issues, and refining solutions as needed.

- c. Offer post-implementation support for system integration and scaling AI solutions across the organization.

Post-Implementation Support and Value Enhancement

Webhead’s commitment extends beyond initial implementation. We provide ongoing support to ensure that the AI solutions evolve with NCTCOG’s needs. This includes:

- **Continuous Improvement:** Leveraging feedback loops and AI analytics to refine solutions over time.
- **Scalable Solutions:** Ensuring that implemented technologies can adapt to future organizational growth and emerging technologies.
- **Proactive Monitoring and Maintenance:** Establishing systems for real-time monitoring, troubleshooting, and proactive maintenance to optimize performance and minimize downtime.

Training, Adoption, and Capacity Building

Webhead recognizes that technology alone cannot drive successful AI transformation. It requires a knowledgeable workforce, a receptive organizational culture, and a commitment to continuous learning and adaptation. Our approach to Training, Adoption, and Capacity Building focuses on empowering individuals and organizations to embrace AI, ensuring its effective integration and utilization for long-term success.

Developing Foundational AI Capabilities

We help clients develop the core capabilities necessary for AI adoption, going beyond basic technical skills to foster a deeper understanding of AI concepts, methodologies, and best practices. This includes training, tools, and guidance for data management, model development, and AI operations.

Our approach to capability development includes:

- **Data Management:** We provide training and tools for effective data governance, ensuring data quality, privacy, and security. This includes data collection, storage, processing, and analysis techniques tailored for AI applications.
- **AI Development:** We guide clients through the process of AI model development, from ideation to deployment. This includes training on machine learning concepts, model selection, training, evaluation, and optimization.
- **AI Operations:** We provide guidance and best practices for AI operations, ensuring the reliable and scalable performance of AI solutions. This includes model monitoring, maintenance, retraining, and continuous improvement.

Fostering an AI-First Culture

We work with clients to cultivate an “AI-first” culture, where employees are empowered to experiment, collaborate, and innovate with AI tools and technologies. This involves not just providing training, but also fostering a mindset of curiosity, openness, and continuous learning.

Our approach to cultural transformation includes:

- **AI Literacy:** We promote AI literacy throughout the organization, providing educational resources and workshops to demystify AI concepts and showcase its potential benefits.

- **Encouraging Experimentation:** We create a safe space for employees to experiment with AI tools and technologies, fostering a culture of innovation and learning from both successes and failures.
- **Collaboration and Knowledge Sharing:** We encourage collaboration and knowledge sharing between teams and departments, ensuring that AI expertise is spread throughout the organization and best practices are disseminated.
- **Celebrating Successes:** We celebrate AI successes, both big and small, to build momentum and reinforce the value of AI adoption within the organization.

ML Fluency and Workforce Transformation

We provide training and development programs specifically designed to enhance ML fluency and transform the workforce, equipping employees with the skills and knowledge to thrive in an AI-driven environment. This goes beyond basic AI literacy to foster a deeper understanding of machine learning concepts and techniques. Training can include live, in-person training, course delivery through an LMS, hard copy or a combination of some or all these delivery methods.

Our approach to workforce transformation includes:

- **Tailored Training Programs:** We develop and deliver customized training programs that address specific needs and skill gaps within the workforce, ensuring relevance and practical application.
- **Machine Learning Fundamentals:** We provide comprehensive training on machine learning fundamentals, including algorithms, model training, evaluation metrics, and common challenges.
- **Hands-on Workshops:** We conduct hands-on workshops and exercises to provide practical experience with machine learning tools and techniques, allowing employees to apply their knowledge in real-world scenarios.
- **Continuous Learning:** We foster a culture of continuous learning, providing access to online resources, mentorship programs, and opportunities to stay abreast of the latest advancements in machine learning.

Security, Compliance, and Governance

Security Perspective: Safeguarding AI Systems

Webhead prioritizes the security of AI systems, recognizing that they are critical components of modern organizations and require robust protection against unauthorized access, misuse, and cyber threats. Our approach to AI security is comprehensive, encompassing data protection, model security, and platform security.

- **Data Protection:** We implement stringent measures to safeguard data throughout the AI lifecycle, from collection and storage to processing and analysis. This includes data encryption, access controls, de-identification techniques, and secure data handling practices.
- **Model Security:** We protect AI models from attacks and vulnerabilities, ensuring their integrity and confidentiality. This includes secure model development, deployment, and management practices, as well as measures to prevent model theft, manipulation, or reverse engineering.
- **Platform Security:** We secure the underlying infrastructure and platforms that support AI systems, including cloud environments, hardware, and software components. This includes network security, vulnerability management, intrusion detection, and incident response planning.

Data Strategy and Management

Data Strategy Objective

Deliver contextually aware data to enhance human judgment, automatically remediate incidents, and improve business outcomes.

Data Management Plan

Webhead will work to devise a Data Management Plan (DPM) for any proposed AI solutions. These data plans will cover some or all the following topics:

- Data use release, e.g. do we have permission to use (consent management)
- how long to store (retention), data storage and backup, how long
- Security: how to protect, e.g. encryption at rest and in transit
- Preserve, manage, stage, archive, reactivate large sets of potentially sensitive data
- Data Use: respond to legal, compliance and investigatory requests
- Care, custody, control of data
- Data discovery, management, compliance workflow in a seamless experience

Data Governance Frameworks

- Webhead can adhere, as necessary, to the following Data Governance Frameworks or Policies: NIST, ISO 27001, PII, HIPPA, state and local compliance policies.

Data Concerns

Key concerns regarding data management are quality, privacy, and accessibility. I regard to security, Webhead will work with participating organizations to identify any identity providers in use to control access to data and will work to align data and identity protection in the face of growing security challenges. Webhead will also work to ensure, where possible, that solutions are open to data sharing, i.e. utilizing shared data resources that are available to various organizations or departments/divisions within organizations? We will also work to ensure proposed AI solutions align with data management plans (DPMs) including data readiness concerns like data ingestion, data transformation, data storage. Another consideration will be data unification. Webhead will work to identify and understand any existing data platforms that are leveraged to unify and transform all of the different data sources for use with anticipated AI/ML solutions, use cases and related pilot programs.

Ethical AI Requirements

The consultant must ensure that all AI solutions adhere to the organization's ethical principles, promoting fairness, transparency, accountability, and proactive bias evaluation and mitigation.

Webhead ensures that all AI solutions align with industry-standard ethical guidelines and the specific principles of the North Central Texas Council of Governments (NCTCOG) and TXShare Cooperative Purchasing Program. Drawing from Harvard Business Review's Practical Guide to Building Ethical AI, our approach includes:

- Embedding ethics into the development lifecycle by using cross-functional teams that include ethicists, legal experts, and diverse stakeholders to assess the impact of AI models.
- Designing systems that prioritize fairness and inclusiveness, incorporating techniques such as diverse data sourcing and scenario testing to identify and address biases before deployment.
- Leveraging guidelines from the IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems to ensure adherence to global standards and principles.

Governance Perspective: Managing AI Ethically and Responsibly

We are committed to the ethical and responsible use of AI, ensuring that AI solutions are developed, deployed, and used in a manner that aligns with organizational values, societal expectations, and legal requirements. Our approach to AI governance is grounded in transparency, accountability, and fairness.

- **Transparency:** We promote transparency in AI systems, providing clear explanations of how they work, what data they use, and how decisions are made. This includes model documentation, explainability techniques, and open communication about AI capabilities and limitations.
- **Accountability:** We establish clear lines of accountability for AI systems, ensuring that individuals and teams are responsible for the development, deployment, and outcomes of AI solutions. This includes AI ethics boards, model risk management, and clear oversight processes.
- **Fairness:** We ensure that AI systems are designed and used in a fair and unbiased manner, preventing discrimination and promoting equitable outcomes. This includes bias detection and mitigation techniques, diverse and inclusive datasets, and ongoing monitoring for fairness and equity.

Webhead implements advanced methods for bias detection and mitigation, informed by **best practices highlighted in the HBR guide:**

- Conducting regular bias audits during model training to detect and address algorithmic and data biases.
- Using techniques such as fairness-aware machine learning to identify imbalances and implement corrective measures.
- Establishing continuous bias monitoring systems that employ key performance indicators (KPIs) to track fairness throughout the AI lifecycle, as suggested by the HBR guide.

Transparency is central to Webhead's AI governance strategy, echoing principles from the **HBR guide's focus on explainability and stakeholder engagement:**

- Developing explainable AI (XAI) models that provide clear and concise insights into decision-making processes for both technical and non-technical stakeholders.
- Creating detailed model documentation, including data provenance, decision logic, and outcomes, ensuring traceability and accountability.
- Engaging with stakeholders through clear communication about the model's capabilities, limitations, and ethical considerations, fostering trust and alignment.

Webhead integrates accountability mechanisms into its AI solutions, drawing on **HBR's recommendation to establish clear ownership of AI systems:**

- Defining responsibility matrices that assign accountability to individuals and teams for specific aspects of AI development, deployment, and monitoring.
- Implementing robust audit trails for tracking changes to algorithms, data inputs, and decision-making processes.
- Regularly auditing AI solutions to ensure they comply with ethical standards, with findings shared transparently across stakeholders, as advised in the HBR guide.

Webhead incorporates ethical impact assessments as a cornerstone of our approach, reflecting **HBR's emphasis on iterative evaluation and stakeholder input:**

- Conducting regular ethical assessments to identify potential societal, cultural, and operational impacts of AI systems.
- Establishing a feedback loop with stakeholders to address identified risks and integrate corrective actions.

- Using scenario analysis and stress-testing to evaluate long-term implications, ensuring AI aligns with organizational goals and public values.

Compliance: Aligning with Public Sector Regulations

We ensure that all AI initiatives comply with relevant public sector regulations, legal standards, and ethical guidelines. This includes data privacy laws, industry standards, and ethical AI principles.

Our approach to compliance includes:

- **Regulatory Awareness:** We stay abreast of the latest public sector regulations and guidelines related to AI, ensuring that our solutions are designed and implemented in accordance with legal requirements.
- **Data Privacy:** We prioritize data privacy, implementing measures to protect personal information and comply with data protection laws such as GDPR, CCPA, and HIPAA
- **Ethical AI Principles:** We adhere to ethical AI principles, ensuring that our solutions are used in a responsible and socially beneficial manner.
- **Compliance Audits:** We conduct regular compliance audits to ensure that our AI solutions meet all applicable regulatory and ethical standards.
- **Budgetary Constraints:** Delivering High impact, cost efficient solutions within financial limitations
- **Technology Integration:** Seamlessly aligning AI Tools with existing IT systems and workflows

Based on published information, Webhead is aware that Texas has initiated several government-wide efforts to adopt and regulate artificial intelligence (AI) including the organizations below and will work to understand any critical issues expressed in any related publications. Similarly, if any agencies exist for states in which other participating organizations reside, Webhead will work to identify and understand related guidance.

- Artificial Intelligence Advisory Council
- Texas Responsible AI Governance Act (TRAIGA)
- Texas Artificial Intelligence Center of Excellence (AI-CoE)
- AI User Group (AI-UG)

Metrics for Measuring Success

To ensure the effectiveness of AI initiatives, Webhead will develop and implement clear performance metrics, including:

- **Operational Efficiency Gains:** Measuring reductions in processing times and improved resource utilization.
- **Stakeholder Satisfaction:** Using surveys and feedback loops to gauge the success of AI adoption among employees and citizens.
- **ROI Analysis:** Demonstrating the financial and operational value added by AI solutions over time.

Project Management and Reporting

Webhead's project management methodology is built on decades of successful IT project launches, including over 2,000 websites and applications. Whether independently managing a project or collaborating with technical partners, Webhead applies proven processes to ensure on-time delivery, compliance with standards, and alignment with organizational goals. Our expertise in working with public sector and nonprofit clients allows us to address challenges such as tight budgets, complex technical standards, and strict regulatory requirements. Additionally, we integrate accessibility, security, and usability into all projects, leveraging a disciplined project management approach that includes continuous monitoring, agile practices, and rigorous quality assurance protocols. For every project we bid on or are awarded, Webhead applies this methodology consistently, regardless of size, ensuring a scalable and reliable process that delivers results.

We are committed to meeting all project management and reporting requirements outlined in the Scope of Work. Webhead provides regular project status updates through comprehensive reports and participates in weekly or bi-weekly meetings with the organization's project management team to ensure alignment and transparency throughout the project lifecycle. Our structured planning begins with validating objectives, defining deliverables, and creating comprehensive plans, including stakeholder communication, risk management, and technical requirements. Throughout the lifecycle, our Program/Project Managers (PMs) monitor performance against timelines and budgets, oversee governance processes, and manage real-time communication using tools like Jira and Zendesk. At the conclusion of each project, Webhead delivers a detailed final report summarizing findings, recommendations, implementation results, and lessons learned to inform future decision-making and continuous improvement. By adhering strictly to agreed project deadlines and ensuring timely delivery of all required documentation, Webhead maintains accountability and facilitates efficient project execution, ensuring successful outcomes for projects of varying complexity.

Budget and Cost Estimates

Webhead applies a structured and transparent methodology for budgeting and cost estimation to ensure clarity and alignment with client expectations. For each project, we provide a comprehensive cost breakdown that includes consultancy fees, software licensing costs (if applicable), and any other anticipated expenses. This detailed analysis ensures all stakeholders have a clear understanding of financial requirements and enables informed decision-making. Additionally, Webhead offers flexible pricing structures tailored to the scope of work, including options for time-and-materials or fixed-price contracts. This flexibility allows us to adapt to varying project complexities while maintaining cost efficiency and delivering value to our clients. Our approach emphasizes accuracy, transparency, and adaptability, ensuring budgets are well-aligned with project goals and requirements.

DELIVERABLES

Webhead recognizes the importance of delivering comprehensive and detailed project outputs to ensure the successful planning, implementation, and evaluation of AI solutions. We acknowledge that the following deliverables form the baseline requirements for AI-related projects and align seamlessly with our established processes. These deliverables are fundamental to our approach, ensuring that every AI initiative is designed and executed with precision, transparency, and alignment with organizational goals.

Initial AI Strategy Report.	Webhead understands the critical need for an Initial AI Strategy Report to outline objectives, opportunities, and challenges.
Feasibility Study with AI Use Case Recommendations, including a detailed data strategy component.	We acknowledge the importance of conducting a Feasibility Study to evaluate potential use cases and define a robust data strategy.
5-Year AI Roadmap alongside a detailed AI Implementation Plan.	Webhead commits to delivering a 5-Year AI Roadmap and detailed Implementation Plan to guide long-term AI adoption and integration.
Pilot Implementation Plan.	We understand the need for a Pilot Implementation Plan to validate AI solutions in a controlled, measurable environment.
Staff training Sessions and Knowledge Transfer Plan and Materials.	Webhead ensures that staff training and knowledge transfer materials are essential for empowering teams to effectively utilize AI solutions.
Detailed documentation on ethical AI guidelines and measures incorporated.	We recognize the importance of providing detailed documentation on ethical AI guidelines to ensure compliance and accountability.
Final Project Report, including project evaluation, outcomes, and recommendations for further AI integration.	Webhead acknowledges the need for a comprehensive Final Project Report to summarize project outcomes and identify future opportunities.

OTHER REQUIREMENTS

Objectives.

The Master Agreement awarded for TXShare may cover a variety of services. Each Customer that selects to utilize the Master Agreement will negotiate the specific services it needs into a Supplemental Agreement with a customized SOW for that Customer. All proposals must be made based on, and either meet or exceed, the requirements contained herein.

Service Area.

Our organization is fully equipped to provide goods and services across the entire State of Texas. With the necessary resources, expertise, and infrastructure, we are confident in our ability to support all designated regions within the state effectively.

To confirm this commitment, we have completed the service area designation forms included in the proposal. Please refer to the document “Attachments”, which indicates our readiness to ensure comprehensive coverage and consistent service delivery to meet the needs of all stakeholders

Service area designation forms are found in **Exhibit 1**. Please refer to the document “Attachments”.

Pricing

We are pleased to submit our detailed hourly rate card for all team members who will be involved in delivering AI Consultancy Services throughout the duration of the Contract. The pricing below outlines the roles, associated hourly rates, and applicable conditions. Additional optional services and alternative pricing models are also provided for consideration. For more detailed information, please refer to the attached document labeled “Proposal Pricing.”

HUB Bonus

We have attached our proof of certification as a Historically Underutilized Business (HUB) for your review. Please refer to the document labeled “Attachments”. As indicated, five additional points will be awarded upon submission of proof of certification as a HUB, Minority, Women-Owned, or Disadvantaged Business Enterprise.

Required Attachments

Please refer to the document titled “**Attachments**” for all signed copies of the required attachments. As requested, we have included signed copies of all **ATTACHMENTS** (beginning with **ATTACHMENT I**) appended to the back of the solicitation document.

Contract Type

We acknowledge that, if awarded, this proposal will result in a fixed-price contract based on the submitted pricing structure. In response, we have provided a firm fixed price with a 9% discount off the list price, as reflected in our TxShare Cust Price.

Additionally, we certify that we have obtained and will maintain all necessary permits, approvals, and licenses required for the lawful performance of our obligations under this contract throughout its duration.

Contract Term

We acknowledge and fully understand the contract term outlined in this RFP. The initial contract will be effective for 24 months from the date of the award, with the potential for automatic renewal for up to three additional one-year periods, not exceeding a total duration of five years. We recognize that NCTCOG reserves the right not to renew the contract at its discretion and is prepared to comply with these terms, including any provisions for early termination as specified. Our team is committed to delivering consistent, high-quality service throughout the contract’s duration and will ensure flexibility to align with Tx Share / NCTCOG’s needs and expectations.

Warranty/Guarantee

Please state in your proposal what warranty or guarantee may apply to the goods or services you are proposing.

- 1. Consulting Warranty:** It is common for consulting firms to provide a warranty for their services, ensuring that the deliverables meet the agreed-upon scope and professional standards. The warranty period (e.g., 90 days) is standard to address any issues or deficiencies identified post-project.
- 2. Flow-Down Clause for Third-Party Products:** When consulting services lead to recommendations for hardware, software, or cloud services, it is typical for the consulting firm to state that the warranties and support agreements for those products are provided by the respective vendors. This “flow-down clause” ensures transparency and clarifies that the consulting firm is not liable for vendor-provided products or services.
- 3. Integration and Support Role:** Consulting firms often include a commitment to assist with the procurement process, integration, and ongoing support within the scope of work. This ensures the client has access to the recommended solutions while delineating the consulting firm’s responsibilities from those of the vendor.

- 4. Third-Party Software Limitations:** While consulting firms may assist with identifying, recommending, and integrating third-party software, they cannot guarantee the performance, reliability, or ongoing support of these products. The warranties and guarantees for third-party software are governed solely by the respective vendor agreements, and any issues must be addressed directly with the vendor. This limitation ensures transparency and helps clients manage expectations regarding third-party solutions.

Compliance Matrix for RFP 2025-023 with Addendum

Requirement/Specification	RFP Section	Response (Compliant/Non-Compliant)	Notes/Justification
AI Strategy Development	Section 5.2.1	Pg. 10	Proposal includes collaboration with departments, comprehensive needs assessment, and long-term AI strategy.
Feasibility Study and Use Case Identification	Section 5.2.2	Pg. 15	Detailed feasibility analysis, compliance documentation, and prioritized use cases are provided.
AI Solution Design and Roadmap	Section 5.2.3	Pg. 10	Comprehensive roadmap with KPIs, cost analysis, and ethical alignment is included.
Pilot Testing and Implementation Support	Section 5.2.4	Pg. 18	Support for pilot implementation, troubleshooting, and post-implementation scaling is planned.
Training, Adoption, and Capacity Building	Section 5.2.5	Pg. 19	Includes flexibility for live training, e-learning, or a mix of both, depending on client needs.
Compliance with Data Privacy Laws (e.g., GDPR, FOIA)	Section 5.3.2	Pg. 21	Proposed solutions adhere to GDPR and other relevant data privacy laws.
Experience in AI Consultancy and Public Sector Engagement	Section 5.3.1	Pg. 5	References focus on public sector AI projects, supplemented with relevant technical experience.
References for Similar AI Consultancy Projects	Section 6.0, Point 3	Pg. 4	Includes four recent references with contact details, showcasing relevant AI consultancy projects.
Key Personnel Bios and Qualifications	Section 6.0, Point 2	Pg. 4	Team bios highlight expertise relevant to RFP requirements, including leadership and technical skills.
Budget and Cost Estimates	Section 5.3.4	Attachments	Detailed rate card provided per RFP and Addendum guidelines. Comprehensive cost breakdown deferred to award phase.
HUB Certification (Optional Bonus)	Section 6.0, Point 7	Attachments	No HUB certification provided.
Service Designation Area	Section 5.5.2, Exhibit 1	Pg. 25	Proposal outlines designated service areas as per the form provided in Exhibit 1.
Adherence to Standard Terms and Conditions	Section 2.6	Pg. 26	Proposal certifies compliance with the NCTCOG Standard Terms and Conditions.

Requirement/Specification	RFP Section	Response (Compliant/Non-Compliant)	Notes/Justification
Submission Format and Page Limit	Section 3.6	Pg. 27	Submission adheres to 30-page limit with required formatting and font guidelines.
Pricing Proposal Submission Requirements	Section 6.0, Point 6	Attachments	Pricing breakdown submitted as "Proposal Pricing" with all required details, including hourly rates and optional services.
Administrative Fee (2.5% of Sales)	Section 2.4	Attachments	Proposal agrees to remit the administrative fee as outlined.

TXShare

Your Public Sector Solutions Center

REQUEST FOR PROPOSALS
For
Artificial Intelligence (AI) Consultancy Services
RFP # 2025-023

Sealed proposals will be accepted until 2:00 PM CT, **December 18, 2024**, and then publicly opened and read aloud thereafter.

Web-Hed Technologies, LLC.
Legal Name of Proposing Firm

Juanita I. Gonzalez CEO/ President
Contact Person for This Proposal Title

210-264-7499 contracts@webheadtech.com
Contact Person Telephone Number Contact Person E-Mail Address

1710 N Main Ave. San Antonio, Tx 78212
Street Address of Principal Place of Business City/State Zip

1710 N Main Ave. San Antonio, Tx 78212
Mailing Address of Principal Place of Business City/State Zip

Juanita I. Gonzalez CEO/ President
Point of Contact for Contract Negotiations Title

210-264-7499 contracts@webheadtech.com
Point of Contact Telephone Number Point of Contact Person E-Mail Address

Acknowledgment of Addenda (initial): #1 JG #2 _____ #3 _____ #4 _____ #5 _____

NOTE: Any confidential/proprietary information must be clearly labeled as “confidential/proprietary”. All proposals are subject to the Texas Public Information Act.

COVER SHEET

REQUIRED ATTACHMENT CHECKLIST

Please utilize this checklist to ensure that all required attachments are included with your proposal. IF AN ATTACHMENT DOES NOT APPLY, PLEASE MARK AS “**NOT APPLICABLE**” AND SUBMIT WITH THE PROPOSAL. FAILURE TO SUBMIT **ALL REQUIRED DOCUMENTS** MAY NEGATIVELY IMPACT YOUR EVALUATION SCORE.

- X Page 1 - Cover Sheet
- X Page 20 - Attachment I: Instructions for Proposals Compliance and Submittal
- X Page 21 - Attachment II: Certification of Offeror
- X Page 22 - Attachment III: Certification Regarding Debarment
- X Page 23 - Attachment IV: Restrictions on Lobbying
- X Page 25 - Attachment V: Drug-Free Workplace Certification
- X Page 26 - Attachment VI: Certification Regarding Disclosure of Conflict of Interest
- X Page 29 - Attachment VII: Certification of Fair Business Practices
- X Page 30 - Attachment VIII: Certification of Good Standing Texas Corporate Franchise Tax Certification
- X Page 31 - Attachment IX: Historically Underutilized Businesses
- X Page 32 - Attachment X: Federal and State of Texas Required Procurement Provisions
- X Page 35 - Exhibit 1: Service Designation Areas

Respondent recognizes that all proposals must be submitted electronically through [Public Purchase](#) by the RFP due date and time. All other forms of submissions will be deemed nonresponsive and will not be opened or considered.

**ATTACHMENT I: INSTRUCTIONS
FOR PROPOSALS COMPLIANCE AND SUBMITTAL**

Compliance with the Solicitation

Submissions must be in strict compliance with this solicitation. Failure to comply with all provisions of the solicitation may result in disqualification.

Compliance with the NCTCOG Standard Terms and Conditions

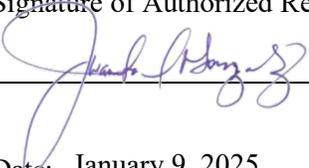
By signing its submission, Offeror acknowledges that it has read, understands and agrees to comply with the NCTCOG standard terms and conditions.

Acknowledgment of Insurance Requirements

By signing its submission, Offeror acknowledges that it has read and understands the insurance requirements for the submission. Offeror also understands that the evidence of required insurance must be submitted within ten (10) working days following notification of its offer being accepted; otherwise, NCTCOG may rescind its acceptance of the Offeror's proposals. The insurance requirements are outlined in Section 2.2 - General Terms and Conditions.

Name of Organization/Contractor(s):

Signature of Authorized Representative:



Date: January 9, 2025

ATTACHMENT II: CERTIFICATIONS OF OFFEROR

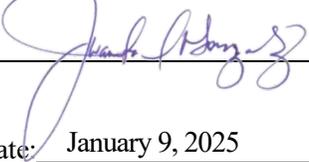
I hereby certify that the information contained in this proposal and any attachments is true and correct and may be viewed as an accurate representation of proposed services to be provided by this organization. I certify that no employee, board member, or agent of the North Central Texas Council of Governments has assisted in the preparation of this proposal. I acknowledge that I have read and understand the requirements and provisions of the solicitation and that the organization will comply with the regulations and other applicable local, state, and federal regulations and directives in the implementation of this contract.

I also certify that I have read and understood all sections of this solicitation and will comply with all the terms and conditions as stated; and furthermore that I, Juanita I. Gonzalez (typed or printed name) certify that I am the CEO/ President (title) of the corporation, partnership, or sole proprietorship, or other eligible entity named as offeror and respondent herein and that I am legally authorized to sign this offer and to submit it to the North Central Texas Council of Governments, on behalf of said offeror by authority of its governing body.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

**ATTACHMENT III: CERTIFICATION
REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS**

This certification is required by the Federal Regulations Implementing Executive Order 12549, Debarment and Suspension, 45 CFR Part 93, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668, 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned certifies, to the best of his or her knowledge and belief, that both it and its principals:

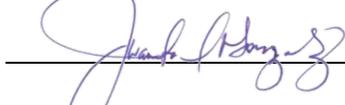
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency;
2. Have not within a three-year period preceding this contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or Local) transaction or contract under a public transaction, violation of federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false Proposals, or receiving stolen property;
3. Are not presently indicated for or otherwise criminally or civilly charged by a government entity with commission of any of the offense enumerated in Paragraph (2) of this certification; and,
4. Have not within a three-year period preceding this contract had one or more public transactions terminated for cause or default.

Where the prospective recipient of federal assistance funds is unable to certify to any of the qualifications in this certification, such prospective recipient shall attach an explanation to this certification form.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

ATTACHMENT IV: RESTRICTIONS ON LOBBYING

Section 319 of Public Law 101-121 prohibits recipients of federal contracts, grants, and loans exceeding \$100,000 at any tier under a federal contract from using appropriated funds for lobbying the Executive or Legislative Branches of the federal government in connection with a specific contract, grant, or loan. Section 319 also requires each person who requests or receives a federal contract or grant in excess of \$100,000 to disclose lobbying.

No appropriated funds may be expended by the recipient of a federal contract, loan, or cooperative agreement to pay any person for influencing or attempting to influence an officer or employee of any federal executive department or agency as well as any independent regulatory commission or government corporation, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any of the following covered federal actions: the awarding of any federal contract, the making of any federal grant, the making of any federal loan the entering into of any cooperative agreement and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

As a recipient of a federal grant exceeding \$100,000, NCTCOG requires its subcontractors of that grant to file a certification, set forth in Appendix B.1, that neither the agency nor its employees have made, or will make, any payment prohibited by the preceding paragraph.

Subcontractors are also required to file with NCTCOG a disclosure form, set forth in Appendix B.2, if the subcontractor or its employees have made or have agreed to make any payment using nonappropriated funds (to include profits from any federal action), which would be prohibited if paid for with appropriated funds.

**LOBBYING CERTIFICATION
FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

The undersigned certifies, to the best of his or her knowledge or belief, that:

1. No federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an officer or employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal loan, the entering into of any cooperative Contract, and the extension, continuation, renewal, amendment, or modification or any federal contract, grant, loan, or cooperative contract; and
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, and or cooperative contract, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying”, in accordance with the instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

ATTACHMENT V: DRUG-FREE WORKPLACE CERTIFICATION

The Web-Hed Technologies, LLC. (company name) will provide a Drug Free Work Place in compliance with the Drug Free Work Place Act of 1988. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited on the premises of the Web-Hed Technologies, LLC. (company name) or any of its facilities. Any employee who violates this prohibition will be subject to disciplinary action up to and including termination. All employees, as a condition of employment, will comply with this policy.

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

This certification is required by the Federal Regulations Implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned subcontractor certifies it will provide a drug-free workplace by:

Publishing a policy Proposal notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the subcontractor’s policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug violations in the workplace;

Providing each employee with a copy of the subcontractor’s policy Proposal;

Notifying the employees in the subcontractor’s policy Proposal that as a condition of employment under this subcontract, employees shall abide by the terms of the policy Proposal and notifying the subcontractor in writing within five days after any conviction for a violation by the employee of a criminal drug abuse statute in the workplace;

Notifying the Board within ten (10) days of the subcontractor’s receipt of a notice of a conviction of any employee; and,

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

**ATTACHMENT VI: DISCLOSURE OF CONFLICT OF INTEREST
CERTIFICATION REGARDING DISCLOSURE OF CONFLICT OF INTEREST**

The undersigned certifies that, to the best of his or her knowledge or belief, that:

“No employee of the contractor, no member of the contractor’s governing board or body, and no person who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this contract shall participate in any decision relating to this contract which affects his/her personal pecuniary interest.

Executives and employees of contractor shall be particularly aware of the varying degrees of influence that can be exerted by personal friends and associates and, in administering the contract, shall exercise due diligence to avoid situations which give rise to an assertion that favorable treatment is being granted to friends and associates. When it is in the public interest for the contractor to conduct business with a friend or associate of an executive or employee of the contractor, an elected official in the area or a member of the North Central Texas Council of Governments, a permanent record of the transaction shall be retained.

Any executive or employee of the contractor, an elected official in the area or a member of the NCTCOG, shall not solicit or accept money or any other consideration from a third person, for the performance of an act reimbursed in whole or part by contractor or Department. Supplies, tools, materials, equipment or services purchased with contract funds shall be used solely for purposes allowed under this contract. No member of the NCTCOG shall cast a vote on the provision of services by that member (or any organization which that member represents) or vote on any matter which would provide a direct or indirect financial benefit to the member or any business or organization which the member directly represents”.

No officer, employee or paid consultant of the contractor is a member of the NCTCOG.

No officer, manager or paid consultant of the contractor is married to a member of the NCTCOG.

No member of NCTCOG directly owns, controls or has interest in the contractor.

The contractor has disclosed any interest, fact, or circumstance that does or may present a potential conflict of interest.

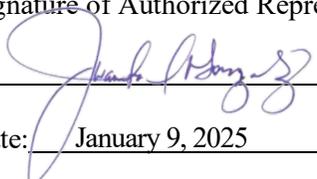
No member of the NCTCOG receives compensation from the contractor for lobbying activities as defined in Chapter 305 of the Texas Government Code.

Should the contractor fail to abide by the foregoing covenants and affirmations regarding conflict of interest, the contractor shall not be entitled to the recovery of any costs or expenses incurred in relation to the contract and shall immediately refund to the North Central Texas Council of Governments any fees or expenses that may have been paid under this contract and shall further be liable for any other costs incurred or damages sustained by the NCTCOG as it relates to this contract.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

N/A

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

N/A

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

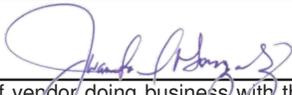
Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 

Signature of vendor doing business with the governmental entity

1/09/2025

Date

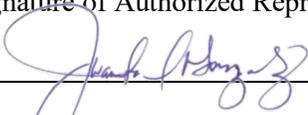
ATTACHMENT VII: CERTIFICATION OF FAIR BUSINESS PRACTICES

That the submitter has not been found guilty of unfair business practices in a judicial or state agency administrative proceeding during the preceding year. The submitter further affirms that no officer of the submitter has served as an officer of any company found guilty of unfair business practices in a judicial or state agency administrative during the preceding year.

Name of Organization/Contractor(s):

Web-Hed Technologies, LLC.

Signature of Authorized Representative:



Date: January 9, 2025

**ATTACHMENT IX: HISTORICALLY UNDERUTILIZED BUSINESSES,
MINORITY OR WOMEN-OWNED OR DISADVANTAGED BUSINESS ENTERPRISES**

Historically Underutilized Businesses (HUBs), minority or women-owned or disadvantaged businesses enterprises (M/W/DBE) are encouraged to participate in the solicitation process.

NCTCOG recognizes the certifications of most agencies. HUB vendors must submit a copy of their certification for consideration during the evaluation of their proposal. Please attach the copy to this form. This applies only to the Offeror and not a subcontractor.

Texas vendors who are not currently certified are encouraged to contact either the Texas United Certification Program, State of Texas HUB Program, or the North Central Texas Regional Certification Agency, among others. Contact:

State of Texas HUB Program
Texas Comptroller of Public Accounts
Lyndon B. Johnson State Office Building
111 East 17th Street
Austin, Texas 78774
(512) 463-6958
<http://www.window.state.tx.us/procurement/prog/hub/>

North Central Texas Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, TX 76011
(817) 640-0606
<http://www.nctrca.org/certification.html>

Texas United Certification Program
USDOT website at
<https://www.transportation.gov/DBE>

You must include a copy of your certification document as part of this solicitation to receive points in the evaluation.

Vendor to Sign Below to Attest to Validity of Certification:

Web-Hed Technologies, LLC.

Vendor Name



Authorized Signature

Juanita I. Gonzalez

Typed Name

January 9, 2025

Date

Not applicable.



May 26, 2023

Vendor Number: 1742882434000

Ms. Juanita Gonzalez
Web-Hed Technologies, Inc. DBA Webhead
1710 N. Main Ave
San Antonio, TX 78212

Congratulations, your CPA Statewide HUB certification has been APPROVED!

The Comptroller of Public Accounts (CPA) Statewide Historically Underutilized Business (HUB) Program has approved the HUB certification for **Web-Hed Technologies, Inc. DBA Webhead** for the next four years. You may now introduce your business to state agencies and state institutions of higher education (universities) as a State of Texas certified HUB. The Statewide HUB Program staff is available to provide training on the state's procurement process, the National Institute of Governmental Purchasing (NIGP) Codes, and the many HUB resources available to help your business flourish.

The State of Texas purchasers refer to the products and services being purchased with numerical descriptions from the NIGP codes. The Centralized Master Bidders List (CMBL) is a primary search tool for state purchasers to notify vendors of procurement opportunities by email and requires a \$70 annual fee. The HUB Directory provides a free listing to all active certified HUBs and can be found as a sub-listing within the CMBL search page. All CMBL and HUB Directory vendors **MUST** complete a vendor business profile that includes the NIGP codes that best describe the products or services they can provide. HUBs are encouraged to increase their business visibility by registering on the CMBL.

To register and manage a business profile on the CMBL and/or HUB Directory, go to the CPA's secure TxComptroller eSystems portal website: <https://comptroller.texas.gov/purchasing/vendor/cmb/>. A profile on both the HUB Directory and CMBL, can be managed as one in either system.

Your official HUB verification document is your HUB DIRECTORY PROFILE which can be found on our CMBL system <https://mycpa.cpa.state.tx.us/tpasscmbsearch/tpasscmbsearch.do>. The HUB profile includes the VID Number, business name and contact information, as well as the HUB certification and expiration dates. Your printable HUB certificate will be accessible via the online registration system (<https://texashub.gob2g.com>) within a few days of receipt of this notice. The "HUB ONLY" search option is the HUB Directory within the CMBL search page

Welcome to the Statewide HUB Program! We wish you much success in your business endeavors with the state of Texas and hope you will participate in HUB Forums and HUB education and outreach events.

Texas Comptroller of Public Accounts
Statewide Procurement Division

StatewideHUBProgram@cpa.texas.gov

NOTE: All Certified HUB vendors are required to report in writing any business changes regarding the business structure, ownership, day-to-day management, operational control, and business location to the Statewide HUB Program within 30 days of such changes or risk disqualification. The Statewide HUB Program reserves the right to conduct a compliance review at any time during active certification to confirm HUB eligibility. HUB certification may be suspended or revoked upon any findings non-compliant eligibility.



SOUTH CENTRAL TEXAS REGIONAL CERTIFICATION AGENCY

Your unified certification source
www.sctrca.org

November 2, 2023

Juanita Gonzalez
Web-Hed Technologies, Inc. DBA Webhead
1710 N. Main Ave
San Antonio, TX 78237

Dear Juanita Gonzalez:

We are pleased to inform you that your application for certification in our Small, Minority, Woman and Veteran Business Enterprise (S/M/W/V) Program has been approved. Your firm met the requirements of the SCTRCA Policy and Procedure Manual and is currently certified as a:

***ESBE HABE MBE SBE WBE**

Certification Number: **223118954**

Certification Expiration: **November 2, 2025**

Providing the following products or services:

NAICS 518210: DATA PROCESSING COMPUTER SERVICES

NAICS 541511: CUSTOM COMPUTER PROGRAMMING SERVICES

NAICS 541512: COMPUTER SYSTEMS INTEGRATION DESIGN CONSULTING SERVICES

NAICS 541519: OTHER COMPUTER RELATED SERVICES

On the two year anniversary date of your certification, you are required to provide a renewal application affirming that no changes have occurred affecting your certification status. The SCTRCA will send you a Certification Renewal reminder **sixty (60) days** prior to your expiration date. The SCTRCA will no longer include a certificate upon certification renewals. **Your expiration date is November 2, 2025.**

Please notify this office within **thirty (30) days** of any changes affecting the size, ownership, control requirements, or any material change in the information provided in the submission of the certification application. Thank you in advance.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Ramos".

Sandra Ramos
Executive Director

THIS CERTIFIES THAT

Web-Hed Technologies, Inc.
dba Webhead



* Nationally certified by the: **SOUTHWEST MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 541512; 518210; 519290 - Web Search Portals and All Other Information Services; 541715; 541611; 541990; 541613; 541490; 611430; 513210 - Software Publishers

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

08/31/2024

Issued Date

AU06974

Certificate Number

08/31/2025

Expiration Date

A handwritten signature in black ink, appearing to read "Ying McGuire".

Ying McGuire
NMSDC CEO and President

A handwritten signature in black ink, appearing to read "Karen Box".

Karen Box President/CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

**ATTACHMENT X: NCTCOG FEDERAL AND STATE OF TEXAS
REQUIRED PROCUREMENT PROVISIONS**

The following provisions are mandated by Federal and/or State of Texas law. Failure to certify to the following will result in disqualification of consideration for contract. Entities or agencies that are not able to comply with the following will be ineligible for consideration of contract award.

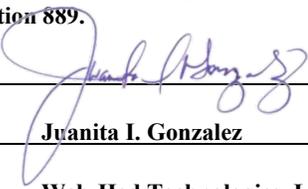
**PROHIBITED TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT
CERTIFICATION**

This Contract is subject to the Public Law 115-232, Section 889, and 2 Code of Federal Regulations (CFR) Part 200, including §200.216 and §200.471, for prohibition on certain telecommunications and video surveillance or equipment. Public Law 115-232, Section 889, identifies that restricted telecommunications and video surveillance equipment or services (e.g., phones, internet, video surveillance, cloud servers) include the following:

- A) Telecommunications equipment that is produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliates of such entities).
- B) Video surveillance and telecommunications equipment produced by Hytera Communications Corporations, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliates of such entities).
- C) Telecommunications or video surveillance services used by such entities or using such equipment.
- D) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, Director of the National Intelligence, or the Director of the Federal Bureau of Investigation reasonably believes to be an entity owned or controlled by the government of a covered foreign country. The entity identified below, through its authorized representative, hereby certifies that no funds under this Contract will be obligated or expended to procure or obtain telecommunication or video surveillance services or equipment or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as a critical technology as part of any system prohibited by 2 CFR §200.216 and §200.471, or applicable provisions in Public Law 115-232 Section 889.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:



NAME OF AUTHORIZED PERSON:

Juanita I. Gonzalez

NAME OF COMPANY:

Web-Hed Technologies, LLC.

DATE:

January 9, 2025

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

DISCRIMINATION AGAINST FIREARMS ENTITIES OR FIREARMS TRADE ASSOCIATIONS

This contract is subject to the Texas Local Government Code chapter 2274, Subtitle F, Title 10, prohibiting contracts with companies who discriminate against firearm and ammunition industries. TLGC chapter 2274, Subtitle F, Title 10, identifies that “discrimination against a firearm entity or firearm trade association” includes the following:

- A) means, with respect to the entity or association, to:
 - I. refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; and
 - II. refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
 - III. terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association.

- B) An exception to this provision excludes the following:
 - I. contracts with a sole-source provider; or
 - II. the government entity does not receive bids from companies who can provide written verification.

The entity identified below, through its authorized representative, hereby certifies that they have no practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and that they will not discriminate during the term of the contract against a firearm entity or firearm trade association as prohibited by Chapter 2274, Subtitle F, Title 10 of the Texas Local Government Code.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED PERSON: 
NAME OF AUTHORIZED PERSON: Juanita I. Gonzalez
NAME OF COMPANY: Web-Hed Technologies, LLC.
DATE: January 9, 2025

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED PERSON: _____
NAME OF AUTHORIZED PERSON: _____
NAME OF COMPANY: _____
DATE: _____

BOYCOTTING OF CERTAIN ENERGY COMPANIES

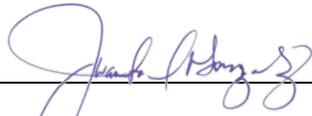
This contract is subject to the Texas Local Government Code chapter 809, Subtitle A, Title 8, prohibiting contracts with companies who boycott certain energy companies.

TLGC chapter Code chapter 809, Subtitle A, Title 8, identifies that “boycott energy company” means, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company:

- I. engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; and
- II. does business with a company described by paragraph (I).

The entity identified below, through its authorized representative, hereby certifies that they do not boycott energy companies, and that they will not boycott energy companies during the term of the contract as prohibited by Chapter 809, Subtitle A, Title 8 of the Texas Local Government Code.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON: 

NAME OF AUTHORIZED PERSON: **Juanita I. Gonzalez**

NAME OF COMPANY: **Web-Hed Technologies, LLC.**

DATE: **January 9, 2025**

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON: _____

NAME OF AUTHORIZED PERSON: _____

NAME OF COMPANY: _____

DATE: _____

EXHIBIT 1: SERVICE DESIGNATION AREAS

Texas Service Area Designation or Identification			
Proposing Firm Name:	Web-Hed Technologies, LLC.		
Notes:	Indicate in the appropriate box whether you are proposing to service the entire state of Texas		
	Will service the entire state of Texas	Will not service the entire state of Texas	
	YES		
	If you are not proposing to service the entire state of Texas, designate on the form below the regions that you are proposing to provide goods and/or services to. By designating a region or regions, you are certifying that you are willing and able to provide the proposed goods and services.		
Item	Region	Metropolitan Statistical Areas	Designated Service Area
1.	North Central Texas	16 counties in the Dallas-Fort Worth Metropolitan area	Yes
2.	High Plains	Amarillo Lubbock	Yes
3.	Northwest	Abilene Wichita Falls	Yes
4.	Upper East	Longview Texarkana, TX-AR Metro Area Tyler	Yes
5.	Southeast	Beaumont-Port Arthur	Yes
6.	Gulf Coast	Houston-The Woodlands-Sugar Land	Yes
7.	Central Texas	College Station-Bryan Killeen-Temple Waco	Yes
8.	Capital Texas	Austin-Round Rock	Yes
9.	Alamo	San Antonio-New Braunfels Victoria	Yes
10.	South Texas	Brownsville-Harlingen Corpus Christi Laredo McAllen-Edinburg-Mission	Yes
11.	West Texas	Midland Odessa San Angelo	Yes
12.	Upper Rio Grande	El Paso	Yes

(Exhibit 1 continued on next page)

Nationwide Service Area Designation or Identification Form			
Proposing Firm Name:	Web-Hed Technologies, LLC.		
Notes:	Indicate in the appropriate box whether you are proposing to provide service to all Fifty (50) States.		
	Will service all fifty (50) states	Will not service fifty (50) states	
		YES	
	<p>If you are not proposing to service to all fifty (50) states, then designate on the form below the states that you will provide service to. By designating a state or states, you are certifying that you are willing and able to provide the proposed goods and services in those states.</p> <p>If you are only proposing to service a specific region, metropolitan statistical area (MSA), or City in a State, then indicate as such in the appropriate column box.</p>		
Item	State	Region/MSA/City (write "ALL" if proposing to service entire state)	Designated as a Service Area
1.	Alabama		
2.	Alaska		
3.	Arizona		
4.	Arkansas		
5.	California	ALL	Yes
6.	Colorado		
7.	Connecticut		
8.	Delaware		
9.	Florida	ALL	Yes
10.	Georgia		
11.	Hawaii		
12.	Idaho		
13.	Illinois		
14.	Indiana	ALL	Yes
15.	Iowa		
16.	Kansas		
17.	Kentucky		
18.	Louisiana	ALL	Yes
19.	Maine		
20.	Maryland		

21.	Massachusetts		
22.	Michigan		
23.	Minnesota		
24.	Mississippi		
25.	Missouri		
26.	Montana		
27.	Nebraska		
28.	Nevada	ALL	Yes
29.	New Hampshire		
30.	New Jersey		
31.	New Mexico	ALL	Yes
32.	New York		
33.	North Carolina		
34.	North Dakota		
35.	Ohio		
36.	Oregon		
37.	Oklahoma		
38.	Pennsylvania		
39.	Rhode Island		
40.	South Carolina		
41.	South Dakota		
42.	Tennessee		
43.	Texas	ALL	Yes
44.	Utah		
45.	Vermont		
46.	Virginia	ALL	Yes
47.	Washington	ALL	Yes
48.	West Virginia		
49.	Wisconsin		
50.	Wyoming		

End of Exhibit 1



CONTACT

Webhead.
1710 N. Main Ave
San Antonio, Texas 78212
(210) 354-1661
contracts@webheadtech.com
webheadtech.com

webhead