

REQUEST FOR PROPOSALS



SUBJECT: GIS PORTAL

ISSUE DATE: MARCH 25, 2015

DUE DATE: APRIL 29, 2015

SUBMIT TO: CITY OF WEST HOLLYWOOD BID PORTAL
([HTTP://WWW.PLANETBIDS.COM/PORTAL/PORTAL.CFM?COMPANYID=22761](http://www.planetbids.com/portal/portal.cfm?companyid=22761))

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1. Introduction

1.1. Statement of Purpose

The City of West Hollywood is soliciting proposals from vendors who provide a GIS web mapping portal solution and associated services. The mapping portal will be used by all city departments as a primary platform for accessing GIS information. In addition, the mapping portal solution is expected to interface with the city's newly-acquired permitting system (CRW TrakiT), which is a GIS driven using ESRI ArcGIS Server and Microsoft .NET technology.

1.2. General Information about the City

The City of West Hollywood is a Council-Manager type municipality with five Council members elected at large to four-year terms on a staggered basis. Police service is contracted with the Los Angeles County Sheriff's Department and Fire protection through the Los Angeles County and Consolidated Fire Protection District.

With a population of over 35,000 and approximately 25,000 residential units in a land area of only 1.9 square miles, West Hollywood is a dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. West Hollywood is home to a large immigrant Russian population, as well as one of the nation's best-known gay and lesbian communities. Relatively few children live in West Hollywood, as many of its residents are either adults with no children or senior citizens.

The City is home to the world famous Sunset Strip and hosts the Halloween Carnival in October, and the Christopher Street West Gay, Lesbian and Transgender Pride Parade and Festival in June, as well as dozens of visitor attractions that include a wide variety of restaurants and entertainment venues that cater to local residents, visitors, and tourists.

1.2 City of West Hollywood Mission Statement and Core Values

As a premiere City, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards.

2. Project Information

2.1 Project Purpose

- To provide a Intranet GIS Browser using the latest GIS Web mapping technology and build a robust web mapping platform;

- To better support the city's newly acquired permitting system and streamline other business system integration, including the City's Rent Stabilization, Code Enforcement and Business License applications;
- To provide a user-friendly, feature rich, and web-based GIS portal for a variety of users to have real-time access to the city's enterprise spatial information repository;

2.2 Project Requirements

To better support the growth of city businesses and empower staff with GIS technology, the proposed mapping portal solution and services should meet the following minimum requirements:

- The solution will be based on ESRI ArcGIS Server, Microsoft .NET technology, and Microsoft SQL Server platform. It should be compatible with the most commonly used web browsers. An HTML5 solution is preferred but not mandatory.
- The solution must be scalable and flexible to allow for growth in terms of number of web map services as well as number of users.
- The solution must be configurable and customizable for ease of use, maintenance, and administration.
- The solution must be easily integrated with other major city business systems such as permitting system (CRW TrakiT), Business License Tax (HdL), Rent Stabilization (HdL), document management system (Laserfiche) etc.
- The solution must include commonly used GIS functionality such as mapping, querying, reporting, printing, markup, labeling, graphing, geocoding, geoprocessing, etc.
- The solution vendor must demonstrate Web mapping 2.0 implementation experience and the proven ability to provide strong technical support, system documentation, and robust training portfolio
- The solution must be flexible/scalable enough that if the City decided to use it as a public facing GIS portal, this can be easily implemented.

2.3 Description of Current Environment

The City's current GIS environment consists of the following:

- Running ArcGIS Server 10.2 Standard Edition, version 10.2.0.3348 on Windows Server 2008 R2 Standard Edition in a Windows Server 2008 Active Directory domain

- The City's workstation environment consists of a Windows 7 machines running on HP PCs
- The City maintains a ArcGIS Online account
- Some ArcGIS REST services are currently being provided to the CRW TrakiT permitting system
- A reverse proxy is in place on a City hosted DMZ server to allow for connections to ArcGIS online data

3. Proposal Instructions

3.1 Access to RFP

A copy of the RFP can be downloaded from this URL: <http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices> The RFP can also be downloaded by registering with the City's bid portal at this URL: <http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>

3.2 RFP Coordination, Communication and Questions

The City's principal contact for this proposal will be Jim Duncan, Systems Engineer, (323) 848-6485, jduncan@weho.org, 8300 Santa Monica Blvd., West Hollywood, CA 90069. **Communication or solicitation with other City of West Hollywood Officials or Employees regarding any aspect of this RFP is expressly prohibited and may result in disqualification.**

As there will be a no Pre-Offer Conference, all questions concerning this RFP must be submitted online via the Q&A section of the bid management software (<http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>). The official responses to questions or requests for interpretation submitted for this RFP will be posted in Q&A section of the bid management software. The cut-off for submission of questions or deviations shall be at 4:00 p.m. on the April 15, 2015. Any information resulting from questions that causes a material change in the solicitation will be posted on the Addenda & Emails section of the bid management system as an addendum.

3.3 Schedule of Events

Request for Proposal Issued	March 25, 2015
RFP questions due via the City's bid portal	April 15, 2015
Answers to questions submitted may be accessed from the City's bid portal	April 22, 2015
Proposals due online at the City's bid portal No later than 4:00 p.m.	April 29, 2015
Interviews with final candidates	May 18-22, 2015

Negotiation with final candidate	May 26-29, 2015
City Council approval of contract award	June 15, 2015
Implementation Start Date	June 29, 2015

3.4 RFP Amendments

The City reserves the right to change the RFP schedule or issue amendments to the RFP at any time. In the event the City amends the RFP, the City will extend the Proposal Due Date commensurately. The City also reserves the right to cancel or reissue the RFP.

3.5 Procedure for Submitting Proposals

Failure to comply with the requirements of this RFP may result in disqualification. Proposals received subsequent to the time and date specified above will not be considered. Proposals must include all the sections listed below and must be indexed and numbered in the order outlined below. List your responses and/or any reference to attachments as indexed and numbered below. To assist in the evaluation of the responses, please utilize the section titles listed below. Additional relevant information may be provided by attaching a Supporting Documentation section.

A. Time, Place and Format

a. Time and deadlines

Proposals must be submitted on the City's bid portal no later than 4:00 p.m. on the date indicated in the Proposal Schedule. Proposals received after 4:00 p.m. on the date indicated in the Proposal Schedule will be rejected. The responder is solely responsible for "on time" submission of their electronic proposal. The City will only consider proposals that have been transmitted successfully and have been issued an e-bid confirmation number with a time stamp from the Bid Management System indicating that bid was submitted successfully.

b. Proposals must:

1. Must be submitted electronically on the City's bid portal (<http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>)
2. All submissions must have a cover sheet that states "GIS Portal RFP" and identifies the firm.
3. All submissions must include a signed and scanned copy of Appendix A.
4. All submissions must include a completely filled out copy of Appendix B

c. Proposals must address the requirements of the RFP in the exact order set forth in this Section. They should be as concise as possible and must not contain any promotional, advertising or display material.

3.6 Format and Contents

The content and sequence of the information contained in the proposal shall include the following sections:

- A. Summary Section
This section of the proposal must include a fully completed copy of the Summary Sheet (Appendix B) included with this RFP.
- B. Table of Contents
Include a clear identification of the material by section and by page number.
- C. Letter of Transmittal
 - a. Limit to one or two pages.
 - b. Briefly state the proposers understanding of the work to be done and make a positive commitment to perform the work.
 - c. State why you believe you are the best qualified to perform the services requested.
- D. General Information
 - a. Name and address of your firm and the individual/corporate officer authorized to execute this agreements;
 - b. A brief description of your firm's history, ownership, organizational structure, location of its management, and licenses to do business in the State of California.
 - c. The names, experience, qualifications and applicable licenses held by the individuals primarily responsible for servicing the City and any other person(s), whether as employees or subcontractors, with specialized skills that would be assigned to service the City.
 - d. A listing of local government clients with which you have similar contracts; include the name, address and telephone number of contract person.
- E. Project Approach
Describe in detail your proposal to fulfill the requirements of the scope of services. Explain how the solution that is being proposed is flexible/scalable. Show examples of how the proposed solution will provide the following:
 - a. Reporting - provide the ability for a user to create mailing labels from a shape created on the map
 - b. Querying - provide a intuitive interface for querying the under lying data

c. Layer organization - provide a "clean" yet intuitive method of grouping layers that is obvious to the user and allows for easily toggling the layers on and off

F. Pricing of Services:

- a. Fee basis should be an all-inclusive, hourly fee. Provide detailed price breakdown including fees itemized for the following staff: 1. Senior Staff; 3. Professional Staff; and 3. Clerical Staff.
- b. Pricing for any sort of licensing must be included in the proposal. Also, ongoing maintenance costs for software support must be included.
- c. The cost proposal must provide a guarantee that no additional fees beyond those proposed will be charged to the City of West Hollywood without the City's prior written consent.
- d. The City cannot accept contract clauses that include payment terms within 30 days of the invoice issuance.
- e. The City cannot accept contract clauses where the City would be required to pay any late fees, interest charges or penalties.

G. References

List similar public agencies for which your firm has provided similar services in the last five years and when performed. In a table format, show name of the organizations.

H. Certification of Proposals

Return a copy of the entire completed certification properly executed as provided for in Appendix A.

I. Firm's Insurance

The selected Firm must provide and maintain in force at all times during the term of the services contemplated herein insurance for Workers' Compensations and Commercial General Liability in amounts consistent with the services provided and as determined jointly by the City and the firm. Such policies should be issued by companies admitted in the State of California.

3.7 Proposal Evaluation Factors

- A. Proposals shall remain valid for 180 days from the Proposal Due Date specified in Section 3.3 until the execution of a contract by the City of West Hollywood
- B. Proposals shall be examined and evaluated by the City to determine whether each proposal meets the requirements of this RFP. No single criterion, including price, will dictate the City's ultimate selection. The

- relative importance of these factors involves judgment on the part of the City staff and will include both objective and subjective analysis
- C. A proposal that fails to address any one or more critical specification of the RFP will not be considered.

3.8 Firm Interviews and Presentations

Firms selected as the finalists will be required to make a presentation of their proposal to City during the RFP evaluation period. This presentation will provide Firms the opportunity to clarify their proposals to ensure thorough and mutual understanding. The presentations can either be done remotely or at West Hollywood City Hall.

3.9 Selection Process

The selection of a proposal will not be based solely on a monetary evaluation. There will also be an evaluation of each proposer's understanding of the work required and approach to this project with considerable weight being given to experience in the areas required and the track record of the proposer.

Additionally, an independent checking of references may be used to assist in selecting the finalist(s). Finalists will make a presentation of their proposal to the City. Contract negotiations will take place with the finalist.

Award will be made to the Firm offering the most advantageous proposal after consideration of all evaluation criteria set forth in this RFP. The City shall not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the City after all factors have been evaluated.

A Notification of Intent to Award may be sent to any Firm selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing Firms unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with the next highest scoring Firm or withdraw the RFP.

3.10 General Requirements

A. Inclusion of Proposal

The proposal submitted in response to this RFP may be incorporated as part of the final contract with the selected Firm.

B. Right to Reject Any or All Proposals

The City reserves the right to reject any or all proposals, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more firms are deemed equal, the City reserves the right to make the award to one of the two firms.

C. Withdrawal of Proposals

Firms may withdraw their proposals, without prejudice, prior to the date and time specified for proposal submission, by sending a written request to David Wilson, Director of Finance and Technology Services. No proposal received after the closing date will be considered.

D. Proposal Validity Period

Submission of a proposal will signify the Firm's agreement that the proposal is valid for 180 days from the Proposal Due Date specified in Section 3.3.

E. Expenses of Proposal Preparation

Each proposal prepared in response to this RFP shall be done at the sole cost and expense of each proposing Firm and with the express understanding that no claims against the City for reimbursement will be accepted.

F. Public Records and Right to Submitted Proposals

All proposals, inquires, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the Firm will become the property of the City when received.

The City of West Hollywood is subject to California law regarding the disclosure of public records. Firms must clearly identify any information they regard as proprietary in the proposal. Any such information should be marked "Proprietary" or "Confidential." Information that is proprietary within the meaning of California law will be withheld from any public records requests. All other information is subject to disclosure.

G. Contracts and Insurance Requirements

It is recognized that the formal basis of any agreement between the Firm and the City will be a contract rather than a proposal. The City maintains various policies related to contractual service providers. Among these are anti-discrimination, a living wage, and equal benefits policy. In submitting proposals, Firms must indicate that they are prepared to comply with City ordinances and policies. As part of the contract or during contract negotiations, the City may request that the selected firm sign a statement affirming its compliance with these policies. In

addition, insurance will be required as part of the contract. Appendix C includes sample contract provisions and insurance requirements.

Appendix A
Certification of Proposal to the City

1. The undersigned hereby submits its proposal and, by doing so, agrees to furnish services to the City in accordance with the Request for Proposal (RFP), dated March 25, 2015 and to be bound by the terms and conditions of the RFP.
2. The Firm has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Firm and that the Firm is responsible for them.
3. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
4. The proposal includes all of the commentary, figures and data required by the Request for Proposals, dated March 25, 2015.
5. This Firm has carefully read and fully understands all of the items contained in the General Requirements. The Firm agrees to all of the General Requirements except for those listed on an attachment.
6. The proposal by this proposer is an irrevocable offer and shall be valid for 180 days from **April 29, 2015**.

Name of Firm: _____

By: _____

(Authorized Signature)

Type Name: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Email: _____

Date: _____

Appendix B
Summary Sheet

Firm Name: _____

Address: _____

Telephone: _____ Fax: _____

Number of years in existence: _____

Management person responsible for direct contact with the City and services required for this Request for Proposal (RFP):

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Person responsible for day-to-day servicing of the project:

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Location (address) of closest office to the City of West Hollywood

Attach brief biographies/resumes, including experience with local governments, for all responsible person(s) assigned to the RFP and to the City of West Hollywood.

Appendix C
Sample Contract and Insurance Provisions

“INDEMNIFICATION. CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, cost (including without limitation reasonable attorney’s fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONSULTANT’s performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY’S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT’S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorney’s fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

“EQUAL BENEFITS ORDINANCE, No. 03-662. The CONTRACTOR shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation and any applicable benefits packages, as those benefits relate to the coverage of the domestic partners of contractor’s employees, which shall include; bereavement leave; family medical leave, and health insurance benefits, to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.”

“LIVING WAGE ORDINANCE, No. 97-505. The CONTRACTOR shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.”

“NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY. The CONTRACTOR represents and agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, medical condition, sex, sexual orientation and/or gender identity, national origin, political affiliation or opinion, or pregnancy or pregnancy-related condition.”

“RESTRICTIONS: Arab League Boycott of Israel. The CONTRACTOR hereby affirms it does not honor the Arab League Boycott of Israel.”

GOVERNING LAW This Agreement shall be governed by the laws of the State of California.

ARBITRATION The City does not accept clauses that include arbitration.

LIABILITY The City does not accept clauses that limit either party's liability to the contract amount.

INSURANCE PROVISIONS

A) The CONSULTANT, at the CONSULTANT’s own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

1) **Workers’ Compensation Coverage.** The CONSULTANT shall maintain Workers’ Compensation Insurance and Employer’s Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the CONSULTANT shall require any and every subcontractor to similarly maintain Workers’ Compensation Insurance and Employer’s Liability Insurance in accordance with the laws of the State of California for all of the subcontractors’ employees. Any notice of cancellation or nonrenewal of all Workers’ Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONSULTANT for City.

This provision shall not apply if the CONSULTANT has no employees performing work under this Agreement. If the CONSULTANT has no employees for the purposes of this Agreement, the CONSULTANT shall sign the “Certificate of Exemption from Workers’ Compensation Insurance.”

2) **General Liability Coverage.** The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.

3) **Automobile Liability Coverage.** The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the

work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence.

- A) The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents
- B) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
- C) The insurance provided by the policies cited in Sections Workers Compensation Coverage, General Liability Coverage, and Automobile Liability Coverage above shall not be suspended, voided, or reduced in coverage or in limits except after thirty (30) days' written notice has been submitted to the CITY and approved of in writing, except in the case of cancellation, for which ten (10) days written notice shall be provided.
- D) **Deductibles and Self-Insured Retentions.** Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- E) **Evidence of Insurance.** Upon the request of the CITY, the CONSULTANT shall provide evidence of the insurance coverage required herein. Insurance shall be in force on or before commencement of performance of this Agreement. Upon the request of the CITY, current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement.
- F) **Failure to Procure Insurance.** Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement.

The cost of such insurance shall be borne by the Firm. Specific insurance provisions will be delineated in the contract between Firm and City.