

REQUEST FOR PROPOSALS



SUBJECT: GIS SERVICES RFP

ISSUE DATE: AUGUST 17, 2023

DUE DATE: SEPTEMBER 12, 2023, BY 5:00 P.M. (PT)

SUBMIT TO: CITY OF WEST HOLLYWOOD BID PORTAL
([HTTPS://PBSYSTEM.PLANETBIDS.COM/PORTAL/22761/PORTAL-HOME](https://pbsystem.planetbids.com/portal/22761/portal-home))

1. Introduction

1.1. Statement of Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified firms for GIS services, including a GIS Infrastructure assessment and as-needed/project-bases GIS services.

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 Russian-speaking immigrant community and 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, as well as dozens of visitor attractions including a wide variety of restaurants and entertainment venues that cater to residents, visitors, and tourists.

1.3 City of West Hollywood Mission Statement and Core Values

As a premier 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. Scope of Work

Our organization seeks a professional GIS consulting firm to provide expert advice, services, and solutions for our spatial data management, analysis, and visualization needs. We are looking for a firm with experience in designing and implementing GIS solutions, creating GIS data models, developing spatial databases, and customizing GIS applications. The selected consultant will work closely with our IT team to assess our current GIS capabilities, recommend



enhancements, and provide training to our staff. The scope of the proposal that you are responding to includes the following two major areas:

1. **Assessment of current GIS capabilities:** The consultant will assess our current GIS infrastructure, applications, and data management practices to identify strengths, weaknesses, opportunities, and threats. The consultant will also review our current GIS data models and recommend enhancements to optimize data quality, performance, security, and compatibility.
2. **As-needed\project-based GIS services:** Provide an hourly rate table of relevant services that will be required to operate an enterprise-grade GIS practice and infrastructure. At a minimum, services should cover the following:
 - **GIS system improvements:** Work with the IT project lead to design a comprehensive GIS system that meets our spatial data management, analysis, and visualization needs. Provide recommendations on GIS software, hardware, and data storage solutions that align with our organizational goals and budget.
 - **GIS application customization:** Ability to customize our GIS applications to meet our unique business requirements. This may include developing new GIS applications, modifying existing ones, and integrating GIS with other business systems.
 - **Spatial database development:** Design and implement a spatial database that supports our GIS system. This may include developing data schemas, populating the database with spatial and non-spatial data, and configuring the database to optimize performance.
 - **GIS training and support:** Provide training to our staff on best practices for spatial data management, analysis, visualization, etc. The consultant will also provide ongoing support to our IT team as needed to ensure the successful implementation of the GIS system.

2.2. Minimum Qualifications

The firm must regularly and continuously provide such services for California municipalities or other government agencies for at least the last five (5) years. The firm should provide proven references to validate their required years of service. Esri GIS Gold and Platinum partners are preferred but not required. No work may be subcontracted or assigned without the City's prior written approval. Identify any consultants/sub-consultants that you would expect to use, noting relevant disciplines. The following information must be included in the proposal:



1. Company information: The company's background, experience, and qualifications in providing GIS consulting services.
2. Project team: The names, qualifications, and experience of the project team members who will work on the project.
3. Project approach: A detailed description of the approach the consultant will take to complete the project, including the project timeline, methodology, and deliverables.
4. References: A list of at least three references for similar GIS consulting projects completed in the past five years in California.
5. Cost: A detailed breakdown of the proposed budget for the project, including all fees, hourly fees, expenses, and anticipated costs.



3. Proposal Instructions

3.1. Access to RFP

A copy of the RFP can be downloaded from this URL: <https://www.weho.org/city-government/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 Eugene Tsipis, IT Manager, 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 no pre-bid 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 the Q&A section of the bid management software. The cut-off for submitting questions or deviations shall be on August 27, 2023, by 5 PM (PT). 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.

Proposals are due online via the City's bid portal on September 12, 2023, by 5 PM (PT).

3.3. Schedule of Events

Description	Date
Request for Proposal Issued	August 17, 2023
RFP questions due via the City's bid portal	August 27, 2023 by 5:00 P.M. (PT)
Proposals due online via the City's bid portal	September 12, 2023 by 5:00 P.M. (PT)
Proposal Evaluation	September 2023
Contract Negotiations	October 2023
City Council approval of contract award	December 2023

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 after 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 the date indicated in the Proposal Schedule. Proposals received after 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 transmitted successfully and issued an e-bid confirmation number with a time stamp from the Bid Management System indicating that the bid was submitted successfully.

b. Proposals must:

1. Must be submitted electronically on the City's bid portal
 2. All submissions must have a cover sheet that states "**GIS Services RFP**" and identifies the Firm.
 3. All submissions must include a signed and scanned copy of Exhibit D (Certification of Proposal to the City).
 4. All submissions must include a filled-out copy of Exhibit F (Vendor Response Form).
- c. Proposals must address the requirements of the RFP in the exact order set forth in Section 3.6. They should be as concise as possible and contain no 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 and be returned as Exhibit F.

A. Section 1 – Executive Summary

The vendor must provide a signed executive summary of no more than two (2) pages of how the vendor's proposal best meets the needs of the City of West Hollywood. The summary should provide a clear description of the solution and the primary benefits.

B. Section 2 – Table of Contents

Include a clear identification of the material by section and by page number no more than one (1) page.

C. Section 3 – Vendor Qualifications and Response

Use this section as your main response to the RFP. No more than ten (10) pages.

1. Company information: The company's background, experience, and qualifications in providing GIS consulting services.
2. Project team: The names, qualifications, and experience of the project team members who will work on the project.
3. Project approach: A detailed description of the approach the consultant will take to complete the project, including the project timeline, methodology, and deliverables.
4. References: A list of at least three references for similar GIS consulting projects completed in the past five years in California.

D. Section 4 – Pricing

A detailed breakdown of the proposed budget for the project, including all fees, hourly fees, expenses, and anticipated costs. This section must include any annual increases if applicable. No more than two (3) pages.

1. Assessment of current GIS infrastructure & capabilities (total not to exceed amount).
2. As-needed\project-based GIS services Hourly Rate Table.

E. Section 5 – Certification of Proposals

Return a copy of the completed certification properly executed as provided in Exhibit D (Certification of Proposal to the City).

F. Section 6 – Understanding of City's Contract and Insurance Requirements

It is recognized that the formal basis of any agreement between the implementor 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 an equal benefits policy. In submitting proposals, the Contractor 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. Exhibit C includes sample contract provisions and insurance requirements. Please review the contract and report all sections of the City's contract template that your Firm would not be able to comply with.

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 specifications 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 the City during the RFP evaluation period. This presentation will provide Firms the opportunity to clarify their proposals to ensure thorough and mutual understanding. The presentation will be online.

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, 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. The City may choose to award all or parts of the project to one or multiple Firms.

A Notification of Intent to Award may be sent to any Firm selected. The 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 best offer or withdraw the RFP.

General Requirements

A. Inclusion of Proposal

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

B. Right to Reject Any or All Proposals

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

C. Withdrawal of Proposals

Firms may withdraw their proposals without prejudice before the deadline specified for proposal submission by sending a written request to Eugene Tsipis, etsipis@weho.org, IT Manager. 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 made 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 an 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. Exhibit C (Contract and Insurance Requirements) includes sample contract provisions and insurance requirements.

3.10. List of Exhibits

Exhibit C – Contract and Insurance Requirements

(Exhibits A, B, and E are part of the City's sample contract template)

Exhibit D – Certification of Proposal to the City

