REQUEST FOR PROPOSAL (“RFP”) FOR

NOTIFYCHICAGO®

Required for use by:

CITY OF CHICAGO
(The Office of Emergency Management and Communications)

This RFP distributed by:

CITY OF CHICAGO
(The Office of Emergency Management and Communications)

All proposals and other communications must be addressed and returned to:

Rosemary McDonnell, Grants Research Specialist
The Office of Emergency Management and Communications
1411 W. Madison St.
Chicago, Illinois 60607

A Pre-Proposal Conference will be held on Thursday, April 4, 2013 at 1:00 p.m. Central Time, at 1411 W. Madison, Chicago, Illinois 60607

Attendance is Non-Mandatory, but encouraged.

PROPOSALS MUST BE RECEIVED NO LATER THAN 4:00 P.M., CENTRAL TIME, on THURSDAY, APRIL 25, 2013

RAHM EMANUEL
MAYOR

GARY W. SCHENKEL
EXECUTIVE DIRECTOR
REQUEST FOR PROPOSAL:  
NOTIFYCHICAGO®

I.  BACKGROUND AND PURPOSE OF THE REQUEST FOR PROPOSAL (RFP)

The City of Chicago, Office of Emergency Management and Communications (OEMC) is seeking qualified responses to this opportunity, made available under the Urban Area Securities Initiative (UASI), an initiative funded by the Federal Emergency Management Agency (FEMA) of the U.S. Department of Homeland Security (DHS). The purpose of the UASI funding are to address the unique planning, organization, equipment, training, and exercise needs of high-threat, high-density urban areas, and assist them in building an enhanced and sustainable capacity to prevent, protect against, mitigate, respond to, and recover from acts of terrorism.

Submissions to this Request for Proposals (RFP) must detail how a selected vendor or provider will utilize product/system technology to meet the minimum requirements noted. The selected vendor or provider will work with internal and external subject matter experts to provide an optimal product. In addition, the vendor or provider will maintain awareness of the state of the art of mass-notification and emergency-alert systems, and advise OEMC of any new features or functions that may be incorporated into the existing system.

1.  SCOPE

NotifyChicago® is the signature emergency messaging system employed by the City of Chicago. The selected vendor(s) shall maintain at the direction of the City of Chicago, Office of Emergency Management and Communications (OEMC) the following features in effect as a part of the current system (Phase 1):

- Maintain capability to input and populate existing list(s) of users/subscribers;
- Maintain sign-up process that is rapid and allows minimal private-user information;
- Year-round and 24-hour maintenance, technical assistance, and support;
- Interoperable functionality with existing City of Chicago messaging systems;
- Maintain statistical/data system tracking for a public-relations/marketing campaign

The selected vendor(s) shall furnish, deliver, and maintain at the direction of the City of Chicago OEMC the following deliverables as a part of Phase 2:

- A mass-notification system capable of generating a minimum total of 100,000 SMS text messages or e-mails per hour;
- Facilities and hardware (including servers) to reliably host and distribute such messages;
- OEMC access to an administrative page, with spell check and word count features, to control basic system functions and messaging;
- Maintain usability by common smartphone devices/operating systems;
- Interoperable functionality with existing City of Chicago messaging systems;
- Ability to include webpage links and advertising/messaging banners within notification
The selected vendor(s) shall furnish, deliver, and maintain at the direction of the City of Chicago, OEMC the following deliverables as a part of Phase 3:

- Provide/maintain “destination” website/hub that offers registration and real-time updates;
- Provide reliable back-up/failover mechanism in case of primary system failure;
- Flexible user options allowing notification filtering via geography and event type;
- Utilizing GPS capability of devices with user approval;
- A two-way communications system to receive and categorize SMS and text messages;
- Automated categorization and response mechanism for SMS and text messages (i.e. automated informational response based on keyword search of incoming messages);
- The ability to utilize smart-phone applications (apps) such as:
  - Automated evacuation plan updates and real-time guidance during emergencies
  - Special-event application/function, allowing OEMC to prepopulate data for designated large-scale events

One or more vendors or providers may be selected to complete the individual phases of this project. Phase 1 is complete as of December 31, 2012. Completion of Phase 2 is expected no later than August 30, 2013. Completion of Phase 3 is completed no later than January 31, 2014. (See additional information in Sections 5 and 6.)

2. SUBMISSION REQUIREMENTS

1. Prospective vendors must submit relevant data from manufacturers, providers, subcontractors, etc. on each product submission including – at a minimum – the individual scope(s) of performance noted in Section 1. Additional information regarding features, operational parameters, data storage, handling, warranties, and other requirements is beneficial.

2. Any technical specifications or claims submitted must be verifiable by the City of Chicago. All bidders may submit any supporting documentation at the time of the proposal, including testimonials, scientific data, case studies, etc.

3. As appropriate, authorized dealer certification, insurance, and bond documentation must also be submitted at the time of proposal.

3. AUTHORIZED DEALER

Any bidder shall have legal use and access to all required materials, hardware, software, and intellectual property rights needed to implement their proposed solution/system.

Installation work will be done by an authorized dealer who is professionally trained and fully insured and bonded for the task. Vendors must provide proof of insurance and bonding at the time of bid. Such installation will be included in the purchase price, and details of equipment location(s) should be included in initial proposal.
4. OEMC NOTIFICATION SYSTEM GENERAL REQUIREMENTS

In addition to the specific requirements noted in Section 1, the selected system must meet the following overall benchmarks:

- The system must be reliable and secure;
- The system must be intuitive for end users or “senders;”
- The system must be easy for subscribers or “receivers;”
- The system must be timely, and
- The system must be official, displaying the City of Chicago and/or OEMC logo(s).

5. INITIAL & FUTURE ORDER QUANTITY

The initial program, defined as Phase 1, has been implemented as of December 31, 2012. All other Phases will be implemented in a progressive manner as noted in Section 1 of this document.

The specific code or content of the system will remain the property of OEMC. Additional hardware, software, and/or technical services may be ordered at a later date, dependent upon the OEMC program plan supporting this contract.

6. ACTIVATION

Each Phase of the NotifyChicago® project will be implemented and activated by the dates noted in Section 1 of this document. Any required hardware will be installed by professionally trained installers who are fully insured and bonded for the task. OEMC will work with the selected vendor(s) to help facilitate delivery, as necessary.

The OEMC Project Manager will coordinate the selection and activation process. The OEMC Project Manager information is as follows:

Office of Emergency Management and Communications
ATTN: Thomas Henkey
1411 W Madison St. – 4th Floor
Chicago, Illinois 60607
312-746-9412

II. PROPOSAL RESPONSES

Response should include the following:

1. Executive Summary
   i. The letter of introduction or executive summary must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the proposal.

2. Project Approach & Methodology
i. Discuss in detail Consultant’s overall approach and methodology for the work to be performed. Discuss in detail Proposer’s experience in developing projects of similar scope and if possible provide copies of such plan(s). Discuss in detail Proposer’s work plan to manage each project. Include discussion on any software and computer database management tools that will be used to conduct and analyze its research.

ii. Provide location of the office from which the services will be conducted.

iii. Work plan Tasks: Describe the research approach for each task as reflected in the Scope of Work. Detail each of those activities you would perform, in what order, as part of the completion of each task. Describe the overall approach to information management and security for this project.

iv. Organization and Staffing of Project: Discuss the overall resources of the firm to accomplish the work, including available personnel, equipment and present workload. Include a description of how the Proposer proposes to staff this engagement and which task(s) in which Project would be assigned to each staff member. Discuss other on-going projects of the Proposer, and how it plans to handle and coordinate those efforts, and the work to be performed pursuant to this RFP, if award a contract.

v. Project Schedule: Provide a project schedule that generally identifies tasks; staff allocated for each major task outlining specific deliverables; and specific start and completion dates for each major task, as applicable. The Proposer should speak to the time requirement for the initiation and completion of each task listed herein. Include detailed discussion on the training and communication with personnel.

vi. For any and all Sub-Contractors that may be utilized, clearly delineate the services to be performed and how the Proposer plans to coordinate the work with the sub-contractors.

3. Professional Qualifications: Special Terms and Conditions

i. Company Profile
   1. Name, Address, Telephone and Contact Person
   2. Brief Description of your firm or any joint venture

ii. Company References
   1. A description of not more than three projects similar in size and scope prepared by your firm. The description must include client name and contact information, project budget, project schedule and project summary. If the project is in progress, the starting date and project end date should be indicated. Descriptions should be limited to no more than two pages for each project.

iii. Scope of Project: Capacity
   1. A description of the firm’s ability to take on a project of this size, scope and under the given deadline.
   2. Firm’s available resources to be dedicated to this project.

iv. Business License
   1. A copy of the firm’s appropriate license
   2. A copy of the firm’s license to do business in Illinois

v. Personnel and Management
   1. A description of personnel required to manage the project.
2. Resumes of all personnel involved
3. Organizational Chart and job descriptions
   vi. Minimum Qualifications and Experience
      1. Detail your firm’s overall qualifications and experience to perform comprehensive emergency management services including project management and planning similar in scope as described in this RFP.

4. Preliminary Cost Proposal-The OEMC intends to award this contract to the firm that it considers will provide the best overall program services. The City of Chicago, OEMC reserves the right to accept other than the lowest priced offer and to reject any proposals that are considered non-responsive.
   i. Total not-to-exceed figure for the project included in this RFP.
   ii. Hourly rates for all team members. Itemized costs that the firm determines would be necessary for successful completion of this proposal.

5. MBE/WBE Commitment
   i. C-1 Form
   ii. D-1 Form

6. Financial Statements
   i. Certificate of completed online Economic Disclosure Statement
   ii. Audited financial reports
   iii. Insurance Certificate

7. Confidentiality Clause
   This project will give the chosen Consultant access to confidential plans and information from throughout the region. The selected vendor and all sub-contractors must keep all information received and produced from this project confidential. No information from this project can be disseminated without the written consent of the OEMC.

III. FORMAT OF PROPOSALS

Proposals must be prepared on 8 1/2” X 11” letter size paper (preferably recycled), printed double-sided, and bound on the long side. The City of Chicago, OEMC encourages using reusable, recycled, recyclable and chlorine free printed materials for bids, proposal, reports and other documents prepared in connection with this solicitation. Expensive papers and bindings are discouraged, as no materials will be returned. Submit 1 hardcopy Original, 5 electronic copies in a searchable PDF format, on a CD or USB drive. Include the Pricing/Cost Proposal in Excel format.

Vendors and organizations submitting proposals must submit all documents to:

The Office of Emergency Management and Communications
1411 W. Madison
Chicago, IL 60607

ATTN: Rosemary McDonnell
The original copy must have an original signature and be notarized.

IV. EVALUATION AND SELECTION CRITERIA

An Evaluation Committee composed of members of an established NotifyChicago® Working Group will review proposals and responses. The group will review each proposal based upon the components of the response, which are listed above.

In evaluating the Proposals, the Evaluation Committee will first consider the completeness and responsiveness of the Respondent’s Proposal. The Proposal evaluation process is organized into three phases:

- Phase I - Preliminary Proposal Assessment
- Phase II - Proposal Evaluation
- Phase III - Site Visits and/or Oral Presentations (if necessary)

**Phase I - Preliminary Proposal Assessment**

Phase I will involve an assessment of the Respondent’s compliance with and adherence to all submittal requirements requested in Section II Proposal Responses. Proposals which are incomplete and missing key components necessary to fully evaluate the Proposal may, at the discretion of the Evaluation Committee be rejected from further consideration due to “non-responsiveness” and rated Non-Responsive. Proposals providing responses to all sections will be eligible for detailed analysis in Phase II, Proposal Evaluation.

**Phase II - Proposal Evaluation**

In Phase II, the Evaluation Committee will evaluate the extent to which a Respondent’s Proposal meets the service requirements set forth in the RFP. Phase II will include a detailed analysis of the Respondent’s qualifications, experience, proposed implementation and management plan, cost proposal and other factors based on the evaluation criteria outlined in Evaluation Criteria.

As part of the evaluation process, the Evaluation Committee will review the required information for each Proposal received. The Evaluation Committee may also review other information gained by checking references and by investigating the Respondent’s financial condition.

The OEMC reserves the right to seek clarification of any information that is submitted by any Respondent in any portion of its Proposal or to request additional information at any time during the evaluation process. Any material misrepresentation made by a Respondent may void the Proposal and eliminate the Respondent from further consideration.

**Evaluation Criteria**

In Phase II, the Evaluation Committee will review the Respondent’s Proposal to determine overall responsiveness and completeness of the Proposal with respect to the components outlined in the RFP using the following criteria (not necessarily listed in order of importance):
1. Professional and Technical Competence:

A. Ability to provide the Services described in the RFP, including capacity to perform the Scope of Services described in Section III of this RFP.

B. Professional Qualifications and Specialized Experience of Respondent and its Team on projects of similar scope and magnitude (e.g., specifically with respect to large organizations, and government agencies).

C. Professional Qualifications and Specialized Experience of Respondent’s Key Personnel (and Team Members) and Local Availability of Key Personnel committed to the City of Chicago.

D. Past and Current Performance of the Respondent (and Team members) on other contracts in terms of quality of services, operating within budget and compliance with performance schedules. The Committee may solicit from current and/or previous clients including the City of Chicago, other government agencies, or any available sources, relevant information concerning the Respondent’s record of performance.

2. Quality, Comprehensiveness and Adequacy of the proposed Implementation and Management Plan including ability to meet service levels, capacity to support the project based on staffing plan including supervisory key personnel who will manage and oversee program.

The Evaluation Committee will review each Proposal for the Respondent's understanding of the objectives of the Services and how these objectives may be best accomplished. Each Respondent will be evaluated on their overall strategy, methodology and approach to meeting the City's service level needs.

3. Pricing/Cost Proposal. The City of Chicago, OEMC will consider completeness and adequacy of cost.

V. ELIGIBLE APPLICANTS AND AVAILABILITY OF FUNDS

A. Available Funding
Grants awarded by the City of Chicago OEMC will be from the FY 2011 and 2012 Urban Area Security Initiatives (UASI) Grant Program.

B. Project Period
The UASI 2011 funds expire December 31, 2013 and UASI 2012 funds expire March 31, 2014. The overall project must be completed and fully functional, and all invoices issued, by March 31, 2014 to meet grant requirements.
C. Eligible Applicants

This is open to all non profit organizations and for profit vendors.

D. Method of compensation

The method of compensation shall be reimbursement. The selected Contractor must maintain appropriate record of costs expended and will submit expenditure information to the City of Chicago OEMC for reimbursement on a monthly basis.

VI. PROCUREMENT TIMETABLE

The timetable for the RFP solicitation is summarized below. Note that these are target dates and are subject to change by the City of Chicago, OEMC.

<table>
<thead>
<tr>
<th>Key Activity</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>OEMC Issues RFP</td>
<td>March 21, 2013</td>
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<tr>
<td>Pre-Proposal Conference</td>
<td>April 4, 2013</td>
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<tr>
<td>Post-Conference Questions Due</td>
<td>April 8, 2013</td>
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<tr>
<td>Addendum Response to Clarifying Questions</td>
<td>April 11, 2013</td>
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<tr>
<td>Proposals Due</td>
<td>April 25, 2013</td>
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VII. EXHIBITS

Exhibit 1: Company Profile Information

Exhibit 2: Company References

Exhibit 3: Special Conditions Regarding Minority and Women Owned Business Enterprise (M/WBE) Commitment, including:
   1. Attachment A: Assist Agencies
   2. Attachment B: Sample Letter to Assist Agencies
   3. Schedule B: Affidavit of Joint Venture (M/WBE)
   4. Schedule C-1: Letter of Intent from M/WBE to Perform as Subcontractor, Supplier and/or Contractor
   5. Schedule D-1: Affidavit of M/WBE Goal Implementation Plan

Exhibit 4: Online City of Chicago Economic Disclosure Statement and Affidavit and Appendix A (EDS) Instructions and Attachment A, Online EDS Acknowledgement

Exhibit 5: Contract Insurance Requirements and Insurance Certificate

Exhibit 6: Contract Terms and Conditions

Exhibit 7: Confidentiality Clause

Exhibit 8: Contractual Requirements Related to HIPPA

Exhibit 9: The Office of Emergency Management and Communications Security Requirements

Exhibit 10: City of Chicago Travel Guidelines