

REQUEST FOR PROPOSAL

**ONLINE GEOGRAPHIC INFORMATION SYSTEM SITE
SELECTION SOLUTION**



BY:
COUNTY OF RIVERSIDE
ECONOMIC DEVELOPMENT AGENCY
ECONOMIC DEVELOPMENT PROGRAM
1325 SPRUCE STREET, SUITE 110
RIVERSIDE, CALIFORNIA 92507

**NOTE: BIDDERS ARE RESPONSIBLE TO READ ALL INFORMATION THAT IS STATED
IN THIS REQUEST FOR PROPOSAL AND PROVIDE A RESPONSE AS REQUIRED**

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A. Introduction

The Economic Development Program (ED) of the County of Riverside Economic Development Agency (EDA) also identified as "County" is seeking interested and qualified bidders to provide an online Geographic Information System (GIS) site selection solution for the program. This RFP provides potential bidders with background information and describes the desired services, guidelines for proposals, and the Contractor selection process.

B. General Information

1. Submission of a response indicates that the Bidder has read and understands the entire RFP including all attachments.
2. All aspects of the RFP, including cost, have been determined independently, without consultation with any other bidder or competitor for the purpose of restricting competition.
3. All proposals must be received no later than **November 15, 2017, by 10:00 am, postmarks will not be accepted.** Proposals that do not meet this deadline will not be considered. RFPs may be submitted by mail, courier or hand delivered to:

County of Riverside Economic Development Agency

1325 Spruce Street, Suite 400

Riverside, CA 92507

Attention: Economic Development Program

The proposal shall include two (2) originals with the signature in blue ink on Attachment A and four (4) copies. All proposals must be submitted in accordance with the standards and specifications contained within this Request for Proposal (RFP).

4. A receipt will be issued to confirm on-time submission of the proposal.
5. The County reserves the right to reject any or all bids at any time during the selection process.
6. The County reserves the right to waive, at its discretion, any irregularity, which County deems reasonably correctable or otherwise not warranting rejection of the proposal.
7. The County shall not pay any costs incurred or associated in the preparation of this or any proposal or for participation in the procurement process.
8. Any bidder who wishes to make modifications prior to the submittal deadline to a proposal already received by County must withdraw his/her proposal in order to make the modifications. All modifications must be made in ink, properly initialed by bidder's authorized representative, executed, and submitted in accordance with the terms and conditions of this solicitation. It is the responsibility of the bidder to ensure that modified proposals are resubmitted before the RFP submittal deadline. Bidders may withdraw their proposals at any time prior to the due date and time by submitting notification of withdrawal signed by the bidder's authorized agent. *PROPOSALS CANNOT BE*

CHANGED OR MODIFIED AFTER THE DATE AND TIME DESIGNATED FOR RECEIPT.

9. Responses must be submitted in the format described below. Responses are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP. Expensive bindings, colored displays, promotional materials, etc., are neither necessary nor desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.
10. Responses must be completed in all respects as required in this section. A response may not be considered if it is conditional or incomplete.
11. Responses and/or declarations in the proposal and attachments are true and shall constitute a warranty, and the falsity of which will entitle the County to pursue any remedy by the law if there are damages or legal suits to the County by the bidder.
12. This RFP does not commit the County to award a contract. The County reserves the right to accept or reject any or all received proposals if the County determines it is in the best interest of the County to do so. The County will notify all Bidders in writing if the County rejects all proposals. The County also reserves the right to terminate this RFP process at any time.
13. RFP's shall remain open, valid and subject to acceptance anytime within one hundred eighty (180) days after the RFP opening and up to the end of the agreement period. The County reserves the right to reject any or all proposals.
14. Cost is an important factor in the evaluation process, but the County is not obligated to accept the lowest cost proposal. At the County's discretion, considerations other than price may factor into a decision as to which services (and product, if applicable) provide the best value to the County. Such considerations may include:
 - Qualifications of key staff
 - Relevant project experience
 - Past performance
 - Value added services
 - Any other relevant factors listed in the solicitation
15. Modifications-the County reserves the right to issue addenda or amendments to this RFP if the County considers that additional clarifications are needed.
16. Response Submission-to be considered, all responses must be submitted in the manner set forth in this RFP. It is the Bidder's responsibility to ensure that its response arrives on or before the specified time found in Section C. TIMELINE.
17. Incurred Costs - the County is not obligated to pay any costs incurred by Bidder in the preparation of a response to this RFP. Bidders agree that all costs incurred in developing this response are the Bidder's responsibility.
18. Negotiations - the County may require the potential Bidder(s) selected to participate in negotiations. This may include cost, technical, contractual, or other clarifications needed to develop a contractual agreement.

19. Use of Responses Received - all responses received shall become the property of the County. If Bidder submits information it believes to be confidential or proprietary it shall specifically identify such information and separate it from the other information provided.
20. Pricing Discrepancy - in the case of a discrepancy between the written response and numerical response set forth on the response proposal, the information on the response proposal shall prevail.
21. Contract(s) will be awarded based on a competitive selection of responses received. The contents of the responses of the successful Bidder will become contractual obligations and failure to accept these obligations in a contractual agreement may result in cancellation of the award. The offer made in the proposal is firm and binding for 180 days from the date the proposal is opened and recorded.
22. The County reserves the right to reject any and all responses or portions of the proposal or alternates received by reasons of this request, to negotiate separately with any source whatsoever in any manner necessary to serve its interests.

C. Timeline

Release of RFP	October 30, 2017
Deadline for Submission of Questions***	November 8, 2017
Deadline for Proposals	November 15, 2017
Demos	November 20-21, 2017
Proposal Review Period	November 27-30, 2017
Tentative Date for Awarding RFP	December 13, 2017
First Year Contract Period	July 1, 2017 through June 30, 2018
<i>Note: The procurement will be valid for three years. The first contract term will cover the period between July 1, 2017 through June 30, 2018, and subsequent terms will be for one year.</i>	

*****Questions:**

Questions regarding the contents of this RFP must be submitted in writing via email to pguardado@rivco.org.

All questions and answers will be posted at, www.rivcoeda.org "About EDA" tab, "Proposals & Quotations". **NO QUESTIONS WILL BE ANSWERED BY PHONE.**

Period of Performance

The Contract period will be July 1, 2017 through June 30, 2018 the option to extend two (2) additional, one (1) year terms based on performance and funding availability. Funding for fiscal year 2017/18 will be negotiated based upon bidder's proposal and may increase or decrease based upon funding allocation received from the County of Riverside.

D. Background Information

1. Organizational Structure

The Economic Development Program is a division of the Economic Development Agency, a public agency under the County of Riverside. The division's primary source of funding is allocated by the County of Riverside. The County of Riverside, through EDA, provides the fiscal and operational oversight of ED funds.

2. Economic Development Program Governance

The Economic Development Program acts as a catalyst to provide seamless services among various economic development programs, and provides community leadership around economic development issues. ED's mission is to provide leadership to the economic development ecosystem in the County of Riverside by supporting economic development best practices. ED also supports cities, business, and workforce development to focus on economic development issues; understanding current economic and labor market information and trends; bringing together practitioners to solve common problems, or broker new relationships with cities and businesses; advocating for the importance of economic development policy.

3. Roles and Responsibilities of County

Roles and responsibilities of County include:

- Administer the procurement process to select a provider for an online GIS site selection solution;
- Oversee and evaluate the management and operations of all programs funded by the County;
- Allocate funds and pay invoices as agreed upon in the contract;
- Monitor Contractor's performance, quality of service, cost effectiveness and report on performance to the EDA management; and
- Ensure Contractor's compliance with all contractual requirements.

The roles and responsibilities may be refined and changed as:

- Governing boards adopt local policies and procedures.

5. Roles and Responsibilities of the Contractor

Roles and responsibilities of the Contractor include:

- Defined under Scope of Services

E. Scope of Services

The County is looking for a Contractor to provide a web-based GIS portal which will be used by prospective businesses that are considering locating, relocating and expanding in the County of Riverside. The website will provide site selection and demographic data. The GIS website will allow site selectors to do queries to identify available industrial, office, retail and warehouse buildings and sites. The GIS solution will also allow site selectors to do queries of the demographics, labor market, consumer expenditures, businesses and housing in order to identify a set of candidate communities based on their demographic and spatial requirements.

The online GIS application should have the following features.

1. Accessible to public through the Internet.

2. User-friendly and load quickly for a variety of Internet bandwidth connections.
3. Should require absolutely no plug-ins that the user would need to download before having access to the web program.
4. User-defined property search based on property location, attributes and geography.
5. A live feed of available buildings and properties.
6. Interactive user-selected demographic reports around a selected property and for standard geographic areas such as cities, CDPs, counties and MSAs.
7. User-selected demographic maps that show the demographic concentrations of specific variables. This is often referred to as “thematic mapping”.
8. User-defined queries to search for communities that match demographic and geographic characteristics selected by the user.
9. User-defined business search and mapping that allows the user to define business within a specific radius of a property.
10. Interactive mapping.
11. User-defined ability to select and deselect standard GIS layers to view on the map interface.
12. Reports that can be exported in a variety of formats to show the information displayed on the webpage and shared via social media avenues.
13. Proposal notification and management system allowing the County to post projects in a secure setting and allow partners to respond with potential properties and supporting documents.
14. Address-specific demographic reports for a user-defined distance or Polygon.
15. Lead Generation tool. Notification of companies visiting the website.
16. Ability to include/embed reports in other sections of the website.
17. Compare tool for comparing cities/counties with other cities/counties.
18. Business Search.
19. Community Infographics.
20. Use the most updated spatially organized tabular demographic data.
21. GIS web program to be hosted by Contractor.

The Contractor will also train County staff how to technically manage the system.

F. Minimum Bidder Requirements

All Bidders must:

1. Demonstrate at least three (3) years' experience providing a web-based GIS site selection solution to a governmental agency.
2. Provide three (3) customer references in providing an online GIS site selection web portal.
3. Have the administrative capability to provide, manage and host the web-based GIS program.
4. Have no record of unsatisfactory performance. Bidder who is or has been seriously deficient in current or recent contract performance, in the absence of circumstances properly beyond the control of the Bidder, shall be presumed to be unable to meet this requirement.

G. Evaluation Process

1. General

Responses will be subject to a review process developed by the County, which includes:

- a. Mandatory submittal requirements and minimum qualifications
- b. Analysis of bidder capacity to deliver scope of work, experience and performance.
- c. Cost should be presented as an annual subscription fee for the first year and the subsequent optional renewal periods.
- d. Reference checks

2. Evaluation Criteria

- a. All responses must be complete, in the required format and comply with all RFP requirements to be considered eligible for consideration and evaluation.
- b. Responses must meet the requirements as outlined in Section F, Minimum Bidder Requirements. Failure to meet all of these requirements will result in a non-responsive response that will be rejected with no further evaluation or consideration. No responses shall be rejected, however, if it contains a minor irregularity, defect or variation and if the irregularity, defect or variation is considered by the County to be immaterial or inconsequential, the County may choose to accept the response. In such cases the Bidder will be notified of the deficiency in the response and given an opportunity to correct the irregularity, defect or variation or the County may elect to waive the deficiency and accept the response.
- c. **Proposal** (40 points) Responses meeting the above requirements will be

evaluated on the basis of the following criteria:

Responsiveness to the Scope of Services and the Narrative description of work to be performed, including detailed plan of activities, description of server system and hosting services, fee structure and deployment of the web-based GIS site selection solution; Any other pertinent information needed to evaluate the responses.

- d. **Demo** (20 points) - Responsiveness to the Scope of Services. The GIS web program is demonstrated to have the features listed in the Scope of Services.
- e. **Fee Structure** (20 points) - The cost of services is one of the factors that will be considered in awarding this contract. The information requested in this section is required to support the reasonableness of your fees.
 - 1. Please provide a cost proposal for all services as outlined in the Scope of Services.
 - 2. The price should be expressed as a Fixed-Price for the Annual Subscription Fee.
 - 3. Please provide any other fee information applicable to the engagement that has not been previously covered that you wish to bring to the attention of the County.
 - 4. Discuss any topics not covered in this RFP that you would like to bring to the County's attention.
- f. **Past Performance, Experience and Reference Checks** (20 points) - References are obtained or verified at the discretion of the County, and at any stage in the evaluation process.

H. Required Format for RFP

- 1. Bidders are encouraged to review all RFP specifications before beginning the proposal response. All responses must be submitted on 8 ½ x 11 paper, neatly typed, single page, with normal (1-inch) margins and single-spaced, unbound, single staple or clipped. Typeface must be no more than 12 characters per inch. Each page, including attachments, must be clearly and consecutively numbered at the bottom center of each page. The proposal is limited to 50 pages (not including the attachment pages).
- 2. Submit two (2) unbound originals with the signature in blue ink on Attachment A and four (4) copies of the RFP either hand delivered, sent by mail or courier by the November 15, 2017 deadline.
- 3. Response to this RFP must be in the form of a proposal package, which must be submitted in the following format:
 - a. Cover Page
Attachment A is to be used as the cover page. This form must be fully completed and signed by an authorized officer of the Bidder.
 - b. Table of Contents
All pages of the response, including the attachments, must be clearly and

consecutively numbered and correspond to the Table of Contents in the RFP.

- c. Technical Proposal Narrative
- d. A statement that the Bidder has a demonstrated capacity to perform the required services, state the number of years the Bidder has been in business under the present business name, as well as related prior business names.
 - 1. Statement that the Bidder does not have any commitments or potential commitments that may impact the Bidder's ability to perform this Contract.
 - 2. Describe bidder's experience in providing an online GIS site selection solution.
 - 3. Provide the names of businesses/agencies with which you have actually provided services.
- e. Fee Structure/Cost Proposal
 - 1. The Fixed-Price subscription fee shall be fully loaded and shall include all costs/expenses associated with the provision of services as required by the RFP. The subscription fee shall include, but is not limited to, all: labor, profit/overhead, general operating, administrative, and all costs necessary to perform the work set forth in the solicitation. No other amounts will be paid to Contractor.
 - 2. Bidder must provide the Company's Annual Report for the last two years. Bidder must also include independently audited financial statements for the most recent completed fiscal year. If audited financial statements are not available, please provide un-audited financial statements along with a certification from the owners and the Company's accountant that the information accurately reflects the company's current financial status. If the business is a sole proprietorship, please provide Schedule C of the Internal Revenue Service forms as well as a certification from the owner and the accountant that the information accurately reflects the business' current financial status.
- f. Business Entity
 - 1. Provide evidence of required registration with the California Secretary of State (as applicable) <http://www.sos.ca.gov/business-programs/> (Corporations; LLC's, Limited Partnerships etc.). If not bidder is not currently registered, provide a statement indicating the ability to complete the registration with the California Secretary of State prior to contract execution should a contract be awarded.
 - 2. If Sole Proprietor then applicable local business licenses are required for each city in which business is conducted.
- g. Past Performance; Experience and References (Attachment B)

Utilizing Attachment B, please provide three (3) references with which Bidder has provided similar services during the last three (3) years. Please include the

name, address, and telephone number, and the type of services provided. Please include a contact person who the County can call in order to verify the quality of services your organization/firm has provided.

I. Disputes Relating to Request for Proposal (RFP) Process and Award

In the event a dispute arises concerning the response process prior to the award of the contract, the party wishing resolution of the dispute shall submit a request in writing within five (5) business days of award notification and the County shall issue a written decision within sixty (60) days of when the protest or appeal was filed. The filing must contain at least the following information:

1. Date of appeal
2. The name, address and telephone number of the protester
3. The signature of the protester
4. The bid name and date of bid closing
5. A statement of the legal and/or factual grounds on which the protest or appeal is based, including copies of information relevant to the bid.

Protests or appeals may be delivered in person or via courier to the following address:

Economic Development Manager/Rob Moran
Attn: Grievance and Appeals
County of Riverside Economic Development Agency
1325 Spruce Street, Suite 110
Riverside, CA 92507

The envelope should be clearly marked, "NOTICE OF APPEAL." Any personally delivered document must be date stamped by EDA staff. The Assistant Director of EDA, or designee, will respond within ten (10) business days after the protest or appeal has been filed.

J. ATTACHMENT A – BIDDER INFORMATION (REQUIRED)

By submitting and signing this RFP, the Bidder acknowledges that:

- A. Bidder understands and accepts the procedures, policies, sanctions, and rights contained herein.

As an authorized representative of the Bidder, I hereby certify that all information provided herein and by attachment is true and correct to the best of my knowledge.

For the Bidder by: _____
(SIGNATURE)

Print Name: _____

Agency Name: _____

Print Title: _____

Date Submitted: _____

A. ORGANIZATION TYPE

The Bidder is: [Check all that apply]

INSTRUCTIONS: When marked with *, attach a copy of your certificate of incorporation, certifications from other federal or state agencies, or other proof of legal status when applicable.

- Private for-profit corporation* State of incorporation: _____ Date: _____
- Not-for-profit corporation* State of incorporation: _____ Date: _____
- Individual or Sole Proprietorship
- Partnership
- Public Agency
- Women-Owned Business
- Minority Business Enterprise*
- Community-Based Organization (CBO)
- Faith-Based Organization

B. TAX INFORMATION

Provide the following tax identification numbers as applicable:

State Tax Identification No.: _____
Federal Employer Identification No.: _____
Social Security No. _____

Bidders submitting applications must be legally organized to conduct business in California and be in good standing with the Internal Revenue Service and the State of California. A W-9 taxpayer identification number request form must be submitted at time of contract

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execution for filing with the office of the COUNTY Auditor-Controller.

C. PRESENT GOVERNMENT DEBTS

Do you presently owe any debt to the government? Yes [Explain] No

Does any person or entity associated with this RFP appear on the federal debarment list? Yes [Explain] No

K. ATTACHMENT B– REFERENCES (REQUIRED)

Name of Agency	Contact Name/Address	Phone Number	Dates services provided (from/through*)

Note: Provide a minimum of three (3) customer references you have contracted with, providing the same service as requested in this RFP. *Enter “Present” if still providing the services (Example: 10/08/03 present).