



Request for Proposal

Aftermarket IntelliDriveSM On-Board Equipment

**Enabling Accelerated Installation of
Aftermarket On-Board Equipment for IntelliDriveSM**

RFP# MW120910A
December 9, 2010

Issued by
Procurement Services
Charlottesville, Virginia

A VASCUPP Member Institution



College of William and Mary
George Mason University
James Madison University
Old Dominion University
Radford University
The University of Virginia
Virginia Commonwealth University
Virginia Military Institute
Virginia Tech

I. GENERAL INFORMATION

Request for Proposal (RFP) Name: Aftermarket IntelliDriveSM On-Board Equipment

RFP Number: MW120910A

Issue Date: December 9, 2010

Preproposal Questions: Any questions or necessary additional information concerning this RFP must be sent to the buyer listed below no later than 12:00 p.m. EST on Friday, January 7, 2011 in order to guarantee a timely response prior to the proposal due date. *Please be advised the University of Virginia (“University”) will, for all practicable purposes, be closed between December 23rd and January 2nd. Any questions received during this time will be reviewed/answered beginning January 3, 2011.*

Proposal Due Date: 3:00 p.m. EST on Friday, January 28, 2011. Proposals must be sent to the buyer via email using the contact information in the box below. The University of Virginia (the “University”) reserves the right to reject proposals received after the stated due date and time.

Expected Award Date: Tuesday, March 1, 2011

REFER ALL QUESTIONS TO THE ISSUING OFFICE:

UNIVERSITY OF VIRGINIA
Department of Procurement Services
Attention: Michael Warlick
Phone: 434-924-8918
Fax: 434-982-2690
Email: warlick@virginia.edu

NOTE 1: If the RFP proposal is sent U.S. Postal Service, use the P. O. Box. The University does not take responsibility for lost or misdirected mail.

NOTE 2: During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Bill Cooper, the University’s Director of Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP.

This Request for Proposal (RFP) has been posted on Procurement Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site: <http://www.procurement.virginia.edu/pagerfp>. It is the firm's responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call (434) 924-1346 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact the buyer listed above. Additional information can be found on Procurement Services web site: <http://www.procurement.virginia.edu>.

For ease of reference, each firm or individual receiving this RFP is referred to as a "firm" and the firm or individual selected to provide services for the University is referred to as the "Selected Firm". This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.

II. BACKGROUND INFORMATION

IntelliDriveSM Pooled Fund Study

The project detailed in this RFP is intended to investigate aftermarket IntelliDriveSM On-Board Equipment as part of the Pooled Fund Study entitled "Program to Support the Development and Deployment of Infrastructure IntelliDriveSM Applications." This pooled fund study was created by a group of state transportation agencies and the Federal Highway Administration (FHWA), with the Virginia Department of Transportation (VDOT) serving as the lead agency. The University's Center for Transportation Studies is supporting VDOT on the pooled fund study, serving as the technical and administrative lead for the effort. For more information about the pooled fund study and the scope of the project in this RFP, please see <http://cts.virginia.edu/IntelliDrive.html>.

Background

While 5.9 GHz Dedicated Short Range Communications (DSRC) was originally proposed as the sole communication option for use in the Vehicle Infrastructure Integration (VII) initiative, various communication technologies, including not only DSRC but also cellular, Wi-Fi, satellite, etc. are now being considered to support the IntelliDriveSM program. It is therefore necessary to develop a dynamic configurable multi-band On-Board Equipment (OBE) unit with the capability to transmit data via multiple communications media.

Beyond the challenge of making available dynamic configurable multi-band OBE units, the successful deployment of IntelliDriveSM applications will also depend on widespread installation of OBE units in the vehicle fleet (including all vehicle types – passenger vehicles, heavy trucks, public transportation vehicles, etc.). The question of how to expedite the installation of OBE

units in the fleet is one of the most critical, yet challenging, questions currently facing the transportation industry. Without a sufficient number of OBE-equipped vehicles, there won't be enough data to accurately assess the benefits of IntelliDriveSM and, as a result, deployment of the integrated IntelliDriveSM environment may be significantly delayed. To foster a rapid introduction of OBEs to the vehicle fleet, a comprehensive strategy is needed for enticing both manufacturers and consumers to make available and install OBE units to existing vehicles. In particular, given that it would take some time for OBEs to become widely available through OEM/retrofit devices, this project focuses on aftermarket OBE units for the sake of short term implementation.

III. SCOPE OF SERVICES

The University seeks a qualified organization (the "Selected Firm") to investigate aftermarket IntelliDriveSM On-Board Equipment (the "Services"). The detailed name of this service is "Enabling Accelerated Installation of Aftermarket On-Board Equipment for IntelliDriveSM."

A. Goal and Objectives

The goal of this project is to accelerate the introduction of aftermarket OBE units to the vehicle fleet.

The objectives of this project are:

- To analyze industry's ability to manufacture dynamic configurable multi-band aftermarket OBE units;
- To identify actions necessary to reduce consumer cost of aftermarket OBE purchase; and
- To identify actions needed to accelerate installation of aftermarket OBE units in the vehicle fleet.

B. Tasks

Tentative tasks to be conducted in this project are presented below. Note that majority of the effort on this project, on the order of 80 percent, should be devoted to the first three tasks described below.

1. Identification of the requirements of a dynamic configurable multi-band OBE
 - a. This task will review up-to-date materials related to the IntelliDriveSM OBE unit and summarize the requirements and specifications of an OBE unit under the current IntelliDriveSM program. It should be noted that the purpose of this task is to serve as a foundation for the subsequent tasks, rather than developing a whole new set of requirements.

- b. In this task, various communications technologies being considered under the current IntelliDriveSM program should be accounted for, including, but not limited to, 5.9 GHz DSRC, cellular, satellite, Wi-Fi, etc. In addition, various vehicle types including light passenger vehicles, transit, trucks, etc. should be considered.
 - c. Deliverable: A State of the Industry Report
 2. Analysis of current market readiness
 - a. The purpose of this task is to analyze currently available devices from industry, and industry capabilities to produce dynamic configurable multi-band OBE units at affordable prices.
 - b. The selected firm should conduct an interview with manufacturers to better assess the current market readiness.
 - c. Any devices (including factory installed OBE unit, retrofit device, aftermarket carry-in device, etc.) that may be modified and/or used as aftermarket OBE units should be investigated and documented. Some of the key questions to be addressed in this task are as following:
 - What are the current and future devices in the market that have potential to be used as an aftermarket OBE unit?
 - Are there any companies near the ability to manufacture an aftermarket dynamic configurable multi-band OBE unit now?
 - What are the challenges and risks in developing a dynamic configurable multi-band OBE unit? And how those difficulties can be addressed?
 - d. Deliverable: A vendor/market readiness report.
 3. Preparation of a guidance document to help develop a procurement document
 - a. Based on the results from Task 1 and Task 2, in this task, a comprehensive guidance document, that can help agencies in developing a procurement document to solicit the actual development of a dynamic configurable multi-band aftermarket OBE, will be prepared.
 - b. Deliverable: A guidance document
 4. Development of a strategy to foster a rapid introduction of aftermarket OBE units to the vehicle fleet
 - a. This task will investigate what outside market forces might be available to motivate drivers to pay for IntelliDriveSM capability in their vehicles. More specifically, this task will develop a strategy to encourage a significant number of people to purchase aftermarket OBE units for their vehicles.
 - b. Deliverable: A strategic report summarizing recommended action items

IV. CONTENTS OF THE PROPOSAL

Proposals are to provide a concise description of the organization's research plan and capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content. The proposal should be kept to 20 pages or less not including a title page and qualifications of project participants. Firms will provide the following information:

- A. A detailed description and the full plan, to include a timeline, to accomplish the Services proposed.
- B. A brief history of the firm and its experience, qualifications and success in providing the type of service requested.
- C. The firm's proposed price / fee for providing the Services.
- D. The firm's Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.

NOTE: Virginia Freedom of Information Act

Except as provided below, once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act; however, the firm must invoke the protections of this section prior to or upon submission of its proposal, and must identify the specific data or other materials to be protected and state the reasons why protection is necessary. A firm may not request that its entire proposal be treated as a trade secret or proprietary information; nor may a firm request that its pricing be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

V. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

- A. The firm's technical plan to provide the University with the products as described in the Scope of Services section;

- B. The firm's experience in providing Services similar to those described in this RFP;
- C. The firm's price/fee for providing the Services; and
- D. The firm's Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm's plan for utilization of SWAM businesses. For more information about SWAM and the University's SWAM plan, refer to the following site:
www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf.

Note 1: A 10% minimum weight will be given to this criterion in evaluating proposals.

Note 2: Any questions related to SWAM business and SWAM subcontracting opportunities can be directed to Bill Cooper, the University's Director of Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu.

VI. TERMS AND CONDITIONS

This solicitation and any subsequent award is subject to:

- A. The Selected Firm registering as a vendor with the University of Virginia:
<http://www.procurement.virginia.edu/forms/USVendorRegForm.html>
- B. The Selected Firm registering and accepting eVA Terms and Conditions prior to award:
<http://www.eva.virginia.gov/>
- C. The University's Mandatory Contractual Provisions:
<http://www.procurement.virginia.edu/main/publicpostings/rfp/mandatoryprovisions.pdf>
- D. The University's Preferred Contractual Provisions:
<http://www.procurement.virginia.edu/main/publicpostings/rfp/preferredprovisions.pdf>

Note: Unless a firm expressly and specifically states its exception to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

- E. The University's Procedure for Resolution of Contractual Claims:
<http://www.procurement.virginia.edu/main/publicpostings/rfp/resolution.pdf>