

CITY OF OCALA

OCALA UTILITY SERVICES/RESOURCE MANAGEMENT

2100 N.E. 30th Avenue, Building-B, Gate 1, Ocala, FL 34470

Phone: (352-401-6967) Fax: (352-401-6961)

NOTICE OF REQUEST FOR PROPOSALS

REQUEST FOR PROPOSAL NO: 10-002

**TITLE: CUSTOMER SERVICE MANAGEMENT SYSTEM – OCALA
UTILITY SERVICES**

RFP Due Date: 3:00 P.M., JANUARY 5, 2010

**Location: Ocala Utility Services/Resource Management
2100 N.E. 30th Avenue, Building-B, Gate 1, Ocala, FL 34470**

Proposals will be received by Resource Management at the specified location until the time and date cited above. Only proposals received by the correct time and date will be recorded.

A Pre-Proposal Conference is scheduled for 2:00 P.M., December 9, 2009, located at City of Ocala Citizen Service Center, 2nd floor training room, 201 SE 3rd St., Ocala, FL 34471. The pre-proposal conference is intended to provide prospective proposers the opportunity to ask questions or receive clarification from City representative(s) of any requirements of this Request for Proposal. Representatives from Resource Management and representative from the using departments will be present to discuss the project and answer questions.

Proposer is to submit one (1) original of a signed and completed submittal package (original must be unbound and marked "original") and eleven (11) copies for evaluation use. Proposals must be submitted in a **sealed** envelope or box with the Request for Proposal number, title, and the proposer's name, address, and telephone number clearly indicated on the package. All proposals must be completed in blue ink or typewritten, or a computer printout with written signature returned by the time and date cited above.

Proposers are strongly encouraged to carefully read the entire Request for Proposal.

Contact: Jane Hurley, Procurement Manager for technical questions at (352) 401-6967.

November 20, 2009

Issue Date

REQUEST FOR PROPOSALS

RFP 10-002

CUSTOMER SERVICE MANAGEMENT SYSTEM – OCALA UTILITY SERVICES

SECTION 1 – Intent and General Information

1.1 ISSUING OFFICE

This Request for Proposal is issued by City of Ocala Utility Services/Resource Management. All contacts regarding this RFP are to be directed to:

Jane Hurley, Procurement Manager
City of Ocala
Ocala Utility Services/Resource Management
2100 N.E. 30th Avenue, Building-B, Gate 1
Ocala, FL 34470
Phone: 352-401-6967 Fax: 352-401-6961
Email – jhurley@ocalafl.org

1.2 PURPOSE

The purpose of this Request for Proposal (RFP) is to obtain competitive proposals from qualified firms capable of providing services to Ocala Utility Services for a Customer Management System. This RFP provides prospective proposers with sufficient information to enable them to prepare and submit proposals for consideration by Ocala Utility Services to satisfy the needs as outlined in the scope of services. Proposers are strongly encouraged to carefully read the entire Request for Proposal.

1.3 PROPOSAL SUBMISSION

All proposals must be received by City of Ocala Utility Services/Resource Management, 2100 N.E. 30th Avenue, Building-B, Gate 1, Ocala, FL 34470 no later than the date and time shown in the Notice of Request for Proposals. Each proposal shall consist of one (1) original and eleven (11) copies. The original must be unbound and marked “original”. It is the responsibility of the proposer to ensure that their proposal is received at the above location prior to the deadline. Proposers should allow ample mail delivery time to ensure timely receipt of their proposals. Proposals received after the above date and time will not be accepted. All proposals must be completed in blue ink or typewritten. All required signatures must be in blue ink.

Proposals must be clearly identified as a proposal for the City of Ocala and shall show the RFP number, the title of RFP, and the proposer’s name and address on the outside of the **sealed** proposal package. **Proposals will not be accepted by facsimile transmittal.** Submission requirements are identified in SECTION 3,

entitled "SUBMITTAL REQUIREMENTS".

1.4 **INQUIRIES**

Prospective proposers may make written inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after 4:00 P.M., December 16, 2009. Questions must be submitted in writing via email (preferred method), mail, or fax to:

Jane Hurley, Procurement Manager
City of Ocala
Utility Services/Resource Management
2100 N.E. 30th Avenue, Building-B, Gate 1
Ocala, FL 34470
Email – jhurley@ocalafl.org
Phone: 352-401-6967
Fax: 352-401-6961

All envelopes containing questions must be clearly marked Inquiry for RFP 10-002 – CUSTOMER SERVICE MANAGEMENT SYSTEM – OCALA UTILITY SERVICES to facilitate handling and distribution.

1.5 **COST PROPOSAL**

Each proposer must provide a detailed cost proposal with their proposal submittal.

1.6 **AMENDMENTS TO RFP**

If it becomes necessary to revise or amend any part of this Request for Proposal, the Procurement Manager will furnish the revision by written Addendum. It is the proposer's responsibility to inquire if any Addenda have been issued. Any addenda will be posted to Demandstar www.demandstar.com and on the City's website www.ocalafl.org/purchasing, "Bid Processing Page" link. Any addenda must be acknowledged on the Affidavit of Compliance form.

1.7 **RESPONSE MATERIAL OWNERSHIP**

All proposals become the property of the City of Ocala upon receipt and will only be returned to the proposer at the City's option. Selection or rejection of the proposal will not affect this right. The City shall have the right to use all ideas contained in any proposal received in response to this RFP. Disqualification of a proposal does not eliminate this right.

1.8 **REJECTION OF PROPOSALS**

The City of Ocala reserves the right to reject any or all proposals, to waive informalities and minor irregularities and to accept any portion of the proposal or all items proposed in response to this RFP. In addition, the City reserves the right to cancel this RFP if it is in the best interest of the City to do so. Failure to furnish all information or to follow the proposal format requested in this RFP may disqualify the proposal. Any exceptions to the Scope of Services or any requirement of this RFP must be identified in the proposal on the Affidavit of Compliance Form.

1.9 **RFP SELECTION COMMITTEE**

The selection committee will meet within approximately one (1) week of the closing date for receiving proposals. The committee may consist of representatives of the Electric Utility, Finance Dept, IT Dept. and other appropriate representatives. The City reserves the right to adjust the makeup of the selection committee. The City shall be the sole judge of its own best interests, the proposals, and the resulting agreement.

1.10 **SELECTION PROCESS**

In general, the City wishes to avoid the expense (to the City and to proposing firms) of unnecessary presentations. Therefore, the City will make every reasonable effort to achieve the ranking/selection using written submittals alone. If no single top ranked firm can be clearly identified by review of the written submittals alone, the City may shortlist proposals and require those proposers to make oral presentations or participate in interviews. These presentations/interviews would provide an opportunity for the proposer to clarify their qualifications, approach to the project, and ability to furnish the required services. If required, presentations would be to the evaluation committee and/or the City Council members and Mayor. The final selection and appointment will be by the City Council.

The selection process may involve background checks and on-site visits to proposer's place of business. The selection criteria are included in the RFP package.

The proposers shall furnish such additional information as the City of Ocala may reasonably require. This includes information which indicates financial resources as well as the ability to provide the services. The City reserves the right to make investigations of the qualifications of the parking billing outsourcing firm(s) as it deems appropriate.

1.11 **AWARD**

The City anticipates award to the proposer(s) who submits the proposal judged by the City to be the most advantageous. Final approval of the awarded proposer(s) shall be by the City Council at a scheduled public meeting. The City shall be the sole judge of its own best interests, the proposals, and the resulting agreement.

The proposer understands that this RFP does not constitute an agreement or a contract with the proposer. An official contract or agreement is not binding until proposals are reviewed and accepted by appointed staff, approved by the appropriate level of authority within the City, and executed by the parties.

The terms of any resulting contract will be negotiated.

1.12 **INCURRING COSTS**

The City of Ocala shall not be obligated or be liable for any costs incurred by proposers prior to issuance of a contract. All costs to prepare and submit a

response to this solicitation and any appearance at any required presentations/interviews shall be borne by the proposer.

1.13 ACCEPTANCE OF PROPOSAL CONTENT

The contents of the proposal of the successful proposer will become contractual obligations if acquisition action ensues. Failure of the successful proposer to accept these obligations in a contract may result in cancellation of the award and such vendor may be removed from future participation.

1.14 VENDOR SELECTION

It is the City's intent to select a vendor(s) within sixty (60) to ninety (90) calendar days of the deadline for receipt of proposals. However, proposals must be firm and valid for award for at least one hundred and twenty (120) calendar days after the deadline for receipt of proposals.

1.15 COMMUNICATION WITH CITY STAFF/OFFICIALS

To ensure fair consideration for all proposers, the City prohibits communication relative to this Request for Proposal to or with any department, bureau, or employee during the submission process, except as provided in Section 1.1 and 1.4, above. Additionally, the City prohibits communications initiated by a proposer to the City official(s) or employee(s) evaluating or considering the proposals prior to the time an award decision is made. Any communication between proposer and the City will be initiated by the appropriate City Official(s) or employee(s) in order to obtain information or clarification needed to develop a proper, accurate evaluation of the proposal. Such communications initiated by a proposer may be grounds for disqualifying the offending proposer from consideration for award of the proposal and/or any future proposal(s).

1.16 SITE VISITS

The city reserves the right to visit any proposer's site at any time.

1.17 TAXES

The City as purchaser of services is exempt from Federal, State, and Local government taxes. The following exemption number appears on the face of the purchase order: Florida Sales Tax Exemption Number 85-8012621655C-9, Federal Tax Number is 59-6000392.

1.18 VENUE

The laws of the City of Ocala and Marion County shall govern in connection with the formation, performance and the legal enforcement of any resulting contract.

1.19 SUBMISSION OF MULTIPLE BIDS

No proposer may submit multiple bids. Only one (1) submittal will be accepted per individual owner(s)/partners.

1.20 PERFORMANCE BOND

The company shall post a performance bond equal to the total amount of the negotiated contract guaranteeing that professional services and all terms specified in the agreement will be provided. The performance bond will be issued by an insurer with a Bests Financial strength of not less than A- (Excellent).

1.21 **ADDITIONAL INFORMATION**

- A. The City of Ocala is not responsible for the U.S. Mail or private couriers in regards to mail being delivered by the specified time so that a proposal can be considered.
- B. All materials submitted as response to this Request for Proposals shall become the property of the City of Ocala.
- C. Costs for developing proposals in response to this Request for Proposals are entirely the obligation of the proposer(s) and shall not be chargeable in any manner to the City of Ocala.
- D. The City reserves the right to use any and all information presented in any response to the Request for Proposals. Acceptance or rejection of the proposal does not affect this right.
- E. Additional Purchases ("Piggy-Back") by Other Public Agencies: The Vendor by submitting a bid authorizes other Public Agencies to "Piggy-Back" services being proposed in this RFP at prices quoted unless otherwise noted on the proposal sheet.
- F. The names of the organizations submitting the proposals will be recorded at the time of opening.

SECTION 2 – Scope of Services

2.1 BACKGROUND

The City of Ocala is the largest municipality located in Marion County located in North Central Florida. It also serves as the County seat and serves a population of 54,462 full-time residents. The City encompasses approximately 44 square miles.

City of Ocala is soliciting proposals for a Customer Management System (CMS) to replace its Customer Information System (CIS). Improved customer service, including program offerings and services, as well as enhancement of decision-making are the primary drivers for replacing the CIS system. However, information accessibility, including timeliness and accuracy, is also a driver for this replacement. User friendliness and minimal maintenance are also key factors.

The City employs about 1000 full time employees that provide a wide range of municipal services including police and fire protection, construction maintenance of highways, bridges, and streets, public utilities, public parking and transit, health and social services, cultural and recreational activities, planning and zoning enforcement, and general administrative services.

The City owns and operates its own water and sanitary sewer systems as well as an electric distribution system, and provides solid waste services. The City also provides Telecom services to the community. All these divisions are a part of City of Ocala Utility Services. The City currently bills approximately 55,000 customers for Water, Sewer, Electric, Sanitation, Telecom, Fire and Stormwater Fees or any combination of these services. The City also charges taxes inside the City limits and a comparable surcharge outside the City limits. All billing, payment, and customer service functions for these accounts are handled by a staff of 40 employees.

Meter readings are obtained by Automatic Meter Reader (AMR) technologies; fiber and cellular. Readings may also be manually entered into the system.

The City currently uses Peoplesoft 8.0 CIS built on a Microsoft platform. The City is on a monthly billing cycle with 20 bill and read cycles for both Electric and Water & Sewer. All accounts are billed monthly. Printing and mailing of all utility bills will be outsourced to a third-party vendor

Current methods of processing payments are:

1. City-initiated ACH
2. Third-party ACH (CheckFree).
3. Over-the-counter utilizing functions written into the software, PCs, and manual cash drawers including Mail and drop boxes.
4. Credit card utilizing third-party software (Point and Pay).

5. Integrated Voice Recognition (IVR) (Milsoft and Point and Pay)
6. Web Payments (Point and Pay)
7. Proposed move to TeleCheck for electronic check presentation.

Project Objectives:

The City of Ocala Utility Services is seeking a complete product solution to replace its current CIS system. The system provider's solution must specify all required hardware, software, and professional services.

The following objectives have been identified for this procurement:

- The new CMS must be composed of a set of integrated modules offered by a single system service Provider.
- The selected CMS software must be a commercial off-the-shelf (COTS) solution that has been successfully implemented in several other organizations similar in size, requirements, and function.
- Ocala Utilities would prefer to limit the number of third-party modules as part of the Systems Provider's solution.
- The use of custom software components will be permitted only when COTS solutions are not available.
- Ocala Utilities prefers solutions that require no modifications to base code, but are highly configurable to meet Ocala Utilities' needs.
- Ocala Utilities is open to any software architecture suggested by the System Provider, but believes a Web-based architecture or client server using a thin client solution is the preferred solution.
- Ocala Utilities prefers to contract with the System Provider as the prime contractor. If the System Provider wishes to use an integration partner, the City would require that the integration partner be a subcontractor for the System Provider. Ocala Utilities will reserve the right to accept or reject any proposed integration partners, while retaining the software vendor's solutions.
- Ocala Utilities, to the extent possible, will rely upon product configuration rather than product modifications, and will make cost effective business process modifications to fit the technology workflow.
- Ocala Utilities will only consider product solutions hosted in-house.
- The offeror must provide a Graphical User Interface (GUI) or Browser/Portal Based User Interface (BUI) for system use, but must also allow for efficient data entry and high volume data access through keypads, hot keys, etc. without utilization of a mouse.
- Ocala Utilities prefers to select a CMS solution that is enhanced through

tailoring and configuration rather than code modification. Custom code modification will only be allowed in extreme cases.

2.2 SCOPE OF SERVICES

This procurement is for the implementation of a CMS that will meet the City's needs. The successful System Provider's solution will best address all the elements of this RFP. The major items that are to be provided by the System Provider for the implementation of the CMS may include the following:

CIS software:

- Software modules
- Software maintenance and support
- Software upgrades
- Software license
- Software warranties
- Data dictionaries for all system components
- Entity relationship diagrams

Recommendations on computing hardware infrastructure to support the CMS:

- Hardware specification/configuration to obtain performance requirements
- Workstation specifications
- Printers and other peripheral equipment
- Network requirements
- Mobile device (PDA or laptop) specifications
- Other automations equipment

Professional services for implementing the CMS:

- Project management
- Software installation and configuration
- Hardware configuration support
- Database optimization
- Interface/integration design, development, and implementation
- Database conversions
- Unit, system, and functional testing
- Definition and implementation of new business practices
- Forms design
- Change management services
- Design and development of customized reports
- Ocala Utilities staff training
- Cut-over support
- Post-implementation support
- Period-ending support

Each of the items listed above need to be addressed in the RFP response. Failure to address all the items may result in the response being considered nonresponsive and may preclude the bidder from further consideration by City of Ocala.

Functional Processes:

Table 1 lists the functional processes that Ocala Utilities wishes to include in the scope of this procurement. These functional processes must be included at a minimum. Table 2 lists the optional modules that the City is considering to implement as part of the CMS project.

Table 1—Core Functions Included for the CMS Implementation		
System Functions	Included in Core CMS Implementation	Notes
Customer Management	Yes	This describes a resident, business, or other entity. A customer should only have one record in the customer system.
Account Management	Yes	Accounts made for customers. A customer can have one or many accounts. Account data should be linked to customer data. This will ease updates and locating all accounts for a particular customer.
Premise/Location Management	Yes	This is the location of the service(s) being provided. These should be permanent records in the database that can only be deleted by authorized users. Accounts exist at locations.
Service Management	Yes	These are the individual services that are billed. Water, sewer, electric, sanitation, etc. These should also be permanent records in the database created at each premise. Services as well should only be deleted by authorized users.
Billing Management	Yes	Preparation, calculation, printing, and mailing of bills. Monthly and bi-monthly billing preferred.

Table 1—Core Functions Included for the CMS Implementation		
System Functions	Included in Core CMS Implementation	Notes
Financial Management	Yes	Payments, adjustments, refunds, and accounting entries all fall under financial management.
Rates and Fees Management	Yes	All of the utility rates, as well as miscellaneous charges, fees, taxes, and surcharges, are maintained here.
Device Management	Yes	Devices include meters, backflow valves, detector check valves, transponders, registers, net metering, trash receptacles and other utility devices.
Contact Management	Yes	Any and all communications with customers need to be recorded in the system. All activities and communication with customers/accounts will be maintained in the contact system.
Service Order Management	Yes	Investigations and work activities related to customer accounts and locations will be maintained through service orders.
Web Solution	Yes	Provides customers with account information, financial and usage data, online payment capabilities, service requests, and electronic bill presentation via the internet.
Credit and Collection Management	Yes	The processes for identifying, notifying, collecting, and terminating service for customers who fail to pay their utility bills.
Query and Report Creation	Yes	The City desires to have the ability to write queries or create reports using system data.

Table 2—Optional CMS Functions considered for the CIS Implementation		
System Functions	Included in Core CMS Implementation	Notes
Mobile Work Management	Optional	The City desires to have a mobile solution available for field operations to manage their workload for service orders, door tags, lock-off, and other collections activities.

CIS Users:

The vision of how the various Ocala Utilities Staff will access and use the new CMS is presented in Table 3-CMS User Identification. The CMS users are grouped into seven (7) general categories. Each of these general categories will require different CIS capabilities, information access requirements, and training. The estimate of the number of users in each category is based on current Ocala Utilities employment numbers for each department. It should also be noted that the specific functions and access requirements for each category of users will be refined during the development and implementation of the CMS. The City anticipates needing 75 concurrent licenses for the new system.

Table 3—CMS User Identification			
Category	Description	Type of Access	Current Numbers
Customer Service Rep	The Ocala Utilities staff charged with the maintenance of the CMS and the generation of bills, the collection of payments, and general customer service.	The core CMS staff must have access to all of the CMS functions that they need to accomplish their job assignments. It is reasonable to assume that all the staff in this category will require simultaneous access to the CMS.	25
Utility Accounting Analyst	The Ocala Utilities staff is charged with verifying the accuracy of the system data and bills.	The Utility Analyst staff must have access to all of the CMS functions, reports and queries that they need to accomplish their job assignments.	7
Supervisors	The Ocala Utilities Supervisors are charged with monitoring CSR activity and changing areas that are not accessible to CSR.	The Supervisor staff must have access to all of the CMS functions.	4
OUS Support Staff	The Ocala Utilities staff that provides the technical and programming support for maintaining the CMS.	The OUS support staff will provide the system administration functions. This is the group that will develop any customized reports and programs for transferring data between applications.	5
IT Support Staff	The City of Ocala staff that provides the technical, programming, and database management support for maintaining the computing and communication system.	The IT support staff will provide the database, network and server administration functions.	3
Meter Specialists	The Meter Specialist is responsible for all field service activities.	The Meter Specialist is responsible for meter reading, door tags, and all field activities.	8
Other City Departments	Other users who need access to the data in the CMS. These users will have limited access to system and data.	These users will need limited access to CMS functions and data. Most access will be limited to customer, meter, and consumption data. They will not have any access to account-specific financial data.	20

Interfaces:

The new CMS system will require interaction with other City of Ocala systems and will send and receive data. These interfaces may be one-way or bi-directional. Some systems will only be required to send information to CMS. Others will require data going both ways, to and from the CMS. Others will only receive data from the CMS. The interface requirements will identify the interfaces between the new CMS and other systems maintained by City of Ocala.

Table 4—Interface Definition	
Interface	Description
MAS	Automatic Meter Reading Systems.
Eden Financial	The City of Ocala Financial Packages.
ESRI ArcGIS v9.2	The City desires to have the new CMS interfaces with ESRI's ArcGIS platform. Ocala Utility is utilizing ArcSDE for data storage. A Map Objects or ESRI ArcGIS Engine interface should be available in the CMS for locating premises and customers via a GIS map.
Point and Pay	Credit Card Processing via Internet and IVR
CheckFree	ACH Payments
File Exports	Various Third party vendor such as Collection Agency
Telecheck	Electronic check presentation and processing maybe possible.
TrakIt	Building and Zoning permit tracking system.
GBA Master Series	City wide work order management system
Cogsdale Work Order Management	Electric Utilities work order management system

Current City Standard: The City of Ocala has approximately 500 computer users. The client computers are Windows XP Service Pack 2. The City of Ocala utilizes Active Directory 2003 in native mode for all directory services. The current database standard is MS SQL Server. The City web server is Microsoft IIS and the web browser is Internet Explorer 7.

This section of the RFP focuses on establishing the requirements for computer hardware, systems software, database software, and network configuration. Key components of this are:

Hardware Standards: The City of Ocala has standardized on Dell servers for major system applications.

- **System Software Standards:** The City of Ocala has standardized on Windows 2003Server for Windows platforms.
- **Database Standards:** The City has standardized on Microsoft SQL.
- **Desktop Standards:** Desktop units operate with Windows XP and the Microsoft Office suite.

- **Networking Standards:** The City has standardized on the TCP/IP protocol running on 100mb Ethernet with a gigabit backbone.
- **Security Standards:** The City requires that the system be capable of providing field-level security. In addition, application security needs to extend to the database to prevent unauthorized access to data from other data access tools, such as ODBC.

The City currently uses a VMWare ESX for most of the applications.

Implementation Requirements:

The City of Ocala requires that each consultant prepare, in sufficient detail, an Implementation Plan outlining the required tasks, estimated hours, responsibility, major deliverables, and timing. At a minimum, the RFP response will cover the following areas:

- Project management.
- Database set-up and configuration.
- Application(s) installation.
- Application set-up (tailoring, configuration, user set-up).
- Configuration change management control.
- Data mapping and conversion.
- Interfaces.
- Testing—unit, system, process, and interface.
- Process changes.
- Forms changes and design.
- Reports.
- Training—administrator and end-user.
- System acceptance testing.
- Transition to full operations (cut-over) including parallel processing.
- Period ending reporting.
- Onsite post go-live support for up to two weeks plus six weeks of additional on-call support (consulting support).
- Backup and recovery.
- Monthly design meetings with the City Steering Committee will be necessary. The consultant shall provide the agenda and meeting minutes. The meeting minutes shall list the decision items and action items and will be sent electronically in PDF format to the project manager.

Each implementation task should define the level of resources required, timing of resource needs, and deliverables for both the system provider and for the City of Ocala.

Data Conversion:

City of Ocala Utility Services desires to bring over as much history as possible to allow analysis of customer data to continue in the new system without having to wait for history to be developed from scratch. All master file data needs to be

converted: customers, accounts, premises, services and meters. Open account balances will need to be converted into new system. Up to five years of usage history needs to be converted, two years billing and payment, as well as work order history and payment arrangements. The City desires to convert all customer notes and contacts currently contained in the CIS system. The solution provider will be responsible for converting the data, prior to going live.

Training Requirements:

The consultant will be responsible for training Ocala Utilities team of eight to ten persons in all aspects of the product. This training is required to allow Ocala Utilities team staff to understand system capabilities before set-up and configuration activities begin. The group will be responsible for performing and documenting system testing, documenting business processes and procedures, and for training end-users. The consultant will develop an end-user training plan for current and new employees, preferably Computer based. The end-user training should be specific to the way the City's system has been configured and set up to operate. Ocala Utilities is not looking for generic training in the system for this end-user training. In addition, a complete installation and operating instruction manual must be included for all aspects of the software capabilities.

Ongoing Support and Maintenance:

At a minimum, the proposal must include information and pricing associated with all aspects of ongoing support and maintenance activities. This proposed support must include: onsite software maintenance, product help desk 24/7, product fixes, product enhancements, and regular product releases based on a defined ongoing maintenance fee. The consultant should discuss its upgrade policies and upgrade history of the proposed solution. The consultant must have the ability to connect to the customer's system, according the City's Security Standards, to diagnose and correct problems real-time. The consultant should also include a trouble shooting plan during implementation, configuration, and construction of the utility billing software system to ensure the project stays operational 24 hours a day, seven days a week. The consultant should describe the process for Ocala Utilities to request future product enhancements. Installation and operations manual and a troubleshooting plan shall be submitted electronically in PDF format and also one bound paper copy.

Schedule:

It is imperative for a customer system that the level of complexity, resource constraints, and funding considerations all dictate a realistic phasing and timeline of activities. For planning purposes, Ocala Utilities has identified a total installation timeframe spanning up to 12 months for the successful completion of CMS implementation activities. The consultant must review and confirm this timeframe or suggest other optimum timelines that more readily support the consultant's solutions and associated resource requirements.

SECTION 3 – Submittal Requirements

3.1 TITLE PAGE

All proposers shall provide a title page showing the RFP number, the title of services being provided, name and address of firm or individual, telephone and fax number, point of contact and date. The title page must be signed by a representative who is authorized to contractually bind the proposer. The signature block shall show the typewritten name of the individual signing. Each proposal shall be prepared simply and economically, providing a straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of the RFP. The emphasis in each proposal must be on completeness and clarity of content. All information under this section must be submitted with the proposal in order for it to be responsive.

3.2 PROPOSAL FORMAT

The proposal must be submitted on 8 ½" x 11" paper, numbered, typewritten, with headings, sections, and sub-sections identified appropriately.

The proposal must be divided into five (5) sections with references to parts of this RFP done on a section number/paragraph number basis. The five (5) sections shall be named:

- A. Required Submittals
- B. Qualifications/Experience/Workload/Project Schedule
- C. Project Understanding, Proposed Approach and /Methodology
- D. Fee Proposal
- E. Additional Data to Support Proposal (optional)

3.3 REQUIRED SUBMITTALS (to be included in Section A of your proposal)

The proposer shall submit the required information at the time of submittal of Request for Proposals. Failure to provide the required information will affect the evaluation of the proposal.

- A. Letter of transmittal:** This letter will summarize in a brief and concise manner, the proposer's understanding of the scope of services and make a positive commitment to perform the work in a timely manner. The letter should name all of the persons authorized to make representations for the company. The Letter of Transmittal shall be signed by a representative who is authorized to contractually bind the company and include the agent's title or authority. The letter should not exceed two pages in length.
- B. Type of Business:** The proposer shall identify the type of business entity involved (e.g.; sole proprietorship, partnership, corporation, joint venture, etc.). The proposer shall identify whether the business entity is incorporated in Florida, another state, or a foreign country.
- C. FEIN:** Provide the Federal Employer Identification Number of the

proposer.

- D. Principals:** The proposer must name all persons or entities serving, or intending to serve as principals in the proposer's firm.
- E. Corporate Information:** If a proposer is a corporation, provide a copy of the certification from the Florida Secretary of State verifying proposer's corporate status and good standing, and in the case of out-of-state corporation, evidence of authority to do business in Florida.
- F. License Sanctions:** List any regulatory or license agency sanctions, if applicable.
- G. Acknowledgment of Addenda/Affidavit of Compliance:** If you take any exceptions to any portion of this RFP, you must so indicate on the Affidavit of Compliance form included in this document. In addition, if any addenda are issued, you must acknowledge addenda, on the Affidavit of Compliance form.
- H. Drug-Free Workplace Affidavit Form:** Pursuant to Section 287.087, Florida Statutes, each proposer shall complete this form.
- I. Summary of Litigation:** Provide a summary of any litigation, claim(s), or contract dispute(s) filed by or against the proposer in the past five (5) years, which is related to the services that proposer provides in the regular course of business. The summary shall state the nature of the litigation, claim, or contract dispute, a brief description of the case, the outcome or projected outcome, and the monetary amounts involved. If no litigation, provide a statement to this effect.
- J. Licenses/Registration:** Provide:
 - Proof of licenses/certifications, if applicable
 - Proof of proper State of Florida business licensure and professional certifications/registrations in the State of Florida
- K. Vendor Registration Form and W-9:** Submit a completed City of Ocala "Vendor Registration Form" and "Department of the Treasury Internal Revenue Service Form W-9". Forms may be downloaded at www.ocalafl.org/purchasing "Download Vendor Registration Form" link.

3.4 **QUALIFICATIONS/EXPERIENCE/WORKLOAD (to be included in Section B of your proposal)**

Anyone submitting a proposal must have been providing these services for a minimum of five (5) years and must show evidence of a minimum of five (5) years of similar work experience.

The proposer shall include qualifications and experience of the firm/individual(s) who will provide the services. The submission must include:

- A. Brief history and organizational structure of your firm. Indicate home office location, office handling account, office hours, # of employees, etc.
- B. A list of proposed staff, their positions, and years of experience. Identify the individual(s) who will be assigned to work on this project.
- C. Current/past performance in similar activities – Provide a list of all public agencies for which you or your company has provided similar services over the last five (5) years. Include in your list:
 - Client (contact person name, title, full address, telephone number, fax number, and email address of a reference within each agency)
 - Detailed project descriptions with reported outcomes
 - Period of contract
 - Value of contract
- D. A project schedule with specific project tasks and their duration. Discussion should include overall duration and intensity level. Milestones should be identified and shown on the schedule. The schedule should also include review times, coordination with stakeholders, and any additional tasks that the proposer may choose to identify and include on the schedule. The proposer is to determine the length of time necessary to complete the project. The proposer shall address the priority of this service regarding staff availability and indicate ability and commitment in ensuring the project or services will be performed in a timely fashion and completed on time. Provide a listing of current and projected workload.

3.5 **PROJECT UNDERSTANDING, PROPOSED APPROACH AND METHODOLOGY (to be included in Section C of your proposal)**

Describe your approach to performing the contracted work. This should include, but not be limited to, the following points:

- A. Define what services your company is proposing to best serve the City of Ocala's needs. Clearly identify specific areas of expertise, the individuals who will provide that expertise and their qualifications as it relates to this scope of services. State your plan including a list of tasks, your firm's interpretation of scope and method of approach. You should also include a level of effort plan which will show the estimated man-hours associated with this service.
- B. Describe how the firm proposes to deliver a top quality project on time and on budget.
- C. A detailed outline of the tasks associated with each element of the scope of services described above, including any additional tasks that the proposer may choose to identify and describe
- D. An overall account of the philosophy and methods the firm will utilize to

successfully complete this project.

E. Identify any tasks that proposer is expecting City to perform.

3.6 **FEE PROPOSAL** (to be included in Section D of your proposal)

The software company shall provide a detailed cost proposal including a list of **all** costs for associated hardware whether needed or not, cost for the software licensing agreement, warranties, cost for additional licenses, and the cost for annual/maintenance support agreement for the software and the hardware. The fee proposal must identify each and every cost associated with the contract and indicate a total fee; fees must be stated in U.S. currency.

The fee for any unforeseen change in scope requested by the City will be negotiated if required.

The City reserves the right to negotiate prices with the selected firm.

3.7 **STATEMENT OF NO PROPOSAL**

If you do not intend to submit a proposal, fill out and return this form only.

SECTION 4 – Evaluation Criteria

All proposals will be evaluated and ranked in accordance with the below listed evaluation criteria. Award will be based on a review of all information provided by the proposer, plus a review of references submitted, and certain objective and subjective considerations.

CRITERIA	WEIGHT
REQUIRED SUBMITTALS & COMPLETENESS OF PROPOSAL.....	5%
(Section 3.2 thru 3.6)	
❖ Has proposer submitted a complete proposal with required information	
❖ Is material submitted in required format	
❖ Has proposer presented adequate material to support proposal	
QUALIFICATIONS (Section 3.4).....	20%
❖ Experience of assigned staff & staff availability	
EXPERIENCE/WORKLOAD (Section 3.4).....	25%
❖ Experience in serving similar municipalities	
❖ Relevant references	
❖ Current workload of the firm	
❖ Ability to perform in a timely manner	
❖ Accomplishments on behalf of other clients	
PROJECT UNDERSTANDING, PROPOSED APPROACH AND METHODOLOGY (Section 3.5).....	30%
❖ Proven understanding of services required	
❖ Presented detailed services to be provided and method to provide	
❖ Ability to provide full service capabilities	
FEE PROPOSAL (Section 3.6).....	20%
❖ Cost of proposed services	
.....TOTAL	100%

SECTION 5

INSURANCE REQUIREMENTS FOR THE CITY OF OCALA

5.1. INDEMNIFICATION CLAUSE:

The Contractor shall indemnify and hold harmless the City and their elected officials, employees and volunteers from and against all claims, damages, losses and expenses, including legal costs, arising out of or resulting from the performance of this contract, provided that any such claim, damage, loss or expenses is attributed to bodily injury, sickness, disease, personal injury or death, or to injury to or destruction of tangible property including the loss or loss of use resulting there from and is caused in whole or in part by any negligent act or omission of the Contractor.

5.2. SAFETY/ENVIRONMENTAL:

The Contractor is responsible at all times for precautions to achieve the protection of all persons including employees and property.

The Contractor shall make special effort to detect hazardous conditions and shall take prompt action where necessary to avoid accident, injury or property damage. EPA, DEP OSHA, and all other applicable safety laws and ordinances shall be followed as well as American National Standards Institute Safety Standards. All hazardous spills, accidents, injuries or claims or potential claims shall be reported promptly to the City of Ocala and appropriate emergency officials.

5.3. ADDITIONAL INSURED:

The City of Ocala shall be added to all third party coverage required by and provided for this contract as an "ADDITIONAL INSURED".

5.4. MISCELLANEOUS PROVISIONS:

A. SEVERABILITY OF INTERESTS:

"The Contractor shall arrange for its liability insurance to include, or be endorsed to include, a severability of interests / cross liability provision, so that the City of Ocala (where named as an additional insured) will be treated as if a separate policy were in existence, but without increasing the policy limits."

B. INSURANCE REQUIREMENTS:

These insurance requirements shall not relieve or limit the liability of the Contractor. The City does not in any way represent that these types or amounts of insurance are sufficient or adequate to protect the Contractor's interests or liabilities, but are merely minimums." No insurance is provided by the City under this contract to cover the Contractor/Subcontractors."

C. DUPLICATE COVERAGE:

1. Insurance required of the Contractor or any other insurance of the Contractor shall be considered primary, and insurance or self-insurance of the City shall be considered excess, as may be applicable to claims against

the City which arise out of this contract.

2. Insurance written on a "Claims Made" form is not acceptable without Risk Management Department consultation.
3. No work shall be commenced under this contract until the required Certificate(s) have been provided. Work shall not continue after expiration (or cancellation) of the Certificate and shall not resume until new Certificate(s) have been provided.

D. DEDUCTIBLES:

The Contractor's deductibles/self-insured retentions shall be disclosed to the City and may be disapproved by the latter. They shall be reduced or eliminated at the option of the City. The Contractor is responsible for the amount of any deductible or self-insured retention."

E. CERTIFICATES:

The Contractor shall provide a Certificate of Insurance, issued by a company authorized to do business in the State of Florida and with an A.M. Best Company rating* of at least B+, showing the City of Ocala as an Additional Insured. The City of Ocala should be shown as the Certificate Holder, and providing for 30 day cancellation notice.

***Non-rated insurers must be approved by the City Risk Manager.**

5.5. LIABILITY INSURANCE:

"General liability insurance, with combined single limits of not less than \$1,000,000 per occurrence* shall be provided and maintained by the Contractor. The only aggregate limit acceptable is a "project aggregate" and the Certificate must show an appropriate endorsement (ISO CG2501 or equal)".

If the Commercial General Liability form is used:

Coverage A shall include premises, operations, products and completed operations, independent contractors, contractual liability covering this contract and broad form property damage coverages.

Coverage B - shall include personal injury.

Coverage C - medical payments, is not required.

If the Comprehensive General Liability form is used, it shall include at least:

Bodily Injury and Property Damage liability for premises, operations, products and completed operations, independent contractors, and property damage resulting from explosion, collapse or underground (XCU) exposures.

5.6. BUSINESS AUTO LIABILITY:

Business Auto Liability insurance shall be provided by the Contractor with combined single limits of not less than \$200,000 per occurrence and is to include bodily injury and property damage liability arising out of operation, maintenance or use of any auto,

including owned, non-owned and hired automobiles and employee non-ownership use.

5.7. **WORKERS' COMPENSATION:**

The Contractor shall purchase and maintain Workers' Compensation insurance for statutory requirements and employers liability limits of at least \$100,000 each accident and \$100,000 each employee \$500,000 policy limit for disease and shall be responsible for ensuring that any subcontractor has statutory coverage. The City need not be named as an Additional Insured, but a "subrogation waiver endorsement is required".

5.8 **TECH E&O**

Tech Errors & Omission insurance with an occurrence limit of not less than \$1,000,000 shall be required from the Contractor on all contracts. All contracts for such services shall require the other party maintains this insurance for at least five (5) years beyond the end of the contract.

RFP 10-002
Affidavit of Compliance

To be submitted with vendor's response

_____ We **DO NOT** take exception to the Proposal Documents/Specifications.

_____ We **TAKE** exception to the Proposal Documents/Specifications as follows:

Company Name _____

ADDENDA

By _____
(Authorized Person's Signature)

Proposer acknowledges receipt of the following
addenda:

Addendum No. _____ Date _____

_____ Addendum No. _____ Date _____

(Print or type name and title of signer) Addendum No. _____ Date _____

Company Address _____ Addendum No. _____ Date _____

Telephone Number _____ Toll Free Number _____

FAX: _____ Date _____

DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that, (print or type name of firm) _____

- Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.
- Informs employees about the dangers of drug abuse in the work place, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, **pleas of** guilty or nolo contendere to, any violation of Chapter 1893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.

"As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

Authorized Signature

Date Signed

State of: _____

County of: _____

Sworn to and subscribed before me this _____ day of _____, 20__

Personally known _____ or Produced Identification _____
(Specify Type of Identification)

Signature of Notary

My Commission Expires _____

STATEMENT OF NO PROPOSAL

NOTE: If you do not intend to submit a proposal, please return this form only.

RFP 10-002 - CUSTOMER SERVICE MANAGEMENT SYSTEM – OCALA UTILITY SERVICES

City of Ocala – Utility Services/Resource Management
2100 N.E. 30th Avenue, Building-B, Gate 1, Ocala, FL 34470

We, the undersigned, have declined to respond on the above noted proposal for the following reason(s).

_____ Insufficient time to respond to the Proposal.

_____ Do not offer this service.

_____ Our schedule will not permit us to perform.

_____ Remove us from you Mailing List.

_____ Unable to meet insurance requirements.

Other (please specify below).

REMARKS: _____

COMPANY NAME: _____

SIGNATURE: _____

DATE: _____ PHONE NO.: _____