

City of Los Angeles

California

RANDI LEVIN
GENERAL MANAGER
CHIEF TECHNOLOGY OFFICER

MARK P. WOLF
Executive Officer

ASSISTANT GENERAL MANAGERS

Gene Gamachi
Kamton M. Joe
Beverley Dembo
Kevin Crawford
Vijay Sonty



ANTONIO R. VILLARAIGOSA
MAYOR

INFORMATION TECHNOLOGY
AGENCY

ROOM 1400, CITY HALL EAST
200 NORTH MAIN STREET
LOS ANGELES, CA 90012
(213) 978-3311
FAX (213) 978-3310

www.lacity.org/ita

February 12, 2009

REF: ASB-074-09

REQUEST FOR PROPOSALS

CITY-WIDE MASS NOTIFICATION

The City of Los Angeles seeks proposals from qualified entities to provide a City-wide Public Mass Notification system that is compliant with the Americans with Disabilities Act to be used to quickly disseminate emergency and general information to Los Angeles City households and businesses, as well as internal notification functions via various communication means, including telephone (landline, cellular, and TTY.TDD), e-mail, text messaging and facsimile.

Proposals from minority-owned or women-owned enterprises or candidates are encouraged. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities.

Contractor selection will be made based on an evaluation by the Information Technology Agency (ITA). The factors to be utilized in evaluating each proposal will include, but not be limited to: the proposer's ability to provide the specified services; economic benefit to the City; conformance to the specifications and requirements outlined in the RFP; adherence to all General Requirements detailed in Attachment A; and the City's best interests as determined by the General Manager of the ITA.

All forms and requirements noted in the Request for Proposals must be completed and included with your proposal. The City reserves the right to reject any and all proposals and the right to waive any informalities in the proposal when to do so would be in the best interest of the City.

A mandatory Proposers' Conference will be held on **February 24, 2009, at 10:00 AM (Pacific Time)** at 200 N. Main Street, Room 1332, City Hall East, Los Angeles, CA 90012. All prospective proposers are required to attend. No minutes will be taken at the Proposers' Conference. Attendees at the conference will be responsible for taking their own notes.

Proposers must submit a cover letter, one original and six hard copies of the proposal. In addition, all proposers must supply one unbound copy of their proposal

February 12, 2009

Page 2

with any redacted sections "blacked out" (see Section IX.F – Confidential Information). This copy will be used in case of a request under the California Public Records Act pursuant to applicable provisions. The deadline for submission of proposals is **4:00 p.m. (Pacific Time) on Monday, March 23, 2009 at:**

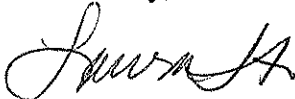
**City of Los Angeles
Information Technology Agency
Room 1400, City Hall East
200 North Main Street
Los Angeles, CA 90012**

Attention: Sandra Lopez

All technical questions related to this RFP should be submitted in writing via e-mail to Project Manager, Joyce Edson at joyce.edson@lacity.org, no later than 4:00 p.m. (Pacific Time), February 20, 2009.

This RFP, along with all the attachments and appendices are available for download on the City's website www.labavn.org. Registration on this website is free. If you have difficulty registering on the City's website or you are unable to download the RFP and the attachments and appendices, or if you need additional information regarding Attachment A, please contact Sandra Lopez at (213) 978-3411.

Sincerely,



Laura Ito
Director of Finance and Administration

REQUEST FOR PROPOSALS

CITY-WIDE MASS NOTIFICATION

FOR THE

CITY OF LOS ANGELES

ISSUED BY

**CITY OF LOS ANGELES
INFORMATION TECHNOLOGY AGENCY**

February 12, 2009

Request for Proposals
City-wide Mass Notification
City of Los Angeles
Information Technology Agency

DATE ISSUED: February 12, 2009
TITLE: City-wide Mass Notification
Request for Proposals

DESCRIPTION: The City is seeking proposals from Proposer(s) who can provide a City-wide public mass notification system. The system will be used to quickly disseminate emergency and general information to Los Angeles City households and businesses located within a particular geographical zone, as well as internal notification functions. The City is interested in broadcasting via various communication means, including telephone (landline, cellular, and TTY/TDD that is compliant with the Americans with Disabilities Act), e-mail, text messaging and facsimile. If applicable, proposals shall include, but not be limited to Software license, Software hosting services, implementation, and management, Software integration with other governmental systems, Software training, Documentation, and annual Software maintenance and support. Proposers are invited to propose a Software as a Service (SaaS). Refer to Section II, of this RFP for an expanded description of the Scope of Work to be performed. This project is on a fast track; it is the City's desire to have a system ready for use by June 1, 2009. A detailed Scope of Work concerning the City's requirements is provided herein.

The City Council and Mayor have not appropriated funds for this project. Contract award will be subject to and contingent upon Council and Mayor approval of a budgetary appropriation.

DEADLINE FOR SUBMITTING: Proposals must be received at the address shown below by
March 23, 2009 4:00 p.m. (Pacific Standard Time)

PROPOSAL DELIVERY ADDRESS: Information Technology Agency
Room 1400, City Hall East
200 North Main Street
Los Angeles, CA 90012
Attention: Sandra Lopez

TECHNICAL ASSISTANCE QUESTIONS: Submit in writing via e-mail to Joyce Edson at joyce.edson@lacity.org no later than 4:00 p.m. (Pacific Standard Time), **February 20, 2009.**

GENERAL REQUIREMENTS QUESTIONS: Submit in writing via e-mail to
Sandra Lopez at
Sandra.Lopez@lacity.org.

PROPOSERS' CONFERENCE: A mandatory Proposer's Conference will be held on
**February 24, 2009, 10:00 a.m. to noon, 200 N.
Main St., 13th Floor, Room 1332. All Proposers
are required to attend.**

REQUEST FOR PROPOSALS

City-wide Mass Notification

**FOR THE
CITY OF LOS ANGELES
February 12, 2009**

TABLE OF CONTENTS

I.	INTRODUCTION AND PROPOSED TIME SCHEDULE.....	1
II.	SCOPE OF WORK.....	2
III.	COST/COMPENSATION FOR CONTRACTOR SERVICES.....	6
IV.	STAFFING PLAN.....	8
V.	IMPLEMENTATION PLAN/PROJECT SCHEDULE.....	8
VI.	SOFTWARE PRODUCTS MAINTENANCE AND SUPPORT.....	9
VII.	ACCEPTANCE AND TESTING PROCEDURES.....	10
VIII.	TRAINING.....	11
IX.	PROPOSAL REQUIREMENTS.....	12
	A. Detailed Company Information – Cover Letter.....	12
	B. Experience.....	12
	C. Written Submissions Format.....	13
	D. Format and Submission Requirements.....	13
	E. Accuracy and Completeness.....	13
	F. Confidential Information.....	13
	G. Signature Requirements.....	15
	H. Personnel Information.....	15
	I. Costs Incurred by Proposers.....	16
	J. Proposal Format and Requirements.....	16
	1. Part I – Technical and Managerial Proposal.....	17
	a. Cover Letter.....	17
	b. Table of Contents.....	17
	c. Executive Summary.....	17
	d. Proposer’s Responses.....	17
	e. Joint Ventures.....	17
	f. Scope of Work.....	17

g.	Cost/Compensation for Contractor Services.....	17
h.	Staffing Plan.....	18
i.	Implementation Plan/Project Schedule.....	18
j.	Software Products Maintenance and Support.....	18
k.	Acceptance and Testing Procedures.....	18
l.	Training.....	18
2.	Part II – General Requirements.....	18
X.	PROHIBITION OF COMMUNICATION DURING RFP EVALUATION PERIOD.....	18
XI.	PROPOSAL EVALUATION.....	18
XII.	AWARD OF CONTRACT.....	20
XIII.	PROPOSERS' CONFERENCE.....	20

ATTACHMENTS

A: GENERAL REQUIREMENTS

APPENDICES

Appendix A Standard Provisions for City Personal Services Contracts

Appendix B Affirmative Action Plan

Appendix C MBE/WBE/OBE Subcontractor Outreach Program

Appendix D Headquarters/Workforce Information

Appendix E Equal Benefits Ordinance

Appendix F Contractor Responsibility Ordinance

Appendix G Small and Local Business Program

Appendix H (Omitted)

Appendix I Slavery Disclosure Ordinance

Appendix J Municipal Lobbying Ordinance

Appendix K RFP Proposer Checklist

B: WORKSHEET

APPENDICES

Appendix 1 Functional Requirement Response Worksheets

**INFORMATION TECHNOLOGY AGENCY
REQUEST FOR PROPOSALS
FOR
CITY-WIDE MASS NOTIFICATION
February 12, 2009**

I. INTRODUCTION

The City of Los Angeles, Information Technology Agency (ITA) invites proposals from interested parties, hereinafter referred to as "Proposers", that are able to provide the City through contractual terms, with a Public Mass Notification System. Refer to Section II, for an expanded description of the Scope of Work. The awarded contract, hereinafter referred to as "Contract," shall either be a fixed fee Contract or a tiered, cost per call Contract between the City and selected Proposer. The City is asking for proposers to submit both responses for both pricing models.

This will be a City-wide contract, with ITA as the initiating Department. Other City departments will utilize this contract for the specified services. Therefore, the term "City" will refer to any City Department intending to use the contract.

The contract will be awarded for a term of **one year**. The contract will have an option to extend its duration for **two (2), one-year terms at the City's discretion**.

PROPOSED TIME SCHEDULE

Date	Action
February 12, 2009	Release of RFP
February 20, 2009	Written Questions from Proposers Due by 4:00 P.M. Pacific Standard Time
February 24, 2009	Pre-Proposal Conference - 10:00 a.m., City Hall East, Room 1332. All prospective Proposers are required to attend. Failure to attend will result in a proposer being deemed nonresponsive.
March 23, 2009	RFP Closing Date and Time - 4:00 P.M. Pacific Standard Time
March 24, 2009	Begin evaluation of proposals
TBD	Software Demonstration and Question Answer Session
TBD	Recommendation of Award presented to City Council for approval

II. SCOPE OF WORK

A. BACKGROUND

The City of Los Angeles is home to almost 4 million individuals, making it the largest city in the State of California, and second largest city in the United States. The City spans over 498.3 square miles of land, and is home to a global population who speak over 200 different languages and dialects.

City-wide, public emergency and safety efforts are coordinated and provided through a combination of police, fire, emergency management and other departments. The City's law enforcement program, managed by the Los Angeles Police Department (LAPD), provides direct safety services to the entire City. A sophisticated Emergency Operations Center (EOC), operated by the Emergency Management Department (EMD), serves as the City's centralized communication hub responsible for coordinating emergency notification and response efforts across the City's public safety missions, during City-wide events and disasters. The EMD is responsible for activating, staffing and facilitating emergency operation activity in the EOC during times of large scale emergencies or natural disasters.

While a model County-wide communications system has been implemented by the Los Angeles Sheriff's Department to facilitate emergency communication to the public via television and radio broadcast (Emergency Alert System), and although this form of public communication has been effective, it is limited to a "tuned in" audience. With the population's increased use of mobile and e-mail technology, the City seeks to enhance its ability to deliver critical, time-sensitive information to the public and businesses by broadcasting to phone (landline and cellular), TTY/TDD, e-mail and facsimile devices. A mass notification system with City-wide residential, business and subscription contact data, and geographical zoning capability has been identified as the medium to accomplish this.

The City is in the process of contracting with the City's top two (2) telephone providers, Verizon and AT&T, for City-wide E911 phone data. An online public subscription process will be implemented via the City's website to collect additional public contact information (mobile, VOIP and e-mail) which will include non-local (to the Los Angeles City) telephone numbers, and possibly preference data (preferred language, notification types, etc.). Relevant to a GIS capable system, the City has a City-wide GIS Repository database that contains location information by land parcel. It is the City's intention to update telephone provider data quarterly, at a minimum, and monthly, at a maximum. Public subscription data is expected to be updated in real-time or daily.

Within the City, a variety of mass notification services or systems have already been implemented by individual City departments. The primary use of these systems is to provide public information, and to address internal departmental functions or return to duty notifications. The goal of the City is to benefit from

economies of scale by implementing a City-wide system that will be accessible to all City departments.

B. SCOPE OF PROJECT

The City seeks to implement a City-wide public mass notification system with the primary objective of quickly delivering alert, warning and instructional messages (emergency and non-emergency) via phone (landline and cellular), TTY/TDD, SMS messaging, e-mail and/or facsimile to City residents and businesses during time of disaster. The system will also be used to provide general information to the public, and internal notifications to City employees. The City desires a production ready system licensed for use throughout the entire City.

It is the goal of the City to implement a system with sufficient administrative controls to manage system use across City departments. The system shall have sufficient functionality, security and bandwidth to accommodate City-wide data, multilingual outbound messages, geographical call list generation and tiered system administration and use, as well as the ability for user interaction and system storage of user response.

The City is seeking a best fit solution in the areas of functionality, reliability, maintainability, availability, security and total cost of service. Proposers are invited to propose Software as a Service (SaaS), that will accomplish the City's mass notification objectives while providing overall value in all areas.

Business Requirements of a City-wide mass notification system include, but are not limited to, a solution that (not specified in order of priority):

- Is established and specifically designed to facilitate public mass notification distribution.
- Offers tiered administration and security levels to optimize, manage and control system use.
- Allows the public to register phone (cell phones, but also additional landline numbers, if desired) numbers, SMS addresses, e-mail and facsimile addresses via a City website.
- Is capable of accepting via secured web services, batch upload(s) of multiple call lists, and unique message(s) to be delivered per call list.
- Allows the public to designate, per phone number, special functionality (TTY/TDD, fax, etc.) if desired, select order and/or method of notification preference, and the ability to select categories (as defined by the City) of events and occurrences to be notified.
- Is capable of disseminating messages via phone (landline and cellular), SMS messaging, e-mail and facsimile.
- Provides a system that complies with the Americans with Disabilities Act (ADA) in all respects, and in particular, a system which has services for individuals who are deaf or have a speech disability, that is functionally

equivalent to the services to be received by individuals who are not deaf or have a speech disability.

- Is capable of disseminating messages in the seven (7) preferred ballot languages (English, Spanish, Chinese (Mandarin and Cantonese dialects), Japanese, Korean, Tagalog and Vietnamese).
- Contains accurate, up-to-date City-wide constituent phone and e-mail data.
- Is capable of accepting and utilizing City provided geographical map files in native ESRI file format.
- Offers the GIS functionality of user drawn/"hand drawn" geographic selection of specific areas to generate call lists from and transmit notification messages to.
- Is capable of generating call lists via polygon generated geographical map selection.
- Is capable of geo-coding AT&T and Verizon E911 phone data to City-wide geographical maps.
- Is capable of refreshing AT&T and Verizon E911 phone data for production use on a monthly basis.
- Is designed and managed with sufficient security, backup and redundancy.
- Is available no less than 99.5% of the time. .5% allowed for planned system maintenance.
- Can, at a minimum, deliver a 30 second message (not including call overhead time – queuing, dialing, call release, etc.) to 100,000 citizen phone numbers within 60 minutes.
- Is capable of providing on-line reports documenting notification results as well as other reports, such as monthly usage.
- Is capable of the creation and storage of numerous pre-canned scenarios (100+).
- Is capable of sending multiple notifications simultaneously.
- Allows for an unlimited number of groups and subgroups to be created.
- Is able to deliver live voice messages or text-to-speech.
- Is capable of access and able to launch/utilize system from any computer with an Internet connection or phone to record or schedule calls.

Failure to meet these requirements will deem the proposal nonresponsive.

C. CONTRACTOR RESPONSIBILITIES

The Proposer (Contractor) who is awarded a contract resulting from this RFP shall perform services as follows or otherwise agreed to in writing by the City:

1. **Solution:** Proposer shall provide a public mass notification system that meets the City's functional and technical requirements specified in this RFP, including all hardware, software and communications equipment required to support the business objectives.

2. **Design Specification:** Proposer shall provide a detail system design specification document, with diagram, that represents all components required of

the public mass notification system and identifies how the system will be installed and accessed from within and outside the City's network environment.

3. **Implementation Services:** Proposer shall provide a detailed plan for the performance and completion of services, tasks, and obligations in accordance with Part V, "Implementation Plan/Project Schedule".

4. **Acceptance and Testing:** Proposer shall provide an Acceptance and Testing plan (Part VII) to be agreed to and completed by City prior to award of Contract. Said tasks shall include, but shall not be limited to verifying: system installation and configuration, tiered administration, user creation and management, City-wide data and map import, reconciliation and maintenance, public opt-in data processes, custom and geographic call list generation, outbound telephone message launch, outbound TTY/TDD launch in compliance with the Americans with Disabilities Act (ADA) requirements, and compatibility with the majority of publicly available TTY devices, outbound e-mail message launch, use of surveys, monitoring of outbound session activity and validation of reports.

5. **Training, Manuals and Documentation:** The Proposer shall provide City with and maintain two (2) copies of a comprehensive Public Mass Notification System Manual designed to document the proposed solutions software functions, guide trained users on detail process steps and train future users. Additionally, technical specifications, including a network diagram of the systems architecture, data dictionary and data schema, shall be provided to allow proper maintenance of the System by City network and database administrator staff. The City may copy all Manuals and Documentation provided by Proposer for use and distribution to City departments as needed. The Proposer shall provide all technical, administrative and user training required for city staff to use the software solution.

6. **System Annual Maintenance and Support and Upgrades:** Proposer shall provide support services in accordance with Part VI, Software Products Maintenance and Support. At a minimum, Annual Maintenance and Support Services shall include:

- a. Proposer shall respond to the initial request for System support services no later than one (1) hour after initial contact, and services shall be provided within four (4) hours notice during regular working hours;
- b. Proposer must offer updates, upgrades, fixes, etc. to the Public Mass Notification System as specified in Part VI, Software Products Maintenance and Support.
- c. Proposer must provide upgrades to the Public Mass Notification System Software in accordance with Part VI, Software Products Maintenance and Support.

7. **Training:** Proposer shall provide training in accordance with Part VIII, Training.

III. COST/COMPENSATION FOR CONTRACTOR SERVICES

(Complete and submit as J, Part 1 of Section IX – Proposal Format and Requirements)

A. **COMPENSATION:** The City is asking for proposers to submit two (2) different pricing models – a fixed price Contract between the City and the Contractor and a tiered, cost per call Contract between the City and the Contractor. The City, if the proposer is selected, will choose which pricing model to invoke in the final Contract. In either pricing model, the Contractor agrees to supply all goods and services to provide and fully implement the Public Mass Notification System Solution including: Software license, implementation, data and map integration, software training, documentation, as well as, annual software maintenance and support. The Contractor agrees to accept the specified compensation as set forth in this Contract as full remuneration for performing all services and furnishing all staffing and materials required, for any reasonably unforeseen difficulties which may arise or be encountered in the execution of the services until acceptance, for risks connected with the services, and for performance by the Contractor of all its duties and obligations hereunder. In the case of a fixed price Contract, the City shall have no obligation to pay any sum in excess of total Contract amount specified herein unless authorized by amendment.

B. **PAYMENT:** The total Contract amount for the first year shall not exceed: \$_____

Year One Potential Costs – Fixed Price	
Enterprise License\Subscription:	
a. Perpetual License\Subscription	\$
b. Annual License\Subscription	\$
Fixed Price Unlimited Usage Transaction Fee	\$
Software/Service Configuration and integration with other City systems	\$
Implementation Services and customizations	\$
Software Training, Manuals and documentation	\$
Annual Software Maintenance and Support Fee	\$
Hosting Services Fees: If Hosted by Contractor, identify and describe any additional one-time and on-going fees	\$
	\$
Year Two Costs – If Renewed	
Annual License or Annual Software Maintenance and Support Fee	\$
Fixed Price Unlimited Usage Transaction Fee	\$

Hosting Services Fees: If Hosted by Contractor, identify and describe any additional on-going fees	\$
	\$

Year Three Costs- If Renewed	\$
Annual License or Annual Software Maintenance and Support Fee	\$
Fixed Price Unlimited Usage Transaction Fee	\$
Hosting Services Fees: If Hosted by Contractor, identify and describe any additional on-going fees	\$
	\$

Year One Potential Costs – Tiered Cost per Call	
Enterprise License\Subscription:	
a. Perpetual License\Subscription	\$
b. Annual License\Subscription	\$
Cost Per Call Usage Transaction Fee	\$
- 0 to 250,000	\$
- 250,001 to 500,000	\$
- 500,001 to 750,000	\$
- 750,001 to 1,000,000+	\$
Software/Service Configuration and integration with other City systems	\$
Implementation Services and customizations	\$
Software Training, Manuals and documentation	\$
Annual Software Maintenance and Support Fee	\$
Hosting Services Fees: If Hosted by Contractor, identify and describe any additional one-time and on-going fees	\$
	\$

Year Two Costs- If Renewed	\$
Annual License or Annual Software Maintenance and Support Fee	\$
Cost Per Call Usage Transaction Fee	\$
- 0 to 250,000	\$
- 250,001 to 500,000	\$
- 500,001 to 750,000	\$
- 750,001 to 1,000,000+	\$
Hosting Services Fees: If Hosted by Contractor, identify and describe any additional	\$

on-going fees	
	\$

Year Three Costs- If Renewed	\$
Annual License or Annual Software Maintenance and Support Fee	\$
Cost Per Call Usage Transaction Fee	\$
- 0 to 250,000	\$
- 250,001 to 500,000	\$
- 500,001 to 750,000	\$
- 750,001 to 1,000,000+	\$
Hosting Services Fees: If Hosted by Contractor, identify and describe any additional on-going fees	\$
	\$

IV. STAFFING PLAN

(Complete and submit as J, Part 1 of Section IX–Proposal Format and Requirements)

Staff to perform Contract duties (include organizational chart and resumes)

Name	Classification/Design

Contractor shall obtain approval from City Project Manager in advance and in writing prior to making any substitutions for individual project team members. Contractor may not request changes to the number of types of classifications.

V. IMPLEMENTATION PLAN/PROJECT SCHEDULE

(Complete and submit as J, Part 1 of Section IX – Proposal Format and Requirements)

Plan to Accomplish the Scope of Work and Deliverable Schedule

The City's public Mass Notification System is on a fast track schedule. A working system with City-wide data and maps shall be ready for use by June 1, 2009. Contractor shall provide the City with a comprehensive Implementation Plan and Project Schedule

that will accommodate the City's goal to have a public mass notification system installed and ready for testing within 30 days of contract award date. Project plan and schedule shall include, but not be limited to, the following:

- A. A description of the Contractor's proposed methodology(ies) for accomplishing the work specified in Section II, "Scope of Work";
 - 1. A phased implementation from project initiation through production for the Solution.
 - 2. Identification of the resource requirements for the recommended implementation (resources must be identified by skill set and City vs. Proposer mix);
- B. A description of each deliverable, or alternative proposed deliverable(s), and the objective of the deliverable;
- C. A Gantt chart plan of major tasks, milestones, recommended timeframe, and Contractor's/City's resources to complete them. Indicate skills required of City staff resources; and
- D. Provide a complete list of hardware, software, or data requested of the City to accomplish and implement the proposed solution. It is assumed that items not included in this list will be supplied by the Proposer.

VI. SOFTWARE PRODUCTS – MAINTENANCE AND SUPPORT

(Complete and submit as J, Part 1 of Section IX – Proposal Format and Requirements)

- A. Contractor shall provide City with Annual Maintenance and Support for the Public Mass Notification System, according to the following RFP requirements:
 - 1. Proposer shall respond to the initial request for System support services no later than one (1) hour after initial contact, and services shall be provided within four (4) hours notice during regular working hours;

Please use the table below to indicate supported areas of the proposed solution:

Support Area	Process	Level of Support (e.g., 5x8, 24x7)
System Platform (breakout if applicable)		

- B. Provide detail pertaining to your firm's Software Annual Maintenance and Support as well as, warranty provisions.
- C. Specify services included under the Software Annual Maintenance and Support provided as part of the price (i.e. updates, upgrades, fixes, etc.; if updates are provided but upgrades are not, please define how you differentiate them).
- D. At minimum, Contractor shall describe support for the following:
 - 1. Describe the maintenance and support that will be available post-implementation.
 - 2. Provide the methods for contacting technical support and hours of operation.
 - 3. Provide the minimum and maximum response times that can be expected for support inquiries.
 - 4. Indicate the release cycle and process for installing system updates, patches, fixes, etc.
 - 5. Indicate if Proposer has a formal users group for the proposed solution. If so, please provide membership locations and participating partners.

VII. ACCEPTANCE AND TESTING PROCEDURES

(Complete and submit as J, Part 1 of Section IX – Proposal Format and Requirements)

In this section, Contractor will provide a description of the company's quality assurance practices and will propose detail Acceptance and Testing procedures that will be utilized to ensure that the Public Mass Notification System is operating in compliance with City specifications and requirements. Acceptance and Testing Procedures shall include a test plan and schedule that covers testing of all major system features. Testing shall be performed incrementally where applicable to discover and address issues timely.

- A. Provide a narrative description of the company's quality assurance practices in relation to the proposed solution.
- B. Provide an Acceptance and Testing Plan, with schedule, which covers all major system features.

At minimum, City's acceptance criteria shall include:

- 1. Successful installation and operation of system without any errors. Specifically in the areas of:
 - Tiered Administration
 - user creation and management

- City-wide data and map import, reconciliation and maintenance processes and routines
 - citizen opt-in data processes and routines
 - custom and geographic call list generation
 - via secured web services, uploading batch file(s) of multiple call lists, and unique message(s) to be delivered per call list, and conducting outbound message launch from the file(s).
 - outbound telephone message launch
 - outbound e-mail message launch
 - outbound facsimile message launch
 - outbound messages to TTY/TDD devices in compliance with the Americans with Disabilities Act (ADA) requirements
 - outbound messages in the subscriber's preferred language, where the language translation is accurate to the meaning of the original message
 - use of surveys and in-bound responses
 - monitoring of outbound session activity
 - validation of built-in and ad hoc generated reports
 - accessibility from within the City's network
 - accessibility from the Internet
2. System (hardware and software) meets all requirements to the City's satisfaction.
 3. System is compatible with City Information Technology infrastructure (network and telephone environment and systems)

If a problem is identified during testing of the proposed Software that cannot be remedied within the agreed upon time, the Contractor shall submit a written response to the City indicating as such and the City shall then return the Software to the Contractor and the Contract shall be terminated.

VIII. TRAINING

(Complete and submit as J, Part 1 of Section IX – Proposal Format and Requirements)

In this section, Contractor will provide a Training Plan to be utilized for training of City staff including all technical, administrative and user training. All training shall be conducted using the actual application and data of the City. Training material shall be provided in both soft and hard copies for future City "train the trainer" sessions.

- A. Contractor must describe in detail the recommended training that will be provided for City staff to use the solution effectively. At minimum, responses should provide training curriculum topic areas, identify required training hours and list any material that will be provided (include media format).
- B. Contractor must describe in detail the recommended training that will be provided to City system Administrators to efficiently maintain and guide effective system

use. At minimum, responses should provide training curriculum topic areas, identify required training hours and list any material that will be provided (include media format).

- C. Contractor must detail all expenses associated with initial training for all users, retraining, and new user training as part of the cost. Contractor must also disclose all costs associated with on-site training including travel and per-day fees. Training must be provided at a site of the City's choosing, or via a live meeting environment if requested.

IX. PROPOSAL REQUIREMENTS

ALL PROPOSERS MUST SUBMIT:

One (1) original proposal and a cover letter, each signed in ink, and six (6) hard copies of the proposal. Each copy must include all forms, attachments, appendices, exhibits, and cover letter. Proposers' submissions must be received by the ITA at the Proposed Delivery Address specified in this RFP not later than **March 23, 2009, 4:00 P.M. Pacific Standard Time**.

In addition, all Proposers must supply one unbound copy of their proposal with any redacted sections "blacked out" (see Section F – Confidential Information). This copy will be used in case of a request under the California Public Records Act pursuant to applicable provisions.

A. Detailed Company Information – Cover Letter

Each proposal must be accompanied by a cover letter limited to one page that references the title of this RFP, contains a general statement of the purpose for submission, and includes the following detailed company information:

1. Full legal name of the Proposer;
2. Legal business status (individual, partnership, corporation, etc.), address, and telephone number of the Proposer;
3. If Proposer is a corporation, partnership, LLP, LLC, etc., identify the state under whose laws Proposer is organized. Otherwise, if Proposer is an individual, identify the state where Proposer is domiciled; and
4. Name, title, address and telephone number of the person or persons authorized to represent the proposer in order to enter into negotiations with the City with respect to the RFP and any subsequent awarded contract. The cover letter must also indicate any limitation of authority for any person named.

B. Experience

In order to evaluate Proposers' qualifications and experience, as set forth in this

RFP, all proposals submitted in response to this RFP must include detailed information regarding applicable experience, in the metropolitan Los Angeles area, including but not limited to the following:

1. A detailed description of Proposers' qualifications and experience in providing services similar to those proposed in this RFP within the past five (5) years; and
2. A representative list of clients for which the Proposer has provided services, within the past five (5) years, similar to those proposed in the RFP. References must include a contact name and telephone number of an individual familiar with the described services.

C. Written Submissions Format

To be considered responsive, a proposal must be submitted in writing. All applicable documents, including forms, attachments, appendices, and exhibits to this RFP, must be completed, signed and returned with the proposal.

D. Format and Submission Requirements

Responses to this RFP must be made in accordance with the format set forth herein. Failure to adhere to this format may be cause for rejection of the proposal as non-responsive.

Responses to this RFP submitted shall be based on the material contained in the RFP, attachments, addenda, and other material published by the City or the ITA relating to this RFP.

E. Accuracy and Completeness

The cover letter and proposal must set forth accurate and complete information as required in this RFP. Unclear, incomplete, and/or inaccurate documentation will not be considered. Falsification of any information may result in disqualification from the selection process, or in termination of a contract, if discovered in the future. If a Proposer knowingly and willfully submits false performance or other data, the City reserves the right to reject the Proposer's proposal. If it is determined that a contract was awarded as a result of false performance or other data submitted in response to this RFP, the City reserves the right to terminate the contract. Portions of a proposal that included content from this RFP that have been altered in any manner must be footnoted and referenced in a separate appendix to the proposal.

F. Confidential Information

Proposals made in response to this RFP may contain technical, financial, or other data whose public disclosure could cause substantial injury to the Proposer's

competitive position or constitute a trade secret. To protect such data from disclosure, the Proposer should specifically identify the pages of the proposal that contain confidential information by properly marking the applicable pages and inserting the following notice in the front of the proposal:

"NOTICE"

"The data on the pages of this proposal identified by an asterisk (*) or marked along the margin with a vertical line, contain information which are trade secrets and/or whose disclosure would cause substantial injury to the Proposer's competitive position. The Proposer requests that such data be used only for the evaluation of its proposal, but understands that disclosure will be limited to the extent that the City determines proper under federal, state, and local law."

In proposals containing proprietary information, proprietary paragraphs and/or other data should be clearly marked as noted above. **The Proposer must include one additional unbound copy of the proposal with the confidential material totally blacked out or removed from the text so that one copy is available as public material. In accordance with the California Public Records Act, this information may, upon request, be released to the public.**

The City assumes no responsibility for disclosure or use of unmarked data for any purposes. In the event properly marked data are requested, the Proposer may be advised of the request and may expeditiously submit to the City a detailed statement indicating the reasons it has for believing that the information is exempt from disclosure under federal, state, and local law. This statement will be used by the City in making its determination as to whether or not disclosure is proper under federal, state, and local law. The City will exercise care in applying this confidentiality standard, but will not be held liable for any damage or injury that may result from any disclosure that may occur. The Proposer agrees to assume and pay for all costs incurred by the City, including attorneys' fees awarded by a court, if Proposer requests the City to resist disclosure of material provided to the City by the Proposer, provided the City determines the said materials are exempt under federal, state, and local law. Further, should you request that portions of your proposal remain confidential and not be disclosed, please confirm your assurance to indemnify, defend and hold the City of Los Angeles by including the following statement in your cover letter:

"Proposer undertakes and agrees to defend, indemnify and hold harmless the City and any of its boards, officers, agents, and employees (collectively, the "City") from and against all suits, claims, and causes of action brought against the City for the City's refusal to disclose trade secrets or other technical, financial or other information to any person making a request pursuant to the State of California

Public Records Act (California Government Code Section 6250 et seq.). Proposer's obligations herein include, but are not limited to, all attorney's fees (both in house and outside counsel), costs of litigation incurred by the City, not merely those costs recoverable by a prevailing party, and specifically including costs of experts and consultants) as well as all damages or liability of any nature whatsoever arising out of any such suits, claims, and causes of action brought against the City, through and including any appellate proceedings. Proposer's obligations to the City under this indemnification provision shall be due and payable on a monthly, on-going basis within thirty (30) days after each submission to Proposer of the City's invoices for all fees and costs incurred by the City, as well as all damages or liability of any nature."

Failure to include such a statement shall constitute a waiver of the Proposer's right to exemption from disclosure.

Note that wholesale use of headers/footers bearing designations such as "confidential", "proprietary", or "trade secret" on all or nearly all of a proposal is not acceptable, and may be deemed by the City as a waiver of any exemption claim. The identification of exempt information must be more specific.

G. Signature Requirements

All documents, forms attachments, appendices, and exhibits, including the cover letter, must be signed by a representative or officer of the Proposer. That representative shall have authority to bind the Proposer to all provisions of the proposal, the RFP, any subsequent changes, and to the contract if an award is made.

If the proposer is a partnership, all forms and cover letter must be signed in the name of the partnership by a general partner thereof. If the Proposer is a corporation, the proposal and cover letter must be signed on behalf of the corporation by **two (2)** authorized officers (a Chairman of the Board, President or Vice-President and a Secretary, Treasurer or Chief financial Officer) or an officer authorized by the Board of Directors to execute such documents on behalf of the corporation.

All above signatures must be original and in ink.

H. Personnel Information

In general, persons performing the types of tasks described in this RFP must have relevant experience and course work in computer information systems, computer engineering, computer science, or telecommunications. In addition, experience in emergency management or public safety would be desirable.

Background checks may be required by some City Departments before performing any work for that Department and/or at that Department's facilities.

Proposer shall include the names of all key personnel and five (5) sample resumes who are employed by the Proposer and the proposed subcontractor(s) who would be assigned to perform services pursuant to a contract. The selected Proposer shall utilize only experienced, responsible, and capable people in the performance of the work. The selected Proposer shall remove from the job employees who endanger persons, property, or whose continued employment under contract is inconsistent with the interest of the City.

The City will only consider firms who employ contract staff as common law employees for income and employment tax purposes. The response must include a statement confirming W-4 employment status of contract employees.

Proposer shall designate a Contract Liaison with full authority to administer the contract for the project's design, development, installation, acceptance testing, and training on behalf of the Proposer.

Proposers shall also provide an organizational chart of the contractor's company, depicting its parent company, subsidiaries and subdivisions, if any, plus relationships to such other companies.

The chart shall also illustrate the chain of command from the head of the company to the Contractor Representative.

I. Costs incurred by Proposers

All costs of proposal(s) preparation shall be borne by the proposer. The City shall not, in any event, be liable for any pre-contractual expenses incurred by proposers in the preparation and/or submission of the proposals. Proposals shall not include any such expenses as part of the proposed budget.

The City will not provide parking, clerical, office/storage space, telephone services or reproduction services throughout the proposal process.

J. Proposal Format and Requirements

The purpose of this section is to identify the information that shall be submitted in response to this RFP as well as the order in which it shall be submitted in the proposal.

Each proposal shall be submitted in two parts. Part I shall be identified as the "Technical and Managerial Proposal". Part II shall be identified as the General Requirements".

Each page (excluding charts and drawings) shall be 8-1/2" x 11" in size, typed double-spaced using a font no smaller than Arial 12 point. Typed material shall not be subject to photo-reduction.

1. Part I – Technical and Managerial Proposal

a. Cover Letter

Part I shall contain a cover letter, which will include the company name and address, and the name and telephone number of the person or persons who will be authorized to represent the Proposer regarding all matters related to the proposal and any contract subsequently awarded to said Proposer.

This letter shall be signed by a person(s) authorized to bind the company to all commitments made in the proposal.

b. Table of Contents

The proposal shall have a table of contents that must identify the information set forth therein by sequential page number and section reference number.

c. Executive Summary

The executive summary shall be placed after the table of contents.

If subcontractors are to be utilized, a management structure shall be provided for each. The method for resolution of subcontractor disputes shall also be described in this summary.

d. Proposer's Responses

Proposer's responses must include the following:

1. What makes Proposer's company unique. Include any ideas or innovations which make the firm a leader in the field.
2. A description of the company's prescreening procedures used to adequately determine the suitability of referrals for specific positions, including the methodology for determining that candidates' skills levels are appropriate for specific identified positions.

e. Joint Ventures

Any proposal that is a joint venture must submit the qualification documentation requested herein for each member of the joint venture.

f. Scope of Work

Complete and submit per details specified in Section II

g. Cost/Compensation for Contractor Services

Complete and submit per details specified in Section III

- h. Staffing Plan
Complete and submit per details specified in Section IV
- i. Implementation Plan/Project Schedule
Complete and submit per details specified in Section V
- j. Software Products Maintenance and Support
Complete and submit per details specified in Section VI
- k. Acceptance and Testing Procedures
Complete and submit per details specified in Section VII
- l. Training
Complete and submit per details specified in Section VIII

2. Part II – General Requirements

In order for a proposal to be considered responsive and qualify for further evaluation pursuant to Section XI, Proposal Evaluation, all requested information described in the attached “General Requirements” (Attachment A – Appendices A-K) must be included in the proposal.

PROPOSERS ARE STRONGLY ENCOURAGED TO READ THE GENERAL REQUIREMENTS CAREFULLY AND TO PROVIDE ALL REQUESTED INFORMATION.

Additional information regarding General Requirements may be obtained by calling Sandra Lopez at (213) 978-3411.

X. PROHIBITION OF COMMUNICATION DURING RFP EVALUATION PERIOD

After the submittal of proposals and continuing until a contract has been awarded, all City personnel involved in the project will be specifically directed against holding any meetings, conferences or technical discussions with any Proposer except as provided in the RFP. Proposers shall not initiate communication in any manner with City personnel regarding this RFP or the proposals during this period of time, unless authorized, in advance, by the City or the ITA. Failure to comply with this requirement may terminate further consideration of that Proposer’s proposal(s).

XI. PROPOSAL EVALUATION

After receipt of a proposal, but prior to award of any contract, the City, at its sole discretion, may require any or all Proposers, to submit additional information and/or to meet in person with City personnel.

The City, at its option, may reject any and all proposals submitted in response to this RFP, or waive any administrative irregularities, or to waive any informalities in a proposal when to do so would be to the advantage of the City or its taxpayers.

Proposals will be required to meet all the basic terms and conditions of conducting business with the City before the proposal will be reviewed for project content. Failure to meet the basic project scope requirements will deem the proposal nonresponsive, and the project will not move to a full proposal evaluation.

The Information Technology Agency (ITA) finds that this RFP calls for the performance of professional, scientific, expert, technical and other special services of a temporary and occasional character for which competitive bidding is not practicable or advantageous to the City. The ITA finds that factors other than total cost of the services are important for the City to consider when it evaluates proposals submitted in response to this RFP, and awards a contract for the mass notification services described in this RFP. Responsive proposals will, therefore, be evaluated in accordance with the evaluation criteria set forth in this RFP.

The successful proposal(s) will not necessarily be those that set forth the lowest price. The City's evaluation of proposals submitted in response to this RFP will be based on the following criteria:

EVALUATION CATEGORY	CRITERIA	POINTS
Experience of the Proposer as a Firm and Depth of Resources	• Number of years in business • Number of current customers • Financial stability of company • Organizational structure • Number of qualified personnel available within the organization	20
Experience and Qualifications of Personnel	• Number of years of experience and level of responsibility working and successfully completing mass notification systems of the City's size and scope	20
Quality and Responsiveness of Proposal	• Detail, clarity, presentation and overall contents • Demonstration of an understanding of the City's requirements • Effective and thorough demonstration/presentation (if requested by the City) • Ability (level of which proposer is able) to provide specific features/functions within the City's operating methodology	20
Implementation and Acceptance and Testing	• Implementation plan, including approach and methodology	20

Plans	Acceptance/Testing plan, including approach and methodology	
Proposed Level of Fees – Best Overall Value to City	Reasonableness of costs – initial and on-going	20
TOTAL		100

Proposals will be evaluated by a Proposal Review Committee composed of representatives from ITA and representatives from other City departments. During this time, the Proposal Review Committee may request oral presentations and a demonstration of its system from Proposers for clarification purposes. Discussion shall not be initiated by Proposers.

XII. AWARD OF CONTRACT

A. Contract Award Recommendation

After the evaluation of the proposals has been completed, the Proposal Review Committee will make a written recommendation to the General Manager for negotiation of a contract(s) with one or more designated Proposers. The General Manager will authorize negotiation of the contracts. When a contract is negotiated and ready for submittal for approval by the Mayor, all Proposers will be mailed a Notice of Contract Award Recommendation, including the name of the Proposer(s) recommended for the contract(s) award.

Immediately following the recommendation to the General Manager for negotiation of a contract, the Proposer(s) designated by the City may be required to attend negotiation meetings that may be scheduled at a later date. The intent of the meeting(s) will be to discuss and negotiate contract requirements including but not limited to, prices, detailed scope of work specifications, invoicing, and payment procedures.

B. Resulting Contract

The Proposer(s) to whom a contract(s) is awarded shall be required to enter into a written contract with the City of Los Angeles in a form approved by the City Attorney. This RFP and the proposal, or any part thereof, may be incorporated into and made a part of the final contract. However, the City reserves the right to further negotiate the terms of the contract with the selected Proposer. All work assigned to the Proposer under a resulting contract will be subject to available funding, and no minimum level of work or funding is guaranteed.

XIII. PROPOSERS' CONFERENCE

A mandatory Proposers' Conference will be held on February 24, 2009, 10:00 a.m., at City Hall East, Room 1332. **All prospective Proposers are required to attend. Failure to attend will result in a proposer being deemed nonresponsive .**

Questions must be submitted in writing at or prior to the Proposers' Conference. All technical questions related to this Request for Proposals shall be submitted in writing via e-mail to Joyce Edson at joyce.edson@lacity.org no later than **February 20, 2009, 4:00 p.m. (Pacific Standard Time)**. Responses to questions that cannot be answered during the conference will be provided in writing following the Proposer's Conference.