REQUEST FOR PROPOSALS FOR AUTOMATIC VEHICLE LOCATION SYSTEM for the CITY OF CLEVELAND MOTOR VEHICLE FLEET

Issued by the Department of Finance
Division of Information Technology and Services

Schedule of Critical Dates:

1. Pre-Proposal Conference Tuesday, October 30, 2018
2. Last Day to Submit Questions Tuesday, November 6, 2018
3. Last Day for Proposals to be Received Friday, November 30, 2018

LATE PROPOSALS WILL NOT BE ACCEPTED
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1. INTRODUCTION

The City of Cleveland, Ohio is soliciting Proposals from qualified vendors to provide an Automatic Vehicle Location System for the City of Cleveland’s Motor Vehicle Fleet. The Motor Vehicle Fleet includes but is not limited to the following Departments & Divisions (Division of Animal Care & Control, Division of EMS, Division of Fire, Division of Police, Cleveland Public Power, Division of Water, Division of Water Pollution Control, Division of Parking Facilities, Division of Recreation, Division of Streets, Division of Traffic Engineering, Division of Waste Collection and Disposal, Department of Building and Housing). The Automatic Vehicle Location (AVL) System must provide real-time visibility and control over field operations.

The AVL system will provide the City’s Fleet Managers, Field Supervisors and Operations Dispatchers with a geospatial view of the fleet operations with the ability to track, monitor and manage vehicles and drivers.

The AVL system vendors’ proposal should include the hardware and software necessary to monitor the City’s Motor Vehicle Fleet. Vendors’ should note its ability to incorporate third party modem devices into its software that will yield the same real-time information of vehicle location, driving speed, idling, and GeoFencing with the ability of text or email notification.

The evaluation and ranking of proposals will consist of the following four phases:

1. A compliance review of proposals related to the criteria outlined in this RFP
2. A review committee will rank and score the written proposals based upon the evaluation criteria
3. The City will short list a number of Proposers to proceed to the Oral Presentation during which, the Proposers outline qualifications, Proposed services and capabilities
4. Evaluation of the proposed fee schedules

This RFP does not obligate the City to complete the selection and contract award process. The City reserves the right to accept or reject any and all proposals; request additional information from any or all proposers to assist the City in its evaluation process; amend or withdraw this RFP prior to the announcement of the selected firm and award the proposed services in whole or in part, to one or more firms. In case of an amendment to the RFP, all Proposers will be provided with a copy of any such amendment(s) and be afforded the opportunity to revise their Proposals in response to the RFP amendment.

Proposal will be accepted up until 3:00 PM EST, November 30, 2018 in the Division of ITS, 205 W. St. Clair Avenue Suite 400 Cleveland, OH 44113. Proposals must be mailed to the attention of Harold Jackson, Jr. Project Manager.
BACKGROUND INFORMATION

The current AVL System is a web hosted portal solution, which is used to provide vehicle GPS activity and monitor various aspects of vehicle activity, including location, speed, and key operational actions. This system currently monitors 1,321 City vehicles which reports data in incremental periods of 10 seconds and 60 seconds depending on the operational requirements.

The City uses a work order management, asset management system and web-based permits inspection system. The AVL system and the associated above-mentioned applications are used to measure productivity, driver and vehicle information as well as safety and accountability across Divisions and Departments.

2. SCOPE OF SERVICES

This project will provide a seamless, efficient, customer-friendly and cost-effective Automatic Vehicle Location platform across multiple business units in the City. The AVL system should be a turn-key solution that includes the hardware and any third party sensors (i.e. Snow Removal Plow Up/Plow Down; Lift Gate Up, Shotgun release), ability to integrate third party modems (Cradle Point, Sierra Wireless), Software configuration, end user training for Supervisors, Field Operations, and Dispatchers.

The system shall have the capability of displaying real-time 24/7 vehicle information via a web-based portal. The system shall have the capability of multiple displays that are segmented by Division (i.e. Division of Police should only see Division of Police Vehicles) but super users should have the ability to create displays that show multiple Divisions or all City Motor Vehicle Fleet.

The system should have the ability research and playback from time a vehicles past movements. Replay functionality should provide the ability to track one vehicle or multiple vehicles. The playback should provide information about the GPS route including vehicle’s path (direction) vehicle speed, if it parked during the time period, and idling.

The system shall at minimum archive vehicle history data for six months. The City must have the option of requesting certain data be stored longer and/or archived to locally owned storage.
3. FUNCTIONAL AND TECHNICAL REQUIREMENTS

FUNCTIONAL REQUIREMENTS

- The AVL system shall be a web-based application capable of being viewed on a desktop or tablet device
  - If a mobile app is available proposers should include information about the functionality, features and limitations
- Real Time Tracking that includes vehicle information (vehicle name, location, status, speed, idle time, plow up/plow down, rock salt dispensers, liquid ice dispenser, bucket up/ bucket down lift gate open/up, truck bed raised, shotgun release, driver behavior – hard braking, acceleration, lights, lights and siren) displayed on a GIS map
  - GIS map views that focus on specific Council Wards, Police District and other City of Cleveland Regions
  - GIS map that supports GeoFencing
  - GIS map that includes landmarks and icons specific to the City
  - Vehicle replay that includes the start and stop of a vehicles path
  - The ability to replay multiple vehicles start and stop travel
    - Fast Forward, Rewind the vehicle history playbacks
  - Access to vehicle engine status, transit, idling, stopped, parked, location of the vehicle
  - Email and Text notifications of Speeding, Idling, GeoFencing, Sensors (temperature, fuel), driver behavior
- The AVL System must ensures appropriate users from each of the Divisions and Departments have access to only their specific vehicles and operational data
  - The system shall have the capability to allow or deny access to specific information based on the users account
    - Super User, Admin, AVL Division Monitor, etc.
    - Ability to run reports, vehicle history playback, Performance Indicators
    - Ability to export vehicle history playback
  - Create end user accounts and remove end users
    - Group end users by Departments and/or Divisions
  - Create/add new vehicles and remove decommissioned vehicles
- The AVL system shall have the ability to add routes to the application (Snow Removal Routes, Waste Collection and Disposal Routes, Department of Public Utilities Service Restoration Routes)
- The AVL system must provide detailed reporting options which include but is not limited to the following:
  - Vehicle Activity Report – includes but not limited to idling, speeding events, vehicle stops, travel time, park
  - Vehicle Idling report
  - GeoFencing Report
  - Vehicle Motion Report – First Movement of Day, Vehicle usage for the day
Inactive Vehicle Report
Fleet Summary Reports
Driver Behavior Reports
Asset History Report
Key Performance Indicator Dashboard
- Department and/or Divisions vehicle fleet including mileage, runtime, travel time
- Driver behavior events
- Speeding activity
- Idling activity
- Monitor and track trends
- Measure performance by a Department and/or Division

TECHNICAL REQUIREMENTS

- Hardware
  - The AVL system shall have the capability of integrating with non-proprietary hardware (Cradle Point and Sierra Wireless Airlink modems)
    - Proposers may recommend their own modem hardware and outline its specification
  - The AVL system shall provide for the integration of additional vehicle sensors and I/O inputs including but not limited to Plow Up/Plow Down, Salt Dispensers, Liquid Ice Dispenser, Bucket Up/Down, Lift Gate Open, Truck Bed Raised, Speed, Direction, Idling, Shotgun release, Driver behavior (hard braking, acceleration), Lights, Lights and Siren
- ESRI Certified partner
- System integration with the City’s Work Order Management System, Permits Applications System, Cradle Point and Sierra Wireless Airlink
- Proposer must propose and supply a product line that, to the best of its knowledge, is not obsolete or near obsolete
  - Only equipment and/or product models that have been satisfactorily demonstrated to the City and that have a demonstrated record of successful deployment by other Public Utilities, Public Works and Public Safety agencies, in similar sized cities will be used
  - The Proposer must document successful deployments by including the names and telephone numbers of contact persons as part of the reference requirements of this RFP
  - The equipment supplied must be of new manufacture (not used or demo units) and best quality and installed in accordance with approved recommendations of the manufacturer thereof, and must conform to the equipment specifications listed in this RFP
4. PROJECT APPROACH

Provide a detailed but concise description of your approach to this project. Include a description of the task required for each area and the time required for their completion. This description should address but is not limited to the following:

- Installation of modem and sensor hardware for 777 vehicles
- Installation of additional sensors and vehicle wiring of 544 vehicles
- Hardware and Software Training of City staff
- Admin training for system administrators and end users
- Report creation and key performance indicators training

- **Project Initiation** – Proposer shall assign a Project Manager to the project that is familiar with similar size projects. The City will assign a Project Manager that will work on behalf of the City for the implementation of the project.

- **Project Definition** – Describe your approach for defining the AVL system planning and communication of project goals and objectives. Include hardware and software training.

- **Implementation & Installation Planning** – The City requires a complete installation of hardware, and software configurations in the shortest timeline. **PROJECT MUST BE COMPLETED BY AUGUST 31ST, 2019.** Proposer shall provide schedules for all implementation elements and shall supply all required labor, materials and tools for the proper completion of the work. Please information for but not limited to the following;
  - Installation of modem and sensor hardware for 777 vehicles
  - Installation of additional sensors and vehicle wiring of 544 vehicles
  - Report creation and key performance indicators

- **Quality Assurance** – Describe your approach for providing quality assurance during implementation and installation (equipment installations and software configuration) of this project. Include a description of your quality assurance processes. Please include training for administrators and end users of the AVL system and hardware.

- **Initial Acceptance Phase** – The Proposer will be required to install Hardware (modems and sensors). The City will perform three weeks of functional testing. The City will work daily with the system running tests to prove system performance. Following completion of this testing, the Proposer shall correct any identified deficiencies/issue prior to Final System Acceptance

- **Final System Acceptance Phase** – Once all products/services are completely installed, a Final System Acceptance Test will be performed that focuses on system wide testing.

5. PRICING INFORMATION
All equipment prices shall include a breakdown of major equipment. Equipment list shall include all equipment necessary for install (modem, sensors, I/O port wiring, third party modem integration for Cradle Point and Sierra Wireless Airlink, mounting, wiring and other ancillary install equipment and labor services). Equipment proposed to be installed in the following vehicles types (Snow Plow, Fire Truck, Ambulance, Police car, Recreation Van, SUV, Sedan, Dump Truck, Tow vehicle) shall be clearly identified by part and/or model number, quantity and unit pricing.

The AVL system software, configurations, standard options, special options/modules shall be included a price list.

Proposers must include a listing of all services to be provided by the vendor and any services or materials that must be provided by the City.

WARRANTY COST

Proposer shall provide the cost details for providing System Warranty and Support Services outside of the manufacturers one year warranty. This includes all equipment, software and services. Proposer shall describe manufacturer and installer warranties that are provided as part of your proposal. Any required maintenance of the system during the warranty period shall be detailed. Maintenance responsibilities and services with related costs should also be detailed.

TRAINING COST

Proposer shall provide the cost details for providing Training. The cost detail must identify the quantity, unit price and total price for each type of training.

6. PROPOSAL REQUIREMENTS

Submission of Proposal

Each Proposer shall submit its proposal(s) in the number, form, manner, and by the date and time and at the location required in the Sections below.

i. Each Proposer shall provide all information requested in this RFP. The Proposer must organize its proposal package to address each of the elements in this RFP in the order listed in Section 8 Proposal Contents. The Proposer should carefully read all instructions and requirements and furnish all information requested. If a proposal does not comply with all terms, conditions, and requirements for submittal, the City may consider it unacceptable and may reject it without further consideration.

ii. The City wishes to promote the greatest feasible use of recycled and environmentally sustainable products and to minimize waste in its operations. To that end, all proposals should comply with the following guidelines: Unless absolutely necessary, copies should
minimize or eliminate use of non-recyclable or non-reusable materials. Materials should be in a format permitting easy removal and recycling of paper. A Proposer should, to the extent possible, use products consisting of or containing recycled content in its proposal including, but not limited to, folders, binders, paper clips, diskettes, envelopes, boxes, etc. Do not submit any or a greater number of samples, attachments or documents not specifically requested.

iii. If you find discrepancies or omissions in this RFP or if the intended meaning of any part of this RFP is unclear or in doubt, send an email request for clarification or interpretation to Harold Jackson, no later than November 6th, 2018 at 3:00 PM EST. Requests for clarification or interpretation may be submitted via e-mail to hjackson3@city.cleveland.oh.us.

2. The City’s Rights and Requirements
   i. The Director, at his/her sole discretion, may require any Proposer to augment or supplement its proposal or to meet with the City’s designated representatives for interview or presentation to further describe the Proposer’s qualifications and capabilities. The requested information, interview, meeting, or presentation shall be submitted or conducted, as appropriate, at a time and place the Director specifies.

   ii. The City reserves the right, at its sole discretion, to reject any proposal that is incomplete or unresponsive to the requests or requirements of this RFP. The City reserves the right to reject any or all proposals and to waive and accept any informality or discrepancy in the proposal or the process as may be in the City’s best interest.

   iii. Proposal as a Public Record
       Under the laws of the State of Ohio, all parts of a proposal, other than trade secret or proprietary information and the fee proposal may be considered a public record which, if properly requested, the City must make available to the requester for inspection and copying. Therefore, to protect trade secret or proprietary information, the Proposer should clearly mark each page - but only that page - of its proposal that contains that information. The City will notify the Proposer if such information in its proposal is requested, but cannot, however, guarantee the confidentiality of any proprietary or otherwise sensitive information in or with the proposal. Blanket marking of the entire proposal as “proprietary” or “trade secret” will not protect an entire proposal and is not acceptable.

   iv. Term of Proposal’s Effectiveness.
       By submission of a proposal, the Proposer agrees that its proposal will remain effective and eligible for acceptance by the City until the earlier of the execution of a final contract or 180 calendar days after the proposal submission deadline (the “Proposal Expiration Date”).

   v. Short-listing
The City reserves the right to select a limited number (a “short list”) of Proposer’s to make an oral presentation of their qualifications, proposed services, and capabilities.

3. Anticipated Proposal Schedule

Public Safety anticipates it will - but neither promises nor is it obligated to - process proposals received according to the following schedule:

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates/Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Request For Proposals</td>
<td>10/17/2018 at 12:00 PM</td>
</tr>
<tr>
<td>Deadline for Submitting Questions</td>
<td>11/6/2018 at 3:00 PM</td>
</tr>
<tr>
<td>Deadline for Submitting Proposal</td>
<td>11/30/2018 at 3:00 PM</td>
</tr>
<tr>
<td>Optional Oral Interviews</td>
<td>TBD</td>
</tr>
</tbody>
</table>

7. PROPOSAL QUALIFICATIONS

Each Proposer, regardless of the form of its business entity, must meet the following requirements. Failure to meet all requirements may be cause for rejection of a proposal. If Proposer is a partnership or a joint venture, at least one general partner or constituent member must meet the requirements. Each Proposer must:

- Background, qualifications, and experience of the firm has a minimum of 5 continuous years of experience within the last 10 years of providing AVL service to a Municipal Government described in this RFP.
- An organizational chart for the project team, including professional biographies, identifying the key personnel dedicated to this project.
- A general description of the techniques, approaches, and methods to be used in completing this project.
- A description of the chronology for completing the work, including a timeline, and deadlines for each task.
- A detailed cost proposal for each item listed in the Scope of Services.
- Submit with its proposal at least two (2) written, verifiable, Government/Municipality references dated within the last five years from clients for which the Proposer has rendered services substantially similar to those sought by this RFP. Proposer is required to provide the names, contact, and a brief project scope for each of the references.

**Insurance:** The successful Proposer, at its expense, shall at all times during the term of the contract resulting from this RFP, maintain the following insurance coverage. The insurance company (‘ies) providing the required insurance shall be authorized by the Ohio Department of Insurance to do business in Ohio and rated “A” or above by A. M. Best Company or equivalent. The Successful Proposer, as contractor, shall provide a copy of
the policy or policies and any necessary endorsements, or a substitute for them satisfactory to and approved by the Director of Law, evidencing the required insurances upon execution of the contract.

i. Professional liability insurance with limits of not less than $1,000,000.00 for each occurrence and subject to a deductible for each occurrence of not more than $50,000.00 per occurrence and in the aggregate, and if not written on an occurrence basis, shall be maintained for not less than two (2) years after satisfactory completion and written acceptance of the services under the contract.

ii. Workers’ compensation and employer’s liability insurance as provided under the laws of the State of Ohio.

iii. Statutory unemployment insurance protection for all of its employees.

iv. Such other insurance coverage(s) as the City may reasonably require.

8. PROPOSAL CONTENT

Each technical proposal shall include the following parts in the below order. Please separate and identify each part by tabs for quick reference. Each proposal should be organized so as to facilitate its evaluation.

The technical proposal shall be no longer than 50 single-sided printed pages, excluding appendices.

Page size shall be 8.5 x 11 inches. Font size shall be no less than 12 pt. Tabs, dividers, and appendices are excluded from the page count.

The technical proposal response shall consist of the following sections:

Section 1: Cover Letter and Executive Summary
The Executive Summary should provide a complete and concise summary of Proposer’s experience and ability to meet the requirements of this RFP. The summary should be organized so it can serve as a stand-alone summary apart from the remainder of the proposal.

Section 2: Profile
The Proposer will provide a profile of its organization and all other sub-consultants who will be providing services. At a minimum, the Proposer will provide the following information:

- Number of years in business
- Number of years involved with services as proposed
Section 3: Qualifications
Each Proposer should state in detail its qualifications, and experience, and how its services are unique and best suited to meet the requirements and intent of this RFP. This should include the qualifications of sub-consultants included in the proposal. Proposer may include as much information as needed to differentiate its services and product(s) from other Proposer’s. At a minimum, please include the following:

A. Staffing: Qualifications must include resumes and description of organizational and staff experience including the Project Manager and key technical staff proposed for the project. Additional resumes are not required unless that resource will likely play a key role in the project.

B. Organizational and Staff Experience: Proposer must describe their qualifications and experience of the organization as a whole to perform the work described in this RFP. Information about experience should include direct experience with the specific subject matter demonstrating a technical strength in network infrastructure. Relevant experience must be associated with projects completed not more than five years prior to the date of this RFP.

Section 4: List of Representative Projects
Provide a list of at least two similar projects that the Proposer has successfully completed within the last five years.

Provide at least two client references (verified name and telephone number) of someone closely familiar with each project and your firm's performance. Each project description shall be presented in the format consistent with the table below.

<table>
<thead>
<tr>
<th>PROJECT NAME AND DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>City’s/Public Utilities Name:</td>
</tr>
<tr>
<td>Location of Project:</td>
</tr>
<tr>
<td>Knowledgeable Contact’s Name</td>
</tr>
<tr>
<td>Verified Telephone Number for Contact</td>
</tr>
<tr>
<td>Project Manager’s Name*</td>
</tr>
<tr>
<td>Key Team Member’s Names and Duties*</td>
</tr>
</tbody>
</table>
Section 5: Project Management Approach/Project Methodologies

A. Describe your Methodologies you will employ on this project to complete assessments, video expansion projects and maintenance. Describe and/or provide examples of the Deliverables requested in the Scope of Services.
B. Provide a detailed project work break down structure to include tasks, subtasks, timeline, milestones, work efforts and resource assignments.
C. Define the technical approach and document project deliverables to address the requirements outlined in the scope.

Section 6: Financial Statements
Any financial statements that would be required will be requested only from those Proposers that are “short-listed”.

Fee Proposal: Proposer should submit its fee proposal for each service in a separately sealed envelope clearly marked on the outside.

There is no limit to the number of pages submitted as part of the fee proposal. The Fee Proposal Shall Include Forms And Fee/Hours Tables Attached For The Project.

9. PROPOSAL EVALUATION

Proposals shall be evaluated based on the following criteria (not listed in order of importance):
• Proposer experience and technical strengths
• Proven successful past performance on similar projects.
• Qualification and experience of project staff.
• Program Management approach and methodologies.

Fees will not be considered in the technical evaluation. Proposals shall be evaluated first on qualifications and technical merit. Once rankings are established, the fee submittals shall be considered.

A firm’s involvement in any current litigation with the City may be taken into account during proposal evaluation.
The ratings are not intended or to be interpreted as a reflection of a Proposer’s professional abilities. Instead, they reflect the City’s best attempt to quantify each Proposer’s ability to provide the services sought by the City and to meet the specific requirements of this RFP, for comparison purposes.

**Disqualification of a Proposer/Proposal:** The City does not intend by this RFP to prohibit or discourage submission of a proposal that is based upon a Proposer’s trade experience in relation to the nature or scope of work, services, or product(s) described in this RFP or to prescribe the manner in which its services are to be performed or rendered.

The City will not be obligated to accept, however, significant deviations from the work or services sought by this RFP, including terms inconsistent with or substantially varying from the services or the financial and operational requirements of the RFP, as determined solely by the City. The City reserves the right to reject any proposal that does not furnish or is unresponsive to the information required or requested herein. The City reserves the right to reject any proposal or to waive or to accept any deviation from this RFP or in any step of the proposal submission or evaluation process so as to approve the award of the contract considered in the City’s best interest, as determined in the City’s sole discretion.

Although the City prefers that each Proposer submit only one proposal including all alternatives to the proposal that the Proposer desires the City to consider, it will accept proposals from different business entities or combinations having one or more members in interest in common with another Proposer. The City may reject one or more proposals if it has reason to believe that Proposers have colluded to conceal the interest of one or more parties in a proposal, and will not consider a future proposal from a participant in the collusion. In addition, the City will not accept a proposal from or approve a contract to any Proposer that is in default as surety or otherwise upon an obligation to the City or has failed to perform faithfully any previous agreement with the City, or is currently in default under any agreement with the City.

The City reserves the right to reject any or all proposals. Failure by a Proposer to respond thoroughly and completely to all information and document requests in this RFP may result in rejection of its proposal. Further, the City reserves the right to independently investigate the financial status, qualifications, experience, and performance history of a Proposer.

The City reserves the right to cancel the approval or authorization of a contract award, with or without cause, at any time before its execution of a contract.

1. **Technical Proposal Submission**
   Proposers should be sure to address all of the following areas in their proposal.
   - Section 1: Cover Letter and Executive Summary
- Section 2: Profile
- Section 3: Qualifications
- Section 4: List of Representative Projects
- Section 5: Project Management Approach
- 3 Original Hardcopy
- 6 USB drives with copy of technical proposal

2. **Fee Proposal and Required Forms (Marked and Sealed Envelope)**
   - 3 Hardcopy, signed original proposal, and supporting documentation
   - 6 Media (flash-drive) Containing an electronic version of the signed original proposal and supporting documentation

All forms are available for downloading on the City of Cleveland’s website [www.city.cleveland.oh.us](http://www.city.cleveland.oh.us) under the Forms and Publications.