



# Municipality of Anchorage

Dave Bronson, Mayor  
Purchasing Department

October 4, 2022

## REQUEST FOR PROPOSAL

**RFP 2022P048**

### **Provide Emergency Public Information Warning Notification System**

The Municipality of Anchorage is an equal opportunity employer.

Enclosed is pertinent information for use in preparing your proposal.

Pre-Proposal Conference: **N/A**

Site Visit: **N/A**

Questions Due: **12:00 P.M. Local Time, October 14, 2022**

Proposals Due: **5:00 P.M. Local Time, October 26, 2022**

**ONE SIGNED ORIGINAL, single sided, unbound, plus five (5) complete copies** of your proposal must be submitted. In addition to the copies, a flash-drive containing a PDF copy of the complete proposal, including attachments must also be provided.

**If applicable, the call-in phone number for Pre-Bid Conferences is 907-343-6089. Conference lines are opened 5 minutes prior to the Pre-Bid Conference times. To attend meetings in person; you may do so at 632 W. 6<sup>th</sup> Avenue, Suite 520, Anchorage, AK 99501. FOR AUXILIARY AIDS, SERVICES, OR SPECIAL MODIFICATIONS TO PARTICIPATE PLEASE CONTACT THE PURCHASING DEPARTMENT TO REQUEST REASONABLE ACCOMMODATIONS AT 907-343-4590; OR [wwpur@muni.org](mailto:wwpur@muni.org)**

**For further information contact Purchasing** at (907) 343-4590 or email [wwpur@muni.org](mailto:wwpur@muni.org). All correspondence should include the **RFP** number and title.

The Municipality of Anchorage reserves the right to reject any and all proposals and to waive any informalities in procedures.

Sincerely,

Chris Hunter  
Deputy Purchasing Director

# **Provide Emergency Public Information Warning Notification System RFP 2022P048**

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## **1.0 GENERAL INFORMATION**

### **1.1 Purpose**

The Anchorage Office of Emergency Management (OEM) seeks proposals for an Emergency Public Information Warning Notification System to potentially replace our current warning system.

For the purpose of this RFP, responses must be relevant to Municipal or county government and must not include data, statistics, or examples from school systems or business applications.

### **1.2 Background**

The Municipality of Anchorage (MOA) in the State of Alaska has a total area of 1947 square miles. As of 2020, an estimated 291,247 people call the MOA their home, with an additional 40,000 commuters who come into the area daily. The Municipality is located on the Cook Inlet and borders the Chugach Mountains National Forest and contains the Joint Base Elmendorf-Richardson. Anchorage has five cities: Anchorage, Girdwood, Indian, Eagle River, Chugiak. The Municipality is also home to the Eklutna Tribe.

Due to location and topography, the MOA can be subject to various hazards such as droughts, earthquakes, floods, severe weather, volcanic ash, and avalanches. The Municipality has seen 7 Federally declared disasters and several State disasters since 1953, including but not limited to flood events, severe storms, earthquakes,

avalanches, and wildfires. MOA and its local, State, and Federal partners work together to prepare for, mitigate against, recover from, and respond to various events and disasters using a whole-community approach.

The Anchorage Office of Emergency Management (OEM) seeks proposals for an Emergency Public Information Warning Notification System to potentially replace our current warning system as these technologies change rapidly. We have been using the current product since 2012. OEM anticipates executing a three-year contract with the option for three, one-year extensions with the selected contractor.

We are seeking a comprehensive, turnkey, reliable, and enhanced solution for our Emergency Public Information Warning Notification System needs. Any product proposed must be compliant with the FEMA Integrated Public Alert and Warning System (IPAWS) and be based on the Global Warning Communications Standard, the Common Alerting Protocol, also an IPAWS requirement. The alert origination software providers which have successfully demonstrated their IPAWS capabilities can be found at

<https://www.fema.gov/emergency-managers/practitioners/integrated-public-alert-warning-system/technology-developers/alert-origination-software-providers>

### 1.3 Questions

Any questions regarding this Request for Proposal are to be submitted in writing to:

Municipality of Anchorage  
Purchasing Department

[wwpur@muni.org](mailto:wwpur@muni.org)

For ease of identification please identify the RFP number in the subject line of any correspondence.

Purchasing Office hours of operation are: 8:00 a.m. to 5:00 p.m. local time Monday through Friday, excluding Municipal holidays. All questions must be received prior to the deadline indicated on the RFP cover letter.

### 1.4 Preparation Costs

The Municipality will not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked Proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each Proposer agrees to be bound in this respect and waives all claims to such costs and fees.

## 2.0 RULES GOVERNING COMPETITION

## 2.1 Examination of Proposals

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

## 2.2 Proposal Acceptance Period

Award of this proposal is anticipated to be announced within 60 calendar days, although all offers must be complete and irrevocable for 90 calendar days following the submission date.

## 2.3 Confidentiality

The content of all proposals will be kept confidential until the selection of the Contractor is publicly announced. At that time the selected proposal is open for review. After the award of the Contract, all proposals will then become public information.

## 2.4 Proposal Format

Proposals are to be prepared in such a way as to provide a straight forward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on

- 1) conformance to the RFP instructions;
- 2) responsiveness to the RFP requirements;
- 3) completeness and clarity of content.

## 2.5 Signature Requirements

All proposals must be signed. Proposals must be signed: by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. Signature on the "Letter of Transmittal" (See Section 4.3) will meet this requirement.

*Failure to sign the Proposal is grounds for rejection.* The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

## 2.6 Proposal Submission Requirements

- 2.6.1 ONE ORIGINAL, single sided unbound, plus five (5) complete copies** of the proposal must be received by the Municipality prior to the date and

time specified in the cover letter. Copies may be bound or enclosed in folders/binders.

2.6.2 IN ADDITION to the copies required by paragraph 2.6.1 above, provide a flash drive containing a PDF copy of the complete proposal, including attachments.

2.6.3 All copies of the proposals shall be submitted in a single sealed cover which shall be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.

2.6.4 Proposals must be delivered or mailed to:

Physical Address  
Municipality of Anchorage  
Purchasing Department  
632 W. Sixth Avenue, Suite 520  
Anchorage, AK 99501

## 2.7 News Releases

News releases by or on the behalf of any Proposer pertaining to the award resulting from the RFP shall not be made without prior written approval of the Municipal Purchasing Director.

## 2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Municipality of Anchorage. One copy of the submitted material shall be retained for the official files of the Purchasing Department and will become public record after award of the Contract.

## 2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Municipality.

## 2.10 Modification/Withdrawal of Proposals

A Proposer may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The Proposer may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written

will not be considered. A final proposal cannot be changed or withdrawn after the submission date, except for modifications requested by the Municipality after the date of receipt and following oral presentations.

## 2.11 Late Submissions

**PROPOSALS NOT RECEIVED BY THE DATE AND TIME AND AT THE LOCATION SPECIFIED IN THE RFP COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED.**

## 2.12 Rejection of Proposals

The Municipality of Anchorage reserves the right to reject any or all proposals if determined to be in the best interest of the Municipality.

## 2.13 Equal Employment Opportunity Contract Compliance

2.13.1 Every municipal contract shall include language substantially the same as the following: "The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to, Title 5 and Title 7 of the Anchorage Municipal Code."

2.13.2 Every municipal contract shall state, in all solicitations or advertisements for employees to work under the contract, that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability.

## 2.14 Confidential/Proprietary Information

The content of proposals will be kept confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review to the competing proposers only (except for information properly identified as being proprietary). After the award of the contract, all submitted proposals shall become public information except for properly identified proprietary information. If a proposer wishes individual pages, which contain actual business, proprietary information to be held confidential, each page must be marked, and an explanation furnished of its proprietary nature. In addition to marking individual pages, the Proposal's Cover must also be annotated with the words "THIS PROPOSAL CONTAINS PROPRIETARY INFORMATION". "Confidential and Proprietary" information is not meant to include any information which, at the time of disclosure, is generally known by the public and/or competitors. MOA's ability to treat information submitted as confidential is limited by Anchorage Municipal Code. Proposers concerned with the confidentiality of information

submitted should familiarize themselves with the following Anchorage Municipal Code provisions:

- AMC 3.90 Access to Public Records
- AMC 3.90.010 Policy
- AMC 3.90.020 Definitions
- AMC 3.90.030 Information Available to the Public
- AMC 3.90.040 Exemptions for Particular Records

### 3.0 SCOPE OF WORK

#### 3.1: Overall System Requirements

1. The Contractor **shall** provide all service and deliverables as required, specified, and detailed in the solicitation and shall meet all service and delivery timelines as specified. In the following requirements, the “system” is understood to be “an emergency notification communication system.”
2. The contractor **shall** provide an emergency notification communication system that is intuitive and friendly to use.
  - a. An optional five (5) min video of system capabilities not demonstrated in the IPAWS compliance video can be provided.
3. Data Ownership. All data entered the system by or on behalf of the Municipality and its system users is owned by the Municipality and **shall** not be used by the Contractor for any purpose whatsoever without the prior written consent of the Municipality.
4. System. The contractor **shall** provide a complete turnkey emergency notification communication system to include, software, installation, training, documentation, maintenance, and support. The system should be innovative with the ability to add and improve functionality as technology progresses.
5. Administration.
  - a. The system **shall** have unlimited logins.
  - b. User accounts **shall** allow for the modification of each user's permissions, customizable in terms of the types, areas, and templates of alerts available to the user.
  - c. The system **shall** have two levels of administrators – one for the overall system and another for local administrators.
  - d. Reports on admin and system usage **shall** be available the Municipality of Anchorage Office of Emergency Management (OEM) monthly.
  - e. Each login **shall** have both a username and password.
  - f. Username/password **shall** be used by any user accessing the system and require updating every 90 days.

- g. Username/password **shall** be stored encrypted. Two-part authentication required.
  - h. Strong password capabilities **shall** be available along with password expiration. Alternatives such as ADFS/Azure AD integration should be available.
  - i. Ability to return all MOA specific data and associated databases
- 6. System servers and remote users.
  - a. The system is anticipated to be fully hosted and extremely reliable.
  - b. The Contractor **shall** provide system redundancy for reliability and resilience. Describe the servers, any certifications, survivability (power, temperature, cyber, network connectivity etc.).
  - c. Maintenance **shall** not affect the availability of the system, including the patching process.
  - d. The system and clients **shall** be available 24/7/365.
  - e. The Contractor **shall** provide twenty-four (24) hours a day, seven (7) days a week, three hundred sixty-five (365) days (including holidays and 366 days during leap year) a year technical support services in response to any software failure or technical support. To satisfy this requirement, Contractor must provide toll-free telephone support.
  - f. The system **shall** provide emergency notification that shall be up and available 99.999% of the time excluding time for scheduled maintenance. Scheduled maintenance time will be communicated ahead of time and the time will be approved by OEM.
  - g. Ability to use multiple telecommunications providers, multiple servers and across different power grids
  - h. Utilize mirrored server sites for disaster backup
  - i. The solution **shall** have redundancy for the uptime objective stated in “e” above with little no data loss in the event of a failure.
- 7. If a virus is indicated on the system, OEM staff **shall** be immediately notified with hourly updates as to the status of the recovery/repair. Provide your virus mitigation plan or process.
- 8. The vendor shall provide penetration testing for security vulnerabilities and provide results at least annually.
- 9. If a data breach has occurred, notification to all affected parties **shall** be made within 24 hours and a copy of the plan to mitigate the breach provided.
- 10. The system **shall** allow the import of all notification data from the OEM existing system into the new system in a variety of ways (CSV, Excel, other).
- 11. Templates. The system **shall** provide the ability to build, store (in whole and in part), update and share templates with other administrators prior to issuing a notification.



12. GIS. The system **shall** have a mapping capability and tool to
  - a. Identify an area to be notified,
  - b. Identify an area of staff/group to be notified,
  - c. An area within an area to be notified where each area is to receive a different message or be disallowed from the overall area, and
  - d. Load and store predefined areas.
13. The system **shall** provide an emergency notification communication system which is fully conformant to the Common Alert Protocol (CAP) 1.2.
14. The system **shall** have the ability to utilize the Emergency Data Exchange Language Distribution Element (EDXL-DE) 1.0 for information sharing.
15. The system **shall** provide the OEM the status of other system users.
16. The system **shall** support an interface to allow for a speaker, volume control, light emitting diode (LED) alert indicator light, and method to record a voice message.
17. The system **shall** be compatible with Windows 8, and the Windows 10 operating systems or any future platforms supported by the Contractor during the contract term.
18. The system **shall** be compatible with any mobile device operating system deployed within the last 3 years to any company having at least a 10% market share in the Smartphone / Tablet market in Alaska including Apple, Android, and Google. List specifically any OS versions with which the system is not compatible.
19. The system **shall** be compatible with all current web browsers having at least a 10% market share.
20. Deficiencies or issues found in the system which are not in compliance with the contract requirements will be documented by the OEM and provided to the contractor. The Contractor **shall** acknowledge receipt of the issue within one (1) business day from date of notification.
21. Ability to detect limitations in phone infrastructure and adjust call volume to increase efficiency.
22. Provide commercially available residential and business phone numbers and disclose where those numbers are generated from, how frequently they are updated, and whether any fees are associated with updates.
  - a. ability to correlate the data imported from different databases to prevent duplication.
  - b. ability to append latitude and longitude geo-coding information to phone numbers
  - c. Data entered by residents is instantly available for use in the system.
  - d. defined process to obtain contact information from residents and businesses

e. defined process to promote and encourage community enrollment.

23. The contractor **shall** correct deficiencies and issues identified within seven (7) business days after written notification by the Municipality.

### 3.3 General Notification

24. System Notification functions. The system **shall** be able to notify staff, local governmental entities, and the public via:

- a. Email
- b. SMS
- c. Facebook
- d. Twitter
- e. Cellphone
- f. Landline phones
- g. Fax
- h. Groups

25. The system phone notifications **Shall** come from a local area number.

26. Language. The system **shall** be able to send notifications in English, Spanish and have a method to include other languages.

27. The system **shall** provide an interface for the OEM to compose, send, view, reply, edit, archive, and forward voice and/or data messages to other users of the system.

28. The system **shall** allow the originator of the voice and/or data message to select destination addresses from allowed system destinations, OEM provided e-mail addresses, phone numbers and OEM defined groups.

29. The system **shall** allow the originator to cut and paste text, tables, video, and photos from other electronic documents into the body of the message and/or add as an attachment as needed.

30. The system **shall** allow a minimum of ten (10) megabytes (Mb) upload capacity for message attachments/inclusion.

31. There **shall** be no more than one (1) second voice delay for voice messages.

32. The system **shall** be able to convert text to speech for voice notifications.

33. The system **shall** have the capability to set repeat counts for all dissemination as needed.

34. Redial protocols **shall** be customizable.

35. All retry attempts both successful and unsuccessful **shall** be automatically logged with date and time and all data in the message.

36. Automatic messaging

- a. The system **shall** allow prepared messages or on the fly messages to be sent to any identified group or individuals on a planned or unplanned schedule.
- b. The system **shall** be able to send messages on a repeat cycle.

### 3.4 Staff Notification

37. Notification sequencing.

- a. The system confirms messages received and **shall** automatically attempt an alternative mode of communication if initial contact is unsuccessful. Initial and alternative modes can include any of the available messaging types: text message, email, fax, etc.
- b. The system **shall** attempt to contact an alternative individual upon failure to contact the specified individual (contact sequence). There should be no pre-set limit to the number or types of contacts in a sequence.

38. Roster Notification. The system **shall** have the ability to perform staff notification with response where responses are captured in a log available to the administrator. E.g., send message to group and ask for availability (yes/no); time to be available (hr).

39. System **shall** provide acknowledgement of receipt and time of message receipt, response, and time of response.

### 3.5 Public Notification

40. Website. The system **shall** have the ability to post alerts to the OEM websites.

41. The system **shall** retain history of all public notifications for a period equal to the Municipality retention schedule including website notifications.

42. Public opt in. The public **shall** be able to opt in for notifications for all dissemination methods.

43. Mobile App. The system **shall** include a mobile application for public and staff to download that will allow.

- a. Selection by area to be messaged and,
- b. Selection by type of alert to be messaged.

- c. The app **shall** have a public notification side and staff side for automated device notification

44. Integrated Public Alert and Warning System (IPAWS).

- a. The contractor **shall** provide certification for currently being an IPAWS Alert Origination Software provider.
- b. The system **shall** be able to activate of Emergency Alert System (EAS), Non-Weather Emergency Messages (NWEM), and Wireless Emergency Alerts (WEA) by submitting a valid Common Alerting Protocol (CAP) message.
- c. The system **shall** monitor IPAWS for any messages relative to Municipality of Anchorage and notify defined staff through various methods.
- d. The system **shall** allow for sending and receiving CAP messages to/from other Collaborative Operating Groups (COGs).
- e. The system **shall** provide a tool to draw a target area on a map where a message is to be sent.
- f. The system **shall** provide a method to select predefined geographic areas to include in the CAP message, e.g., Municipality, city other such boundaries.

45. Logging.

- a. The system **shall** capture information pertinent to each message which includes the time and date that the voice and/or data message was sent, the originator and/or activator of the voice and/or data message, the subject of the voice and/or data message, the size of the voice and/or data message, and the presence of attached files for each dissemination type.
- b. Delivery receipts for all messages **shall** be maintained.
- c. The confirmation receipt listing **shall** include a list of destinations, time received, and time acknowledged for each voice and/or data message.
- d. The system **shall** notify the voice and/or data originator within one (1) minute if the voice and/or data are undeliverable by the system for each dissemination method supporting the capability.
- e. The Contractor **shall** provide voice and/or data message receipt summary to OEM for review on demand and monthly in a Microsoft Excel spreadsheet or other common format.

46. The system **shall** originate and receive EAS formatted messages.

47. EAS messages **shall** include the options to select an OEM defined event type, destination Federal Information Processing Standard (FIPS) codes, alert valid time, and a specified alert duration in compliance with part 11 of the Federal Communications Commission (FCC) rules and regulations.

48. The system **shall** also allow the EAS activation of other COGs authorized by the AK State SECC EAS Plan for OEM.
49. In addition to the basic data elements the EAS encoder **shall** allow the OEM to enter a description of the event, recommended action to be taken by the public, and a Uniform Resource Locator (URL) address that the public might go to for additional information.

### 3.6 Warranty

50. The Contractor warrants the emergency communication notification system in its entirety as being compliant in all respects with the terms of the Contract and warrants that these products or services will be free from defects in materials and workmanship. The Contractor represents and warrants that all software and documents provided **shall** meet or exceed the minimum specifications set forth herein.
51. The Contractor expressly warrants that the emergency notification system products, software and services provided **shall** operate without defects in material, labor, and workmanship for a period for the life of the contract.
52. The Contractor represents and warrants that for the Warranty Period that the system **shall** be free from any defect, deficiency, faultiness, imperfection, inadequacy, incompleteness or other condition which would render the system inoperable in any way or which would prevent the full system performance in accordance with the specifications set forth herein. This warranty includes without limitation, correction of errors, design deficiencies, performance deficiencies, and incorrect or defective documentation, including those found during acceptance testing, implementation, and the Warranty Period. Acceptance testing in any form **shall** not in any way relieve the Contractor of its responsibilities to correct any Defect during the Warranty Period.
53. The Contractor represents and warrants that the software as delivered to the OEM **shall** not contain a computer virus.
54. The Contractor represents and warrants that it **shall** meet or exceed the Maintenance and Technical Support requirements as set forth in "Maintenance, Account and Technical Support".

### 3.7 Maintenance, Account and Technical Support

55. The Contractor **shall** provide toll free telephone and/or on-site technical support services.

56. The Contractor **shall** provide twenty-four (24) hours a day, seven (7) days a week, three hundred sixty-five (365) days (including holidays and 366 days during leap year) a year technical support services in response to any software failure or technical support. To satisfy this requirement, Contractor must provide toll-free telephone support.
57. Provider support time must be 15 minutes or less for all issues at all times of day or night.
58. Ability to provide full time customer support personnel; they must be full-time, company employed customer service professionals and must be located in the United States.
59. Technical Support staff has ability to initiate a notification call on the client's behalf; i.e. the vendor can send the call if Municipal resources/infrastructures are unavailable.
60. The Contractor's response to OEM for non-exigent support **shall** be within (2) hours during workdays, via phone with a temporary work around for completing notifications and correction of the error/issue within 2 business days unless otherwise agreed.
61. The Contractor **shall** provide software updates at no additional cost to the OEM for the term of contract. Software updates are defined as correction releases to repair anomalies, enhancements, and improvements to the already purchased product feature/functionality set (point release modifications) and new releases of the software (level releases).
62. The Contractor **shall** open a ticket assigning a unique number for tracking purposes on all support requests. All tickets will be closed only after the OEM has verified the resolution to be satisfactory.
63. The Contractor's response to exigent requests **shall** be resolved within five (5) business days.
64. The contractor **shall** invoice the MOA for any additional costs not included in the contract within 30 days of the incurrence of the cost.

### 3.8 Implementation

65. The Contractor **shall** load all existing notification and user data from current system.

66. The Contractor will provide implementation and training based on the outline below:
- a. The Contractor **shall** conduct a “kick-off” toll-free teleconference call meeting with the OEM within five (5) business days of execution of contract. During the kickoff conference call, the OEM and the Contractor will develop a schedule for delivery of implementation and training.
  - b. The Contractor **shall** initiate delivery, implementation, and training within a not to exceed one (1) month period from the date of Procurement and complete implementation and training on a schedule agreed with the OEM.
67. The Contractor shall provide advertising and promotion upon implementation to notify the MOA residents of the emergency notification opt-in procedures, website and associated contact list preferences.
68. The Contractor must present a preliminary implementation plan with a timeline from contract signature through user training and promotion with clearly identified roles and responsibilities for both provider and MOA government.
69. The provider must present during the implementation and training phase an articulated plan for best practices for use and how the notification service adheres to existing protocols for emergency communications.

### 3.9 Training

70. The Contractor **shall** provide the OEM with training that will consist of but not limited to the following
- a. Instruction and operation of the Emergency Notification System
  - b. Instruction on use of system to issue alerts through IPAWS to EAS, NWEM and WEA
  - c. Use of Reports,
  - d. Trouble shooting, and
  - e. Reporting Trouble Tickets.
71. The Contractor **shall** provide the OEM with five virtual training sessions at no additional cost to an unlimited number of attendees. Training sessions are to be recorded for future use.
72. The Contractor **shall** provide training no later than 15 days after the complete delivery and implementation of the OEM initial purchase.
73. The Contractor **shall** provide and maintain as current training materials electronically including, but not limited to, PowerPoint, PDF handouts, PDF manuals, paper manuals and training videos.

74. Updates to training manuals supplied **shall** be provided to the OEM at no additional cost for the term of the contract.

#### 4.0 PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed twenty-five (25) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, required attachments, or dividers). One page shall be interpreted as one side of a single-spaced, letter size sheet (8-1/2" X 11"). Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores.

##### 4.1 Title Page

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, and date.

##### 4.2 Table of Contents

List the proposal's sections with page numbers. Include the RFP Evaluation Criteria.

##### 4.3 Letter of Transmittal (Limited to three (3) pages).

4.3.1 Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

4.3.2 List your company's contact for this RFP along with their phone number and email address.

4.3.3 Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.

4.3.4 **The letter of transmittal must be signed by a corporate officer or other individual who has the authority to bind the firm.**

##### 4.4 Evaluation Criteria

4.4.1 Detail how the firm's solution meets the requirements for an emergency notification communication system to include the following criteria (reference the section 3.0, scope of work, for specific requirements)

- A. Overall System Requirements and Company specifics
- B. General Notification
- C. Staff Notification
- D. Public Notification



- E. Warranty
- F. Maintenance, Account and Technical Support
- G. Implementation
- H. Training

#### 4.4.2 Firm Qualifications and Experience

- The Contractor **shall** provide details about the company to include:
- Years in business of providing warning systems,
- Age of solution being proposed,
- Number of current customers.
- Detail the firm's experience in the same or similar areas of expertise, stability, and its adaptability to providing the required services.
- Provide at least three (3) references (serving at least 200,000 population) for which your firm has provided the same or similar services. Include organization name, point of contact, telephone number, email and a brief description of the services provided and length of services.

#### 4.4.3 Project Lead

Provide detailed information on the qualifications and experience of the Project Lead as it relates to the required services. Include project reference contact name(s) and telephone number(s).

#### 4.4.4 Key Project Staff and Subconsultants

Identify key project staff and subconsultants expected to provide services on behalf of the firm. Resumes should be included for each of the individuals and subconsultants referenced.

#### 4.4.5 Customer support/service

Provide detailed information on customer support and service throughout the contract period and potential extensions. Include customer communication content, timelines and method(s) of communication with customer.

#### 4.4.6 Project Methodology and Approach

Provide detailed information on the firm's methodology in meeting the scope of work requirements identified in Section 3.0. Describe overall approach to include any special considerations, which may be envisioned.

4.4.7 Cost Proposal shall include yearly costs, the subtotal and additional costs. We will normalize the costs of the additional voice mails/ text messages prior to scoring. Please fill out The Cost Worksheet (Attachment B) with these numbers and include it in your Proposal.

- a. preference will be given to solutions that are a true “all-inclusive” system, without specific allocations of service items such as text messages and/or voice calls.

## 5.0 EVALUATION CRITERIA AND PROCESS

5.1 Evaluation Criteria Weighting Evaluation. An evaluation team was chosen from among the Municipality of Anchorage departments. The technical requirements for the Public Alert, Warning and Emergency Notification System are color coded to support an easy and timely evaluation process

The criteria to consider during evaluations, and the associated point values, are as follows:

1. System Requirements	30 points
2. Customer Support/Services	10 points
3. Experience	10 points
3. Methodology/Approach	20 points
6. Cost	<u>30 points</u>
Total Points Available	100 points

### 5.2 Qualitative Evaluation Criterion

Firms will be ranked using the following qualitative rating factors for each RFP criterion:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0- Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: If an evaluator decides that the response provided for a criterion that has a maximum of 30 points was “Good,” they will assign a “qualitative rating factor” of 0.6 to that criterion. The qualitative rating factor is then multiplied by the maximum points available (30) for a resultant 18 points.

### 5.3 Quantitative Evaluation Criterion

If Cost is an evaluation criterion then the following shall be used:

The award of the “cost” points will be determined by the calculation shown below. The lowest cost proposal will receive the maximum number of points awarded for the “cost” criteria:

$$\frac{\text{Lowest cost proposal} \times \text{Maximum \# points for category}}{\text{Cost of proposal being scored}}$$

### EXAMPLE

Method used to convert Total Cost to Points (30 Points Maximum)

#### [STEP 1]

List all proposal costs.

Proposer #1	-	\$40,000
Proposer #2	-	\$45,000
Proposer #3	-	\$48,000

#### [STEP 2]

The RFP awards a maximum of 30% (30 points) of the total of 100 points for fee schedule.

**Proposer #1 receives 30 points.**

Proposer #1 receives 30 points (the max) because they submitted the lowest cost proposal.

**Proposer #2 receives 26.7 points.**

$$\frac{\$40,000 \times 30}{\$45,000}$$

**Proposer #3 receives 25. points.**

$$\frac{\$40,000 \times 30}{\$48,000}$$

## 5.4 Evaluation Process

A committee of individuals representing the Municipality of Anchorage will perform an evaluation of the proposal(s). The committee will rank the proposal(s) as submitted. The Municipality of Anchorage reserves the right to award a contract solely on the written proposal.

The Municipality also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three (3) firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators' scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter into final negotiations with the Municipality for the purposes of contract award.

## **6.0 SELECTION PROCESS**

The Proposer with the highest total evaluation points may be invited to enter into contract negotiations with the Municipality of Anchorage. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Municipality reserves the right to terminate negotiations with any Proposer should it be in the Municipality's best interest. The Municipality of Anchorage reserves the right to reject any and all proposals submitted.

## **7.0 SAMPLE CONTRACT**

All Proposers must carefully read and review the attached Sample Contract (ATTACHMENT A). The final Contract with the Municipality of Anchorage will be substantially similar to it.

If a Proposer wishes to make changes to the Sample Contract, the proposed changes must be submitted with the proposal. All desired changes must be submitted in a separate document, and must be clear, legible, and conspicuous. The Proposer must also provide the rationale for all proposed changes. No changes will be considered until after the highest scored proposal(s) has been determined.

IF NO CHANGES ARE SUBMITTED WITH THE PROPOSAL, IT IS UNDERSTOOD THAT THE TERMS AND CONDITIONS OF THE SAMPLE CONTRACT HAS BEEN ACCEPTED.

## **8.0 ATTACHMENTS**

Attachment A - Sample Contract

Attachment B – Cost Worksheet

