



THE CITY OF
EDINBURG

REQUEST FOR PROPOSALS

The City of Edinburg is soliciting sealed Request for Proposals; hereinafter referred to as RFP, to be received by the City Secretary's Office located at 415 W. University Drive, Edinburg, Texas 78541. City of Edinburg normal business days are Monday through Friday between the hours of 8:00 a.m. to 5:00 p.m. and shall be closed on recognized holidays.

RFP'S will be received until **3:00 p.m. Central Time**, on **Monday, May 04, 2015**, shortly thereafter all submitted RFP'S will be gathered and taken to the Edinburg City Hall Community Room, 1st Floor, to be publicly opened and read aloud. Any RFP received after the closing time will not be accepted and will be returned to the submitter unopened. It is the responsibility of the submitter to see that any RFP submitted shall have sufficient time to be received by the City Secretary's Office prior to the RFP opening date and time. The receiving time in the City Secretary's Office will be the governing time for acceptability of the RFP's. RFP's will not be accepted by telephone or facsimile machine. All RFP'S must bear original signatures and figures. The RFP shall be for:

RFP #2015-017
MASS MESSAGING NOTIFICATION SYSTEM

If you have any questions or require additional information regarding this RFP, please contact Mr. Leo Gonzalez, Jr., Director of Information Technology, at (956) 388-8201.

Hand Delivered RFP'S:

415 W. University Drive
C/o City Secretary Department (1st Floor)

If using Land Courier (i.e. FedEx, UPS):

City of Edinburg
C/o City Secretary
415 W. University Drive
Edinburg, Texas 78541

If Mailing Proposals:

City of Edinburg
C/o City Secretary
P.O. Box 1079
Edinburg, Texas 78540-1079

The City of Edinburg reserves the right to refuse and reject any or all RFP's and to waive any or all formalities or technicalities and to accept the RFP deemed most advantageous to the City, and hold the RFP's for a period of **60** days without taking action.

RFP's must be submitted in an envelope sealed with tape and prominently marked on the lower left hand corner of the envelope with corresponding RFP number and title.



Please read your requirements thoroughly and be sure that the RFP offered complies with all requirements/specifications noted. Any variation from the solicitation requirements/specifications must be clearly indicated by letter, on a point by point basis, attached to and made a part of your RFP. If no exceptions are noted, and you are the successful respondent, it will be required that the service(s) be provided as specified.

PURPOSE

(1) The purpose of these solicitation documents is to execute a Professional Services Contract for:

MASS MESSAGING NOTIFICATION SYSTEM

INTENT

(2) The services to be provided under this RFP shall be in accordance with and shall meet all specifications and/or requirements as shown in this solicitation for RFP. There is no intention to disqualify any respondent who can meet the requirements.

SUBMITTAL OF RFP

(3) RFPs shall be submitted in sealed envelopes as called referenced on the attached solicitation. Three (3) complete sets of the response One (1) original marked "**ORIGINAL**," and two (2) copies marked "**COPY**". RFPs submitted by facsimile (fax) or electronically shall **NOT** be accepted. Submittal of an RFP in response to this solicitation constitutes an offer by the respondent. Once submitted, RFP's become the property of the City of Edinburg and as such the City reserves the right to use any ideas contained in any RFP regardless of whether that respondent/firm is selected. Submission of a RFP in response to this solicitation, by any respondent, shall indicate that the respondent(s) has/have accepted the conditions contained in the RFP, unless clearly and specifically noted in the RFP submitted and confirmed in the contract between the City and the successful respondent otherwise. RFPs which do not comply with these requirements may be rejected at the option of the City. RFPs must be filed with the City of Edinburg before the deadline day and hour. No late RFPs will be accepted. They will be returned to respondent unopened (if properly identified). Failure to meet RFP requirements may be grounds for disqualification.

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TIME ALLOWED FOR ACTION TAKEN

(4) The City of Edinburg may hold RFP/s **60** days after deadline without taking action. Respondents are required to hold their RFP/s firm for same period of time.

RIGHT TO REJECT/AWARD

(5) The City of Edinburg reserves the right to reject any or all RFPs, to waive any or all formalities or technicalities, and to make such awards of contract as may be deemed to be the best and most advantageous to the City of Edinburg.

ASSIGNMENT

(6) Respondents are advised that the City of Edinburg shall not allow the successful respondent to sell, assign, transfer, or convey any part of any contract resulting from this RFP in whole or in part, to a third party without the written approval of the City of Edinburg.

AWARD

(7) Respondents are advised that the City of Edinburg is soliciting RFPs and award shall be made to the respondent that in the opinion of the City of Edinburg is the best qualified.

NUMBER OF CONTRACTS

(8) THE CITY reserves the right to award one, more than one, or no contract(s) in response to this RFP.

STATUTORY REQUIREMENTS

(9) It shall be the responsibility of the successful respondent to comply with all applicable State & Federal laws, Executive Orders and Municipal Ordinances, and the Rules and Regulations of all authorities having jurisdiction over the work to be performed hereunder and such shall apply to the contract throughout, and that they will be deemed to be included in the contract as though written out in full in the contract documents.

ALTERATIONS/AMENDMENTS TO RFP

(10) RFP **CANNOT** be altered or amended after opening time. Alterations made before opening time must be initialed by respondent guaranteeing authenticity. No RFP may be withdrawn after opening time without acceptable reason in writing and only after approval by the City of Edinburg.

NO RESPONSE TO RFP

(11) If unable to submit a RFP, respondent should return inquiry giving reasons.

LIST OF EXCEPTIONS

(12) The respondent shall attach to his/her RFP a list of any exceptions to the specifications/ requirements.

PAYMENT

(13) The City of Edinburg will execute payment by mail in accordance with the State of Texas Pay Law after SERVICES have been completed, introduced to the City, and found to meet City of Edinburg specifications/requirements. No other method of payment will be considered.

SYNONYM

(14) Where in this solicitation package SERVICES is used, its meaning shall refer to the request for MASS MESSAGING NOTIFICATION SYSTEM as specified.

RESPONDENT'S EMPLOYEES

(15) Neither the Respondent nor his/her employees engaged in fulfilling the terms and conditions of this Service Contract shall be considered employees of the City. The method and manner of performance of such

undertakings shall be under the exclusive control of the vendor on contract. The City shall have the right of inspection of said undertakings at any time.

INDEMNIFICATION CLAUSE

(16) The Respondent agrees to indemnify and save harmless the City, from all suits and actions of every nature and description brought against them or any of them, for or on account of the use of patented appliances, products or processes, and he shall pay all royalties and charges which are legal and equitable. Evidence of such payment or satisfaction shall be submitted upon request of the Purchasing Agent, as a necessary requirement in connection with the final estimate for payment in which such patented appliance, products or processes are used

INTERPRETATIONS

(17) Any questions concerning the project and/or specifications/requirements with regards to this solicitation for statement(s) of qualifications shall be directed to the designated individuals as outlined in the RFP. Such interpretations, which may affect the eventual outcome of this request for statements of qualifications, shall be furnished in writing to all prospective Respondents via Addendum. No interpretation shall be considered binding unless provided in writing by the City of Edinburg in accordance with paragraph entitled "**Addenda and Modifications**".

VERBAL THREATS

(18) Any threats made to any employee of the City, be it verbal or written, to discontinue the providing of item/material/services for whatever reason and/or reasons shall be considered a breach of contract and the City will immediately sever the contract with the Respondent/Consultant on contract.

CONFIDENTIAL INFORMATION

(19) Any information deemed to be confidential by the respondent should be clearly noted on the pages where confidential information is contained; however, the City cannot guarantee that it will not be compelled to disclose all or part of any public record under Texas Public Information Act, since information deemed to be confidential by the respondent may not be considered confidential under Texas Law, or pursuant to a Court order.

PAST PERFORMANCE

(20) Respondent's past performance shall be taken into consideration in the evaluation of RFP submittal.

JURISDICTION

(21) Contract(s) executed as part of this solicitation shall be subject to and governed under the laws of the State of Texas. Any and all obligations and payments are due and performable and payable in Hidalgo County, Texas.

RIGHT TO AUDIT

(22) The City of Edinburg reserves the right to audit the vendor's books and records relating to the performance of this contract. The City of Edinburg, at its own expense, shall have the right at all reasonable times during normal business hours and upon at least twenty-four (24) hours' advance notice, to audit, to examine, and to make copies of or extracts from the books of account and records maintained by the vendor(s) with respect to the Supply/Service and/or Purchase Contract. If such audit shall disclose overpayment by City to vendor, written notice of such overpayment shall be provided to the vendor and the amount of overpayment shall be promptly reimbursed by vendor to the City. In the event any such

overpayment is not paid within ten (10) business days after receipt of such notice, the unpaid amount of such overpayment shall bear interest at the rate of one percent (1%) per month from the date of such notice until paid.

VENUE

(23) The parties agree that venue for purposes of any and all lawsuits, cause of action, arbitration, and/or any other dispute(s) shall be in Hidalgo County, Texas.

CONFLICT OF INTEREST

(24) CHAPTER 176 OF THE TEXAS LOCAL GOVERNMENT CODE Effective January 1, 2006, Chapter 176 of the Texas Local Government Code requires that any vendor or person considering doing business with a local government entity disclose in the Questionnaire Form CIQ, the vendor or person's affiliation or business relationship that might cause a conflict of interest with a local government entity. By law, this questionnaire must be filed with the records administrator of the City of Edinburg not later than the 7th business day after the date the person becomes aware of facts that require the statement be filed. See Section 176.006, Local Government Code. A person commits an offense if the person violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor. For more information or to obtain Questionnaire CIQ visit the Texas Ethics Commission web page at www.ethics.state.tx.us/forms/CIQ.pdf.

IF YOU HAVE ANY QUESTIONS ABOUT COMPLIANCE, PLEASE CONSULT YOUR OWN LEGAL COUNSEL. COMPLIANCE IS THE INDIVIDUAL RESPONSIBILITY OF EACH PERSON OR AGENT OF A PERSON WHO IS SUBJECT TO THE FILING REQUIREMENT. AN OFFENSE UNDER CHAPTER 176 IS A CLASS "C" MISDEMEANOR.

CONFIDENTIALITY OF INFORMATION AND SECURITY

(25) Should the successful respondent become the holder of and have access to confidential information in the process of fulfilling its responsibilities in connection with an awarded contract the successful respondent agrees that it shall keep such information confidential and will comply fully with the laws and regulations of the State of Texas, ordinances and regulations of the City, and any applicable federal laws and regulations relating to confidentiality.

TERMINATION OF CONTRACT

(26) The City of Edinburg reserves the right to terminate the contract if, in the opinion of the City of Edinburg, the successful vendor's performance is not acceptable, no funds are available, or if the City wishes, without cause, to discontinue this contract. Termination will be in written form allowing a 30-day notice.

RESPONSE DEADLINE

(27) Responses to the RFP must be addressed to City Secretary, City of Edinburg, 415 W. University Drive by **Monday, May 04, 2015 until 3:00 p.m.** for consideration. An original and two (2) complete sets of the response must be submitted no later than this date and time in a **sealed envelope** indicating that its contents are in response to the RFP for "**MASS MESSAGING NOTIFICATION SYSTEM**". **Respondents are advised that all confidential records must be submitted in a separate sealed envelope and marked accordingly.**

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ADDENDA AND MODIFICATIONS

(28) Any changes, additions, or clarifications to the RFP are made by amendments (addenda). Any respondent in doubt as to the true meaning of any part of the RFP or other documents may request an interpretation from the Purchasing Division. At the request of the respondent, or in the event the Purchasing Division deems the interpretation to be substantive, the interpretation will be made by written addendum. Said Addenda shall be mailed, e-mailed, hand delivered and/or faxed, to all prospective respondents. All Addenda issued in respect to this RFP shall be considered official changes to the original documents. Verbal statements in response to inquiries and/or requests for explanations shall not be authoritative or binding. It shall be the respondent's responsibility to ensure that they have received all Addenda in respect to this project. Furthermore, respondents are advised that they must recognize, comply with, and attach a signed copy of each Addendum which shall be made part of their RFP Submittal. Respondent(s) signature on Addenda shall be interpreted as the respondent's "recognition and compliance to" official changes as outlined by the City of Edinburg and as such are made part of the original solicitation documents. Failure of any respondent to receive any such addendum or interpretation shall not relieve such respondent from its terms and requirements. The City may issue a written addendum no later than five calendar days prior to the date bids must be received. Addendums are available online at www.cityofedinburg.com.

RFP PREPARATION COSTS

(29) The City of Edinburg shall not be held liable for any costs incurred by any respondent for work performed in the preparation of and production of a RFP or for any work performed prior to execution of contract.

EQUAL EMPLOYMENT OPPORTUNITY

(30) Respondent agrees that they will not discriminate in hiring, promotion, treatment, or other terms and conditions of employment based on race, sex, national origin, age, disability, or in any way violate Title VII of 1964 Civil Rights Act and amendments, except as permitted by said laws.

AUTHORIZATION TO BIND RESPONDENT TO RFP

(31) RFPs MUST give full firm name and address of respondent, and be manually signed. Failure to do so will disqualify your RFP. Person signing bid must show title or AUTHORITY TO BIND HIS/HER FIRM IN A CONTRACT. Firm name and authorized signature must appear on each page that calls for this information. The legal status of the Respondent whether corporation, partnership, or individual, shall also be stated in the RFP. A corporation shall execute the RFP by its duly authorized officers in accordance with its corporate by-laws and shall also list the state in which it is incorporated. A partnership Respondent shall give full names

and addresses of all partners. All partners shall execute the RFP. Partnership and Individual Respondent shall state in the proposal the names and addresses of all persons with a vested interest therein. The place of residence of each Respondent, or the office address in the case of a firm or company, with county and state and telephone number, shall be given after the signature.

Confidential Information Respondents are advised that all confidential records must be submitted in a separate sealed envelope and marked accordingly.

INSURANCE REQUIREMENTS

Staff may waive insurance requirements for contracts \$0 - \$4,999.99, including but not limited to contracts for food, materials, supplies, and construction. Workers' Compensation in amounts which satisfy statutory coverage shall be required for construction projects.

The following insurance requirements will be included in all City contracts of \$5,000 - \$14,999.99. In contracts not involving building and construction projects, as that activity is defined in TEX. LABOR CODE §406.096, contractors may obtain alternative form of worker accident insurance with minimum limits of liability of \$100,000 per claim.

Minimum Insurance Requirements	
Type of Coverage	Limits of Liability
Worker's Compensation	Statutory Coverage
Comprehensive General Liability (City named as additional insured) Bodily Injury	\$250,000 each person/\$500,000 each occurrence
Property Damage	\$100,000 each occurrence/\$100,000 aggregate or \$500,000 combined single limits

The following insurance requirements will be included in all City contracts of \$15,000 or more.

- (1) The successful bidder will be required to carry the following insurance coverage and limits of coverage, as well as list the City as an additional insured to liability coverage as requested by the City. In addition, the successful bidder shall provide the City with evidence of coverage and furnish acceptable proof of payment of insurance premiums.
- (2) The successful bidder will be required to secure and/or have insurance coverage in force with an admitted property and casualty insurance company licensed by the State of Texas to conduct business in the State of Texas.
- (3) In contracts not involving building and construction projects, as that activity is defined in TEX. LABOR CODE §406.096, contractors may obtain alternative form of worker accident insurance with minimum limits of liability of \$100,000 per claim.

Minimum Insurance Requirements	
Type of Coverage	Limits of Liability
Worker's Compensation	Statutory Coverage
Employer's Liability	Bodily Injury by Accident: \$100,000 each accident Bodily Injury by Disease: \$100,000 each employee/\$500,000 policy limit
Comprehensive General Liability Bodily Injury	\$250,000 each person/\$500,000 each occurrence
Property Damage	\$100,000 each occurrence/\$100,000 aggregate or \$500,000 combined single limits
Comprehensive Auto Liability Bodily Injury	\$100,000 each person/\$500,000 each occurrence
Property Damage	\$100,000 each occurrence/\$100,000 aggregate or \$500,000 combined single limits
City's Protective Liability Bodily Injury	\$250,000 each person/\$500,000 each occurrence
Property Damage	\$100,000 each occurrence/\$100,000 aggregate or \$500,000 combined single limits

Policies must name the City of Edinburg as an Additional Insured.

Certificates of insurance naming the CITY as an additional insured shall be submitted to the CITY for approval prior to any services being performed by Contractor. Each policy of insurance required hereunder shall extend for a period equivalent to, or longer than the term of the Contract, and any insurer hereunder shall be required to give at least thirty (30) days written notice to the CITY prior to the cancellation of any such coverage on the termination date, or otherwise. This Contract shall be automatically suspended upon the cancellation, or other termination, of any required policy of insurance hereunder, and such suspension shall continue until evidence that adequate replacement coverage is provided to the CITY. If replacement coverage is not provided within thirty (30) days following suspension of the Contract, the Contract shall automatically terminate.

BID BOND REQUIREMENTS

If the contract amount is over twenty-five-thousand dollars (\$25,000) for construction of the project, the successful bidder shall provide a bid guarantee, give a good and sufficient bond in the full amount of the contract price for the faithful performance of such contract, executed by a surety company authorized to do business in the State of Texas, in accordance with Article 5160, Vernon's Texas Civil Statutes, and amendments thereto. A payment bond in the full amount of the contract price to assure payment shall be required by law of all persons supplying labor and material in the execution of the project provided for in the contract documents.

A bid guarantee equivalent to five percent (5%) of the bid price will be required from each bidder. The "bid guarantee" shall consist of a firm commitment, such as a bid bond, certified check or other negotiable instrument accompanying a bid as assurance that the bidder will upon acceptance of his/her bid, execute such contractual documents as may be required within the time specified.

A performance bond on the part of the contractor for one-hundred percent (100%) of the contract price will be required. A "performance bond" is one executed in connection with a contract to secure fulfillment of all the contractor's obligations under such contract.

A payment bond on the part of the contractor for one-hundred percent (100%) of the contract price will be required. A "payment bond" is one executed in connection with a contract to assure payment, as required by law, of all persons supplying labor and material in execution of the work provided for in the contract documents.

I. PROJECT VISION

The City of Edinburg is issuing a Request for Proposal (RFP) for a Mass Messaging Notification System. This RFP is specifically intended for firms with the necessary experience and personnel required to implement a city-wide Mass Messaging Notification System in accordance with the requirements outlined in the Scope of Work of this document.

The City of Edinburg is located in the Rio Grande Valley with a residential population of 80,836. Edinburg is a full service City with 17 departments and approximately 13 operating divisions. Edinburg provides many services including public safety, parks, recreation, housing, and general administrative and support services.

The City of Edinburg has set high standards for itself in terms of service offerings and communication with our community. In an effort to further our goal of serving our community, we are looking for a Mass Messaging Notification System to aid us in communicating to citizens and other entities of emergency alerts and scheduled city events.

The City of Edinburg has multiple types of customers: residents, non-residents visiting the city, local business owners, and businesses who serve our community. Given the diversity of our customer base, any solution we implement will need to be able to accommodate city staff in being able to send out Mass Messaging Notification alerts for emergency and city scheduled events.

Our current methods of communicating alerts and city events to the community are by email, city website, social media and cable news channel.

We are looking for a systematic approach to notifying the community about emergency alerts and scheduled city events via email, text, social media and by phone call.

II. PROJECT OBJECTIVES

A. Overall Goals

The City is seeking proposals for a fully hosted, time-sensitive Mass Messaging Notification System for community alerts. The system will allow community leaders to communicate important information Citywide or to targeted populations within minutes.

B. Uses of Mass Messaging Notification System – Emergency Notifications

- Severe weather
- Flooding
- Fires
- Chemical Spills
- Traffic issues
- Terrorism
- Water supply issues

C. Uses of Mass Messaging Notification System – Non-Emergency Notifications

- Festivals and other cultural affairs
- Public meetings

D. Unlimited Calls, Texts and Emails

Because of the variety of emergency and non-emergency calls which the City intends, the City requires pricing to be submitted for unlimited notifications. Proposals which include per-call charges, or charges for calls exceeding certain maximums will not be considered.

III. SCOPE OF SERVICES

A. GENERAL

Vendor will provide a fully hosted, time-sensitive Mass Messaging Notification system for community alerts. The system will allow community leaders to communicate important information to all stakeholders within minutes. The City will not entertain any system that requires the purchase or installation of any hardware, software, or phone lines, whether onsite or offsite. A mobile app is not required as part of this service. Specific technical requirements appear below:

B. Architecture

- Solution must only be delivered as a Software as a Service (SaaS) platform with all maintenance and upgrades being provided by the vendor during the term of the subscription. Please specify how many years the solution has been offered as a SaaS product.
- Solution must be SOC3 (Service Organization Control 3) compliant. Please provide access to your publically available report.
- Solution must not require any hardware or software special permissions to be installed or managed. No add-ons should be required to operate the system.
- Must be user friendly
- Must permit both emergency and non-emergency messages to be sent
- Must work from any computer with an Internet connection
- Must offer a method of sending calls in situations where the client has no electricity and no Internet access. The method must be simple, secure, and not require operator intervention
- Must allow selection of citywide recipients or user-defined, targeted groups
- Must offer a call authorization process
- Must allow users to create and save messages prior to confirmation/sending
- Must be available 24/7/365
- Must be available via a number of channels, including but not limited to internet, IVR, or mobile device (e.g. iPhone, Android)

C. Capacity and Reliability

- Vendor must state capacity for voice messages (i.e., number of 60-second voice calls per hour able to be sent)
- Vendor must state what percentage of its voice capacity is used on a daily basis, and provide the company's commitment to scaling the capacity as clients' needs grow
- Vendor must provide the highest volume of voice messages delivered to unique phone numbers exclusively through its application on behalf of its clients within a 3 day "event" period. Do not include the number of calls that clients send through client-owned hardware, and do not include messages via e-mail accounts or SMS.
- Vendor must also provide capacity for e-mail and text messages, and whether text messages are sent via SMTP.
- Vendor should discuss how it addresses congestion issues.
- Solution must meet a 99.99% system uptime including any planned or unplanned maintenance. Describe how you maintain your uptime guarantee including any maintenance windows.

- Vendor should describe system redundancies which exist to ensure message delivery.
- Vendor should provide evidence of actual experience in successful message delivery during times of highly impacted capacity (e.g., hurricane, flood, tornado)
- Describe how the datacenters that house your service can handle infrastructure outages in relation to power, environmental controls, telephony, and data.
- Provide client reference contact information for cities similar in size to the City of Edinburg.

D. Delivery Channels and Language Support

- Solution must be Internet accessible through standard web browsers. This includes Microsoft Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari.
- Solution does not require administrators to load or install any components or settings to a specific desktop/server in order to leverage all functionalities of the proposed solution.
- Solution must support an unlimited number of message senders and administrators who can simultaneously access the system at no additional cost.
- System must be able to send voice messages to multiple types of devices including but not limited to: Landline and Cell Phone
- System must be able to send text messages to multiple devices/channels including but not limited to: Cell Phone, Email, and SMS.
- Vendor must demonstrate support for multiple languages depending on information from a contact record and automatically deliver the messages in the appropriate language.
- Vendor must specify languages supported.
- Solution must be capable of tracking message deployment and confirmation in real time for all delivery methods including phone, SMS, and email.
- Multiple message templates and message types (e.g., polling and informational or Geo targeted) must be able to be rolled up into a single event so that a single action can launch all associated communications.
- Multiple messages should have the ability to be tracked against a single Event Name (such as Hurricane Sandy and associating all messages during that crisis with the event name). This should also provide detailed reporting in relation to the Event. Please explain your support.
- Solution must support the ability to include file attachments.

E. Message Targeting

- Solution must allow administrators to create an unlimited amount of custom fields and subscription fields to collect information and target recipients using that data.
- Solution must support the ability to conveniently add groups and individuals to a notification.
- Solution must support the ability to escalate notifications to other individuals/groups if a required number of responses are not received in a customizable time period.

F. GIS

- Solution must be able to target geographically located contacts as part of the single page notification process used for all other notifications.
- Solution must support the ability to import ESRI Shape and KML files. This functionality must be directly accessible to a client administrator without vendor intervention.
- Solution must support all notification types as part of geographic notification.
- Geographic Targeting
 - Solution must support the ability to search for a geographic location using a contact name, address, street segments, zip code, intersection, landmark, and Latitude/Longitude.

- Solution must support the ability to target a region defined by a combination of a contact location, an address point or a landmark, and a radius around that address.
- Created polygons must include a "pin drop" of the targeted point of interest.
- The system must include the ability to select a geographic area using polygons/drawing tools.
- Drawing Tools
 - Solution must include the ability to resize the shapes after initial drawing or placement.
 - Solution must include the ability to modify the shapes after initial drawing or placement.
 - Solution must include the ability to rotate the shapes after initial drawing or placement.
 - Solution must include the ability to drag and drop the shapes to a different location on the map.
- Solution must display the number of recipients included within a selected region.
- Shape Library
 - Solution must allow saved shapes to automatically select contacts when recalled, no additional drawing is required.
 - Shapes in the library must be fully manageable without vendor assistance.
- Resident/Business Opt-In
 - Solution must provide a mobile optimized web page allowing residents and businesses to subscribe to messages.
 - Opt-In data must be updated in real time for broadcasting purposes.

G. Situational Information Integration

- Solution must be able to aggregate social media and external feeds.
- Solution must allow administrators to establish alerts based on customized thresholds.
- Solution must fully integrate with social media allowing to reply and share comments, as well as follow topics and individuals from the vendor's platform.

H. Reporting

- Solution must provide a real-time graphical dashboard for with a summary of each broadcast. Results that update after all notifications are sent will not be acceptable, results must tally in real-time.
- Solution must have the ability to produce custom reports.
- Reporting capabilities must have the ability to view multiple messages in a single report.
- Solution must store at least eighteen (18) months of historical message data.
- Solution must have the capability to produce an aggregated broadcast report for regulatory purposes.

I. Security

- Solution must support a customizable "Acceptable Use" policy for system users.
- User IDs and Passwords.
 - Solution must disconnect or force re-authentication of users after a specified period of inactivity.
 - Solution must disable or suspend user IDs after a fixed number of unsuccessful logon attempts. If yes, indicate the number of unsuccessful logon attempts required, and describe the process used to re-enable suspended user ids.
 - Solution must encrypt all user passwords
 - Solution must provide a default password expiration of policy of at least 90 days
 - Solution must support a secure web-based "Forgot ID" and "Forgot Password" functionality to retrieve forgotten login information
 - Solution must mask passwords on the computer display so they are not visible during the log-in process
- Account Permissions

- Solution must support an administrator role that has complete access to all system functionalities, all parent and child organizations (if applicable), and can designate other administrators
- Solution must support a user role able to send messages and view reports. This role can also be limited to specific groups
- Solution must support a recipient role able to log in and self-maintain their own contact data
- Privacy
 - Solution must support current US privacy laws
 - Solution must be Safe Harbor compliant.

J. Support Services

- Implementation
 - Prospective vendors must be able to fully implement the proposed solution within 30 days
 - Please detail the major milestones, durations between them, and points of escalation during implementation
 - Prospective vendors must provide a dedicated implementation contact and a dedicated account manager
 - Please detail the implementation change control process
- Professional Services
 - Prospective vendors must have professional services offerings that are able to assist with establishing best practices and system optimization. Please describe the professional services offerings that are available
 - Prospective vendors must have professional services offerings for custom training, message template creation, and reporting. Please describe the professional services offerings that are available
 - Prospective vendors must have employees with FEMA certifications to assist with deploying the solution. Please explain personnel certifications related to FEMA/emergency management
- Technical Support
 - Prospective vendors must provide employee staffed technical support 24/7/365
 - Prospective vendors must provide their technical support service level agreement for problem resolution. Please include incident categories and time frames for resolution
- Training
 - Prospective vendors must be able to provide online training accessible 24/7 that requires NO human/vendor intervention. Please provide costs for this training option.
 - On-line training must be interactive and be available 24/7. Scheduled webinars will NOT meet this requirement
 - Prospective vendors must be able to provide onsite training. Please provide costs for this training option
 - Prospective vendors must provide an on-demand video training library. Please provide costs for this training option
 - In addition to initial training, prospective vendors must provide recurring training options. Please list all options that are provided as well as any additional costs

IV. PROPOSAL REQUIREMENTS AND CONTENTS

The proposals submitted for this project are to follow the outline described below and must address all requested information. Any additional information that the vendor wishes to include should be included in an appendix to the proposal.

TECHNICAL PROPOSAL

SECTION 1 – Introduction

Provide a brief description of the vendor and a statement of qualifications for performing the requested services.

SECTION 2 – Experience

Provide a summary of the vendor's prior experience with similar projects. This section should include specific and detailed descriptions of similar projects performed previously project results, client name, and year completed.

SECTION 3 – Project Overview

Provide a narrative description of the project, based on the scope of work presented in the RFP. Include any issues that you believe will require special consideration for this project. Identify any unique approaches or strengths your firm may have related to this project. City staff will assess your understanding of all aspects of the project based on the overview.

SECTION 4 – Detailed Work Plan

Respond to all requirements defined in the scope of work. If any of the requirements cannot be supported, provide a recommendation for an alternative approach. Provide a description of the required tasks for the implementation and post-production support of the implementation and system.

Mass Messaging Notification System, as described in the scope of work. Include the steps needed to complete all tasks and any recommended additions to the list of tasks. Also, document assumptions used in development of the work tasks, including assistance needed from City staff, and required hardware and software.

SECTION 5 – Project Team

Identify the project team (including proposed sub-consultants), with key tasks and associated responsible personnel. Provide an organization chart depicting the project team members proposed by the vendor, and a brief resume for each team member. Identify the geographic locations of the vendor and key personnel.

SECTION 6 – References

Provide a description of projects similar in nature and scope that the vendor has completed in the last 5 years. Include client names, addresses, and telephone numbers. If a team or joint venture is proposed for this project, indicate which vendor was involved with the listed project. Identify project team members that worked on the project and their respective roles and responsibilities. Only include those projects where there is significant involvement from individuals who are part of the proposed project team.

SECTION 7 – Project Schedule: Mass Messaging Notification System

Include a project schedule for each key focus area of the Mass Messaging Notification System project, as identified in the scope of work. This schedule should contain key project milestones and timelines for deliverables. Identify assumptions used in developing the schedule.

SECTION 8 – Project Cost

Provide a cost proposal for Mass Messaging Notification System development, implementation, and ongoing maintenance. This section should be in table form, with costs for each task, each key area of focus, total project implementation cost, and ongoing post-production maintenance costs for our Mass Messaging Notification System. The matrix should include the name of the project team member and hourly rate for each task. Identify all costs to be billed to the project, including out-of-pocket expenses such as travel and office support. Within this section please propose a payment schedule.

SECTION 9 – Project Alternatives

We are looking to leverage your previous experience of implementing Mass Messaging Notification systems. Describe how the cost of the proposal could be reduced if necessary, by identifying tasks that could be eliminated or scaled back. Or describe any items that are necessary in your professional opinion to have a successful Mass Messaging Notification System, but have not been listed as a requirement.

SECTION 10 – Conflicts of Interest

Vendors submitting a proposal in response to this RFP must disclose any actual, apparent, direct, indirect, or potential conflicts of interest that may exist with respect to the vendor, management, or employees of the vendor, employees of the City of Edinburg (including but not limited to business partners, relatives, etc.), or any other persons relative to the services to be provided. If a vendor has no conflicts of interest, include a statement to that effect in the proposal.

SECTION 11 – Insurance

Provide summary of the vendors (and sub-consultant's) insurance coverage. Please refer to general information.

SECTION 12 – Citizen Information

Vendors submitting a proposal in response to this RFP must provide a statement that none of the data containing citizen information will be kept by the vendor in the event the City of Edinburg decides to cancel services. All proposals shall become the property of the City once submitted.

SECTION 13 – Standard Agreement

If your company has a standard agreement, please submit your standard agreement with terms and conditions.

SECTION 14 – Signatures

The proposal shall be signed by an official authorized to bind the vendor and shall expressly state that the proposal is valid for 60 days.

V. PROPOSAL SUBMITTAL

Submit three (3) copies of the proposal to:

City of Edinburg, Texas
City Secretary's Office
415 W. University Drive
Edinburg, Texas 78540

The deadline for proposal submittal is **3:00 pm on May 04, 2015**. Proposals delivered after the deadline or to the wrong location will be rejected and returned un-opened.

VI. PROPOSAL TERMS AND CONDITIONS

A. ASSURANCE OF DESIGNATED PROJECT TEAM - In order to assure that the designate project team is used for the project, the City shall have an unconditional right of refusal for any departure or reassignment of, or substitution for, any member of the designated project team.

B. COST OF PROPOSAL PREPARATION – The City will not pay any costs incurred by the vendor in preparing or submitting the proposal. The City reserves the right to modify or cancel, in part or in its entirety, this RFP. The City reserves the right to reject any or all proposals, to waive defects or informalities, and to offer to contract with any vendor in response to any RFP. This RFP does not constitute any form or offer to contract.

C. NOTIFICATION OF WITHDRAWAL OF PROPOSAL- Proposals may be modified or withdrawn prior to the date and time specified for proposal submission with a formal written notice by an authorized representative of the proposer. Proposals submitted will become the property of the City after the proposal submission deadline.

D. RIGHTS TO PERTINENT MATERIALS - All responses, inquiries, and correspondence related to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation submitted as part of the proposal shall become the property of the City after the proposal submission deadline.

E. RIGHT OF THE CITY TO REJECT PROPOSALS - The City reserves the right to reject any and all proposals or any part of any proposal, to waive minor defects or technicalities, or to solicit new proposals on the same subject or on a modified project which may include portions of the originally proposed project as the City may deem necessary in its interest.

F. OTHER CONDITIONS - All responses to the RFP submitted shall be deemed confidential during the evaluation period.

VII. SELECTION PROCESS

Subject to approval by the City Council, the selection of the most highly qualified vendor will be based upon the following criteria:

- Total project cost
- Acceptability of vendor's agreement terms and conditions – including support service and uptime availability
- Proposer's ability to meet city requirements

If a vendor cannot be selected based solely on the proposals submitted, up to three vendors will be invited for interviews at a time designated by the City. The proposed project manager must be present at the interview, and up to four others may attend at the discretion of the vendor.

The vendors will be notified about the outcome of the interview process, and the City staff will then enter into contract negotiations with the highest rated vendor.

Following successful negotiations, a recommendation will be made to the City of Edinburg City Council to award the contract.

In the event the cost negotiations are not successful, the City reserves the right to enter into negotiations with the other ranked vendors.

VII. PROPOSAL QUESTIONS

All questions regarding the proposal documents and proposal should be directed in writing, via e-mail to:

Leo Gonzales Jr., Information Technology Director
415 W. University Drive
Edinburg, Texas 78540
(956) 388-8201 Voice
lgonzales@cityofedinburg.com