


APPALACHIAN COUNCIL OF GOVERNMENTS a political subdivision of the State of SC	MAIL TO: Appalachian Council of Governments	
REQUEST FOR PROPOSAL Date of Release: May 22, 2014	ATTN: Mr. David Shellhorse PO Box 6668 Greenville, SC 29606 HAND DELIVER TO: Appalachian Council of Governments 30 Century Circle Greenville, South Carolina 29607	
Proposals will be accepted until 3:00 pm on Monday, June 30, 2014	TELEPHONE NO. (864) 242-9733	
Project Name: Development of InfoMentum Property Search Website		

VENDOR NAME: _____

VENDOR ADDRESS: _____

CITY-STATE-ZIP: _____

MAILING ADDRESS: _____

(If different from above) _____

TELEPHONE NO. (____) _____ FAX NO. (____) _____

FEDERAL ID NO. _____ E-MAIL _____

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this proposal and verify that I am authorized to sign this proposal for the proposer. I further state that the company affiliated with this proposal currently complies with all applicable federal and state laws and directives relative to non-discriminatory practices in employment.

Proposer acknowledges receipt of the following addendum:

Number _____ Dated _____

Number _____ Dated _____

Number _____ Dated _____

Number _____ Dated _____

SIGNATURE

PRINTED NAME

Contents

I. PROPOSAL ADMINISTRATION.....	3
Instructions to Proposers.....	3
General Provisions	4
Questions	5
Contractual Arrangements	5
Right to Reject.....	5
II. SCOPE OF WORK	6
Project Overview	6
Primary Goals of the Project	6
General Notes	6
Phase One: Development of Public-Access Sites:	6
Phase Two: Custom-Property Flyers	8
Phase Three: Development of a Non-Industrial Property Database.....	9
Phase Four: Development of Additional Mapping and Analysis Tools	9
Visual Conception of Proposed Project is found in Attachments Section	10
III. INFORMATION REQUESTED FROM THE PROPOSER	11
Title Page	11
Table of Contents	11
Letter of Transmittal and Mandatory Criteria.....	11
Proposer's Qualifications, Experience, and References	11
Executive Summary	11
Work Plan.....	12
Project Cost Estimate.....	12
Additional Information.....	12
IV. EVALUATION OF PROPOSALS.....	13
Technical Factors and Cost Factors	13
Evaluation Disclaimer.....	13
Projected Schedule	13
V. ATTACHMENTS.....	14
Attachment I: Evaluation Form.....	14
Attachment II: Visual Conception of Proposed Project	15

I. PROPOSAL ADMINISTRATION

Instructions to Proposers

Proposals will be considered as specified herein or attached hereto under the terms and conditions of this proposal.

1. **Mail or hand-deliver an original, so identified, and four (4) complete duplicate copies of the Proposal.**
2. Proposals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal.
3. Proposals must be submitted to or at the time, date and exact location specified to be considered. No late proposals, telegraphic, telephonic, or electronic proposals will be accepted.
4. All information requested of the proposer must be entered in the appropriate space on the original forms as contained in this RFP package. Failure to do so may be grounds for disqualification.
5. All information must be entered in ink or typewritten. Mistakes may be crossed out and corrected prior to submission, if initialed by the person signing the proposal. Corrections and/or modifications received after the closing time specified will not be accepted.
6. Proposing Firms are to include all applicable requested information and are encouraged to include any additional information they wish to be considered.
7. Prohibition of Gratuities: It shall be unethical for any person to offer, or give, or agree to give any Appalachian Council of Governments (ACOG) employee or former ACOG employee, or for any ACOG employee or former ACOG employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.
8. Addendum to Proposal: If it becomes necessary to revise any part of this request for proposals, an addendum will be provided in writing to all vendors receiving this request for proposals. All amendments issued by ACOG must be acknowledged in writing by vendor. In addition, all addenda will be posted to the ACOG website at www.scacog.org. It is the responsibility of the Vendor to check the website for addenda up to the time of the proposal closing.
9. Proposal Closing. At the time that proposals are opened, the only information that will be released is the names of the participating proposers. No other information will be provided before the ranking of bidders and the issuance of award.
10. ACOG reserves the right to award proposals received on the basis of individual items, groups of items, or the entire list of items; to reject any and all proposals; and to waive any technicalities.
11. Unless otherwise indicated in the proposal notice, prices must be firm, and remain in effect for ninety (90) days. Ambiguous proposals which are uncertain as to fees, delivery, or compliance with specifications may be rejected or disregarded.
12. In case of default by contractor, ACOG reserves the right to purchase any or all items in default in open market, charging the contractor with any excess costs. Periods of performance may be extended if the facts as to the cause of delay are justified in the opinion of the proper ACOG officials.
13. Failure to Perform: If, during the term of this contract, the vendor should refuse or otherwise fail to perform any of its obligations under the contract, ACOG reserves the right to: 1) Obtain the goods or services from another vendor; and/or 2) Terminate the contract; and/or 3) Suspend the vendor from bidding for a period of up to 24 months. If ACOG exercises this right, ACOG shall not be responsible for any portion of this contract, nor shall

ACOG be responsible for any pro-rata billings, partial work completed, parts ordered, supplies, or any other vendor related costs related to the cancellation of this contract.

General Provisions

1. **ORDER OF PRECEDENCE:** In the event of inconsistency between the provisions of this solicitation, the inconsistency shall be resolved by giving precedence in the following order: (A) ACOG Procurement Policy as amended, (B) The proposal schedule and instructions to proposers, (C) General conditions, (D) General provisions, (E) Other provisions of the contract whether incorporated by reference or otherwise, and (F) the Specifications.
2. **S.C. LAW CLAUSE:** Upon award of a contract or Purchase Order under this proposal, the person, partnership, association, or corporation to whom the award is made must comply with the laws of South Carolina which require such person or entity to be authorized and/or licensed to do business in this state. Notwithstanding the fact that applicable statutes may exempt or exclude the successful proposer from requirements that it be authorized and/or licensed to do business in this state, by submission of this signed proposal, the proposer agrees to subject itself to the jurisdiction and process of the courts of the State of South Carolina, to all matters and disputes arising or to arise under the contract and performance thereof, including any questions as to the liability for taxes, licenses, or fees levied by the State.
3. **EXCUSABLE DELAY:** The contractor shall not be liable for any excess costs if the failure to perform the contract arises out of causes beyond the control and without the fault or negligence of the contractor. Such causes may include, but are not restricted to acts of God or of the public enemy, acts of the Government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather; but in every case the failure to perform must be beyond the control and without the fault or negligence of the contractor. If the failure to perform is caused by the fault of a subcontractor, and if such default arises out of control of causes beyond the control of both the contractor and subcontractor, and without the fault or negligence of either of them, the contractor shall not be liable for any excess costs for failure to perform, unless the supplies or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the contractor to meet the required delivery schedule.
4. **AWARD CRITERIA:** Award will not be issued based solely on price as this award is considered a professional service. ACOG will consider the proposal to be most advantageous to its own interests, based on a combination of price, technical qualifications, professional experience germane to this specific project, and supportive client references. References will be contacted and considered as part of the award criteria based on information provided related to the service history and uniform quality.
5. **SPECIFICATIONS:** Any deviation from specifications in the proposal solicitation must be clearly pointed out; otherwise, it will be considered that the items offered are in strict compliance with these specifications, and the successful proposer will be held responsible therefore.
6. **RESPONSIBILITIES:** The proposer must assume that any purchase, responsibility, insurance, and action or activity which is necessary for the satisfactory operation of the services requested in the request for proposal, but which is not specifically designated as an ACOG responsibility, is a responsibility of the contractor's operation, and the proposer shall include these in the response to this request for proposal accordingly.
7. **INSURANCE:** Upon award of the contract or Purchase Order under this proposal the contractor shall maintain, throughout the performance of its obligations a policy or policies of **Worker's Compensation** insurance with such limits as may be required by law, and a policy or policies of **general liability** insurance insuring against liability for injury to, and death of, persons, and damage to, and destruction of, property arising out of, or based upon, any act or omission of the contractor or any of its subcontractors or their respective officers, directors, employees or agents. Such general liability insurance shall have limits sufficient to cover any loss or potential loss resulting from this contract.

PROPOSAL PROCEDURES MUST COMPLY WITH THE PROVISIONS OF SC LAW AND REVISED ACOG PROCUREMENT POLICY AS AMENDED.

Questions

Questions concerning this Proposal should be directed to:

David Shellhorse, Economic Development Services Manager
infomentum@scacog.org
864-242-9733

PO Box 6668
Greenville, SC 29606

Questions must be submitted by e-mail at least eight (7) days prior to submittal deadline.

Contractual Arrangements

ACOG will issue an award letter to the successful proposer immediately following selection by ACOG. The award letter will specify the date the agency will expect work to commence from the successful proposer. ACOG reserves the right to include any part of the selected proposal, either in addition to or in lieu of the specifications contained in this document, in the final contract.

Right to Reject

ACOG reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any award made will be made to the firm which, in the opinion of management of ACOG is best qualified.

II. SCOPE OF WORK

Project Overview

InfoMentum is a program developed through a partnership between the SC Appalachian Council of Governments (SCACOG), selected counties, utilities and other investors with a focus on economic development. This decision support system encompasses a rich assortment of resources to help attract business and create jobs using a combination of technology, maps, regional statistics, and a unique relationship between staff and investors. One component of InfoMentum is a criteria-based property search feature, which has historically queried a database of available sites and buildings maintained in house at the SCACOG. The property search feature on the private, password-protected investor interface has been recently retooled to query a database retrieved directly from the SC Department of Commerce database (LocateSC.com). The purpose of this task order is to develop eight (8) publicly-accessible web interfaces which are based on a single template, but replicated and branded with individual investor logos, colors and other selected content.

Primary Goals of the Project

- to develop a publicly-accessible property search web interface which may be easily and cost-effectively replicated and branded with individual investor logos, colors and other selected content.
- to enable criteria-based property search functions in InfoMentum that query a geodatabase (developed by an earlier task order) which resides on the ACOG server
- to develop a mechanism by which investor-branded property flyers may be generated "on the fly" from attributes in the geodatabase
- to expand InfoMentum's property-search capabilities to include other property types, such as retail, commercial and office.
- To retain the "value added" aspect of the InfoMentum public-access sites by offering analysis tools, as described herein

General Notes

- These specifications include multiple references to the use of specific ESRI basemaps. In light of ESRI's migration to a credit-based delivery of selected GIS data, the consultant is instructed - where possible and applicable - to utilize basemaps which require use of no (or the fewest number of) credits
- A review of the property search process on www.LocateSC.com will be helpful for clarification of these specifications
- This project may require communication and coordination with one or more of the following individuals:
 - Amy Wright Webber, Longview Consulting (webber@longview-gis.com)
 - Robert Wilson, SC Department of Commerce (RWilson@sccommerce.com)

PHASING: The following phases represent the desired chronological order of completion

Phase One: Development of Public-Access Sites:

1.0 General

1.1 Develop a new web interface that essentially mirrors the LocateSC website in terms of functionality, user experience and general appearance (allowing for custom branding and the addition of supplemental analysis tools)

1.2 The new interface must be based on a template that is relatively simple and cost effective to replicate and customize for multiple InfoMentum investors; the consultant's quote should include the following two alternatives:

1.2.1 Alternative One: development of a single interface and inclusion of detailed, written instructions and necessary training to enable in-house replication of the interface by SCACOG staff;

1.2.2 Alternative Two: development of a single interface and submittal of the consultant's "per replication" price for completing all steps necessary to replicate and customize the interface for each existing investor (initially, a total of eight (8) interfaces are needed)

1.3 The interface must include a behind-the-scenes filtering mechanism to enable delivery of property information for county- or region-specific geography (i.e. on Anderson County's interface, the user would be able to see and query only properties that are located in Anderson County)

1.4 The interface must be developed using the JavaScript programming language

1.5 Refer to *overall_page_layout.pdf* for additional layout specifications

2.0 Interactive Search Interface for Querying Property Information

2.1 The offering of search criteria should mirror criteria offered on www.LocateSC.com.

2.2 The Interface should offer both "basic" and "advanced" search options for both *Land* and *Buildings*

2.3 See attachments: *Building_Search_Criteria.pdf* and *Land_Search_Criteria.pdf* for additional specifications.

3.0 Search Results (refer to attachment: *search_results.pdf*)

3.1 General layout of initial "search results" page shall be similar to that of LocateSC:

3.1.1 the search criteria window shall remain visible along the left side of the page;

3.1.2 a small map view – zoomed out to show all matching properties – will be located along the top of the results window; the map will show points for buildings and boundary polygons for sites; this map view will utilize the *ESRI World Streets* basemap

3.1.3 a list of properties meeting the specified criteria appears below the map window, and includes:

- Thumbnail image of property (if available)
- Property Name
- Location County
- Sales Price
- Lease Price
- Available acreage (land) or square footage (buildings)

3.2 Search results will be exportable as an Excel file (LocateSC does not presently offer this feature)

3.3 Navigational page numbers of search results will appear at both the bottom and top of results list (LocateSC presently puts page navigation only at the bottom, which becomes very annoying if you have to look at a lot of properties)

3.4 There will be a "View Brochure" button; as part of **PHASE ONE**, this button will open the standard LocateSC property flyer; upon completion of **PHASE TWO**, this button will be re-linked to open a custom-branded property flyer

3.7 To the right of the "View Brochure" button, will be a "View Drive-Time Demographic Report" button and a "View Radius Demographic Report" button, which, upon completion of **PHASE FOUR**, will be consolidated and renamed to read "Additional Mapping & Analysis Tools", and it will open the interface developed in **PHASE FOUR**.

Phase Two: Custom-Property Flyers

4.0 General

- 4.1 Develop a program to automatically generate property flyers populated with the LocateSC data which is stored on the SCACOG server
- 4.2 The downloadable flyer will be delivered in PDF format
- 4.3 Please note that the terms "flyer" and "brochure" may be used interchangeably throughout this document and all referenced attachments

5.0 Methodology

- 5.1 The automatically-generated property flyers may utilize an "on the fly" generation method, whereby a blank template is instantaneously populated with property information retrieved from the LocateSC geodatabase replicated on our server; **OR**
- 5.2 A batch process may be used to pre-generate all flyers on a nightly basis and store them in an appropriately accessible folder on our server.
- 5.3 Either of the aforementioned options is equally acceptable, as long as the resulting property flyer is available for download without an inordinate amount of waiting (no more than 5 seconds)
- 5.4 As long as item 5.3 is satisfied, the choice between method 5.1 and 5.2 shall be determined by which options comes with the lowest programming cost.

6.0 Flyer Format and Appearance

- 6.1 The flyer template delivered in this phase will utilize a format for the building and site flyers which is the SAME AS their corresponding LocateSC flyers with regard to the following:
- the selection of geodatabase fields displayed on the flyer
 - the arrangement of information on the flyer
 - the number of pagers contained in the flyer
- 6.2 The flyer template delivered in this phase will utilize a format for the building and site flyers which DIFFER from their corresponding LocateSC flyers with regard to the following:
- the colors used in the page headers, section headers and page footers
 - logos, images and static content used in the page headers and page footers

7.0 Flyer Customization and Editing

Unlike the web interfaces for the individual public-access sites - which in most cases will require only initial customization - the property flyers will likely require frequent and ongoing "tweaks", as the investors fine tune their wishes with regard to information shown on the flyers. Consequently, the following requirements must be met with regard to the flyers:

- 7.1 Two single property flyer templates (one for buildings and one for sites) - meeting all other requirements of **PHASE TWO** - will be developed and customized using the colors and logo of a single existing InfoMentum investor
- 7.2 Simple documentation will be supplied by the consultant to enable the SCACOG staff to replicate, customize and edit the flyer template; anticipated customization includes (but may not be limited to):
- use of varied colors in the page header, section headers and page footer (for investor branding)
 - use of individual investor logos somewhere on the page
 - expansion of the template beyond the initial page count
 - changes to selection and placement of data fields displayed on the flyers
 - ultimately, the ability to make significant changes to the style, layout and overall "look" of the template

Phase Three: Development of a Non-Industrial Property Database

- 8.0 General:** In order to successfully market InfoMentum beyond the realm of county and regional economic development the SCACOG must expand the online "public" interface to enable marketing of non-industrial sites and buildings. Our immediate focus with this expansion is to solicit investment by municipalities. To that end, the following items must be accomplished through this phase:
- 8.1 Database Development:** develop a geodatabase using data fields and sample properties provided by ACOG; Keep in mind that additional data fields may need to be added after initial launch
- 8.2 Accessibility:** These non-industrial search options will be accessible from the "home page" of the individual "public access" sites; refer to *overall_page_layout.dbf*.
- 8.3 Conducting a Search:** visitors to the public access sites may query this database in a manner similar to the search feature that queries LocateSC properties, but the SCACOG will provide the list of search fields for querying this database
- 8.4 Search Results:** the search results shall comply with the specifications in **PHASE TWO Section 3.0 Search Results** (subsections 3.1 - 3.4); please note that the specific data fields to be displayed in these search results may be slightly different.
- 8.5 Property Flyers:** modify the report template developed in **PHASE TWO** for generating property brochures using information from the new database; utilize the method selected in **PHASE TWO** Section 5.0 Methodology for automatically generating the flyers for this section
- 8.6 Submittal and Maintenance of Property Information:**
- 8.4.1 Enable direct upload of information by investors via a secured web form into a "staging location", pending review and approval by SCACOG staff
- 8.4.2 Include a feature whereby staff receives an email notification whenever information is added or updated
- 8.4.3 Offer the investor multiple options for defining the geographic location of new properties; options could include providing exact street address, Lat/Long coordinates, or manual placement of a dot on a map (for buildings); OR submittal of tax map ID number or upload of PDF map

Phase Four: Development of Additional Mapping and Analysis Tools

- 9.0 Accessibility:** these tools will be accessible from the "Additional Mapping & Analysis Tools" button, as described in **Section 3.7**.
- 9.1 Features** (refer to attachment *map_analysis_tools.pdf*)
- 9.1.1 this page will meet the following characteristics:
- A large map window, positioned on the right side of the page and zoomed in to the subject property
 - For buildings, the subject property will be marked with a point; for land, the property boundary polygon will be displayed
 - The default basemap will be set to *ESRI World Imagery*; but an option will be provided for selecting ESRI's *World Street Map* basemap
- 9.1.2 the following tools will be offered:
- A menu of basic *Map Navigation* tools
 - A menu of basic *Sketch* tools
 - A *Print Map* tool
 - Links to pre-generated radius and drive-time reports
 - A link to the *InfoMentum Fact Finder* (factfinder.scacog.org)
 - A link to the *Property Brochure*
 - A *Building Footprint* tool

NOTE: All tools will maintain a fixed location on the left side of the page, so as not to obstruct the map view and to avoid the need for minimizing and moving individual tool windows. (refer to attachment *map_analysis_tools.pdf*)

Visual Conception of Proposed Project is found in Attachments Section

III. INFORMATION REQUESTED FROM THE PROPOSER

To simplify the review process and obtain the maximum degree of comparison, we require that proposals be organized in the manner specified by the RFP. The following outline includes all the information called for in the RFP. Where the words "state" or "affirm" appear, the proposer is required to literally make a statement or affirmation.

Title Page

Show the RFP subject, the name of the proposer's firm, local address, telephone number, name of the contact person, and the date.

Table of Contents

Include a clear identification of the material by section and by page number.

Letter of Transmittal and Mandatory Criteria

1. Briefly state the proposer's understanding of the work to be performed and make a positive commitment to perform the work within a specified time period.
2. State the names of the persons who will be authorized to make representations for the proposer, their titles, addresses, telephone numbers, fax numbers and email addresses.
3. Affirm that the proposing firm is a properly licensed vendor.
4. Affirm that the proposer does not discriminate in employment of persons upon the basis of race, color, creed, national origin, sex, age or physical handicap.
5. Affirm that the proposing firm will offer a drug free work place throughout the duration of this project.

Proposer's Qualifications, Experience, and References

1. Provide a basic profile of the firm, including the number of years it has been in business and its range of professional activities.
2. Provide a brief summary of professional credentials and experience for each individual who will perform technical work on this project. Such summaries are not required for administrative personnel. Summaries should include educational accomplishments, professional accreditations, and years of experience working with Geographic Information Systems (GIS) and GIS-based website development. Formal resumes are acceptable but not required.
3. Provide a synopsis of at least one but no more than two projects the firm has completed which are specifically relevant to the project described in this RFP. Each project synopsis should take up no more than ½ of an 8.5" by 11" page of typing, with a minimum font size of 10.
4. Provide the names, addresses, and phone numbers of three to five professional references for the firm. If references are available from clients for whom the firm has completed work which is specifically relevant to the project described in this RFP, please provide.

Executive Summary

Prepare a **brief** summary describing the major facts or features of the project, including any conclusions, assumptions, and generalized recommendations. Demonstrate your firm's understanding of this project, and list some of the key advantages of your firm and/or its approach.

Work Plan

Submit a work plan to accomplish the scope of this project. The work plan should include time estimates for each significant segment of the work. The planned use of outsourced specialists should be specified. Provide an estimated timeline for meetings, deliverables, and other milestones in your approach.

Project Cost Estimate

Provide an estimated cost to complete the project as described above. Delineate costs for each phase of the plan, as indicated in the *Scope of Work* outlined in this RFP document (page 6). ACOG acknowledges that a final contract will be negotiated with the selected vendor.

Additional Information

Since the preceding sections are to contain only material that is specifically requested, any additional information considered essential to the proposal should be included in this section. The proposer's general information publications, such as directories or client lists, should not be included.

IV. EVALUATION OF PROPOSALS

The following factors will be given weighted consideration during evaluation, based on the *Evaluation Form* included at the end of this RFP document.

Technical Factors and Cost Factors

1. Professional experience and expertise of personnel which is specifically relevant to the project described in this RFP document. (Weight: 40%)
2. Supportive client references. (Weight: 20%)
3. Clarity, completeness and feasibility of the proposed Work Plan. (Weight: 20%)
4. Competitiveness of the proposed price for project completion. (Weight: 20%)

Evaluation Disclaimer

This solicitation does not commit ACOG to award a contract, to pay any costs incurred in the preparation of qualifications and proposals submitted, or to procure or contract for the goods or services. ACOG reserves the right to accept or reject any, all, or any part of offers received as a result of this request, to negotiate with all qualified Vendors, or to cancel in part or in its entirety this proposal if it is in the best interest of ACOG.

Projected Schedule

Deadline for Questions	June 23, 2014
Proposal Due Date	June 30, 2014 – 3:00 p.m.
Evaluation Committee Meeting	July 1, 2014
Award by Appalachian Council of Governments	To be determined

V. ATTACHMENTS

Attachment I: Evaluation Form

PROJECT DESCRIPTION Development of InfoMentum Investor Property Search Tool	DATE
PROPOSING FIRM	

Evaluation Criteria	Value	Assigned Value	Weight Factor	Score
I. Professional experience and expertise of personnel which is specifically relevant to the project described in this RFP document.	1-5		40%	=
II. Supportive client references	1-5		20%	=
III. Clarity, completeness, and feasibility of the proposed work plan.	1-5		20%	=
IV. Competitiveness of the proposed price for project completion.	1-5		20%	=

Remarks: The value assigned is judged on a scale of 1 through 5, with 5 being the highest possible value.

TOTAL SCORE _____

Attachment II: Visual Conception of Proposed Project

Visual Conception of Project is found in a separate PDF.