



CITY OF
Lethbridge

Request for Quotations

For

Parks – Mobile Application Development

REQUEST FOR QUOTATION No.: COL-15-270

ISSUED: December 4, 2015

SUBMISSION DATE: January 12, 2016 @ 14:00 Local Time

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IMPORTANT DATES

Issue Date of RFQ	December 4, 2015
Deadline for Questions	14:00 Local Time on December 15, 2015
Deadline for Issuing Addenda	December 17, 2015
Submission Date	14:00 Local Time on January 12, 2016
Rectification Period	Three (3) Business Days from notification of rectification

The RFQ timetable is tentative only, and may be changed by the City at any time prior to the Submission Date. Responses submitted after the Submission Date will be rejected.

A respondent may, at its option, email the City Contact prior to the Submission Date with delivery details, including the name of the Courier, shipment or waybill # and anticipated arrival time of its response. In the event a response does not arrive as scheduled, the City may provide those respondents who have given such prior notice one additional Business Day to effect the delivery of their responses. The Submission Date shall be deemed to be adjusted accordingly for the purpose of accepting those responses. For the purposes of this Section, "Business Day" means any working day between **8:00 a.m.** and **4:30 p.m.**, Monday to Friday inclusive, but excluding statutory and other holidays that the City has elected to be closed for business.

PART 1 – INTRODUCTION

1.1 Invitation

This Request for Quotations ("the RFQ") issued by the City of Lethbridge (the "City") is an invitation to submit non-binding offers for the provision of **Parks - Mobile Application Development** as further described in Part 4, for the Rates established in Appendix A. The respondent selected pursuant to this RFQ process will be informed in writing. Respondents not selected will also be informed in writing.

For the purposes of this procurement process, the "City Contact" shall be: **Tanya Johnson, Corporate Buyer; Email: tanya.johnson@lethbridge.ca**

1.2 Agreement on Internal Trade

Respondents should note that procurements falling within the scope of Chapter 5 of the Agreement on Internal Trade are subject to that chapter but that the rights and obligations of the parties shall be governed by the specific terms of each particular tender call. For further reference please see the Internal Trade Secretariat website at http://www.ait-aci.ca/index_en.htm.

1.3 Submission Instructions

Respondents are requested to submit their Quotation Form (Appendix A) in the manner prescribed herein by the Submission Date:

All submissions if delivered in person or sent by mail shall be directed to:

City of Lethbridge
6th Floor City Hall
910 4th Avenue South
Lethbridge, AB T1J 0P6

Attn: Tenders' Office

If sent by Courier shall be directed to:

City of Lethbridge
450 - 4th Ave. N, Unit 3
Lethbridge, AB T1H 6K2

Attn: Tenders' Office

Email submissions may be sent to tenders@lethbridge.ca followed by **one (1)** hard copy within three (3) business days. Email submissions that are larger than twenty (20) MB are to be sent within a zip file.

If an email submission is not made **one (1)** hard copy accompanied by **one (1)** electronic copy submitted on CD or digital storage device in Adobe PDF format are required by closing date and time.

Any differences between the hard copy and the electronic copy, the hard copy marked "Original" will prevail.

All submissions are to be prominently marked with the competition title and number (see cover of bid document), with the full legal name and return address of the proponent, and with the Submission Date.

The submission shall convey the respondent's methodology in a clear and concise manner. The main body of the submission shall be no more than **ten (10)** pages (single sided, minimum **10 pt.** font) or **five (5)** pages (double sided, minimum **10 pt.** font) pages. Appendices, organizational charts, diagrams and personnel resumes are not to be considered in the number of pages.

1.4 Respondents to Review RFQ

Respondents shall promptly examine all of the documents comprising this RFQ and (a) shall report any errors, omissions or ambiguities and (b) may direct questions or seek additional information in writing by e-mail or fax on or before the Deadline for Questions to the City Contact. The City is under no obligation to provide additional information but may do so at its sole discretion. It is the responsibility of the respondent to seek clarification from the City Contact on any matter it considers to be unclear. The City shall not be responsible for any misunderstanding on the part of the respondent concerning this RFQ or its process.

Respondents and their representatives may not contact individuals employed or engaged by any member of the City, other than the City Contact, concerning matters regarding this RFQ. Only information received by the City Contact will be considered in the RFQ process. All such communications must be in writing. Any respondent that does not follow these instructions may be disqualified.

1.5 All New Information to Respondents by Way of Addenda

This RFQ may be amended only by an addendum in accordance with this section. If the City, for any reason, determines that it is necessary to provide additional information relating to this RFQ, such information will be communicated to all respondents by addenda. Each addendum shall form an integral part of this RFQ. Such addenda may contain important information, including significant changes to this RFQ. Respondents are responsible for obtaining all addenda issued by the City.

1.6 Debriefing

Respondents may request a debriefing after receipt of a notification of award. All requests must be made in writing to the City Contact and must be made within sixty (60) days of notification of award. The intent of the debriefing information session is to aid the respondent

in presenting a better response in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

1.7 Bid Protest Procedure

If a respondent wishes to challenge the outcome of the RFQ process, it should provide written notice to the City Contact within ten (10) days of notification of award, and the City will respond in accordance with its bid protest procedures.

PART 2 – EVALUATION OF QUOTATIONS

2.1 Stages of Evaluation

The evaluation of quotations will be conducted in the following stages:

- Stage I will consist of a review to determine which submissions satisfy all of the mandatory requirements. Respondents submitting responses that do not meet the mandatory requirements may be provided an opportunity prior to the Rectification Date to rectify any deficiencies. Responses satisfying the mandatory requirements before the Rectification Date will proceed to Stage II. Responses failing to satisfy the mandatory requirements will be excluded from further consideration.
- Stage II will consist of a scoring on the basis of the Rated Criteria. Subject to the Terms of Reference and Governing Law, the top-ranked respondent as established under the evaluation will be selected to enter into a contract for the provision of the Deliverables. The selected respondent will be expected to enter into a contract within the timeframe specified in the selection notice. Failure to do so may, among other things, result in the disqualification of the respondent and the selection of another respondent, or the cancellation of the RFQ.

2.2 MANDATORY REQUIREMENTS

2.2.1 Quotation Form

Each quotation must include a Quotation Form (Appendix A) completed and signed by the respondent.

2.2.2 Other Mandatory Criteria

- Appendix B – Reference Form
- Proof of Insurance

2.3 Rated Criteria

A committee will review the written proposal for completeness, suitability and match to requirements. All compliant submissions will be evaluated and ranked based on the information provided within the proposal.

Proponents must demonstrate in their proposal that they have a clear understanding of the deliverables. Proponents need to articulate their proposals intentions and expectations indicating how they will fulfill the requirements of the RFQ and what services they will provide.

Evaluation will proceed in two (2) stages. Proposals will be initially evaluated based upon the three (3) criteria listed below in Stage 1 of the Evaluation Criteria. The City will then short

list based upon scores at that point. Proposals within reach of the highest evaluated proposal will proceed to short list. Proposals not within reach will not be considered further.

For these purposes, “within reach” is defined as close enough to possibly overtake the preliminary highest evaluated proposal after Stage 2.

Short listed proponents will then be required to provide a **demonstration** of their proposed system(s). The demonstration is intended to verify that the system(s) meets all of the requirements of the City as well as to provide the evaluation team with exposure to the system with respect to its functionality and features. The demonstration may also be used to indicate any value-added features not specifically requested in this RFQ.

The demonstration must provide a realistic simulation of the proposed system. A written outline of the demonstration should be provided prior to the demonstration in order to aid in following along with the presentation as well as to assist in the evaluation process.

Evaluators will then proceed to assess Stage 2 of the evaluation based upon a demonstration of the proposed system. Scores from Stage 1 and Stage 2 will then be totalled, and the response with highest overall score will be considered the best overall value to the City. The following is an overview of the categories and weighting for the rated criteria of the RFQ.

Stage II will consist of an evaluation of the quotation to determine the high score based on the following criteria:

Rated Criteria Category	Points	Weighting	Total
Stage 1			
Project Understanding	/10	X 3.5	35
Project Team and Experience	/10	X 2.0	20
Pricing	/10	X 2.5	25
Stage 2			
Demonstration	/10	X 2.0	20
Total Points			100

Points will be assigned for each applicable criteria based on the information provided in the response. Points could be modified, depending upon reference checks and other independent information received and confirmed. Scoring shall be awarded on a scale of 0 to 10. Partial scores or scores not defined below will not be used. The range is defined as follows:

0	Lack of response or complete misunderstanding of the requirements, no probability of success.
2	Does not meet expectations or demonstrate understanding of the requirements, major weakness or deficiencies, low probability of success.
4	Partially meets expectations; minor weakness or deficiencies, fair probability of success.
6	Fully meets expectations; Proponent has good understanding of requirement, no weakness or deficiencies, good probability of success.
8	Somewhat exceeds expectations; high probability of success
10	Fully exceeds expectations; Proponent clearly understands the requirement, excellent probability of success.

In addition to submitting the Quotation Form, noted above, respondents should respond to the non-price factors described above with reference to the applicable section numbers of the RFQ.

Respondents will be scored based on their responses to the requested information in the following requirements:

Project Understanding - 35 points

Proponents need to articulate their intentions and expectations, indicating how they would fulfill the requirements of the RFQ, what services they would provide and demonstrate a good understanding of the requested scope of work.

- Proponents should demonstrate their understanding of the project scope and requirements, including technical capability, as outlined in the RFQ. For example, the proponent should identify objectives of the project and how they will be achieved.
- Briefly outline the key issues and what the approach to resolution will be as the proponent understands them.
- Provide a brief outline of the proposed approach to the project.
- The proponent should clearly identify all services included in this proposal along with any optional, excluded services, or those services assumed to be provided by others.
- Proponents should identify major issues, challenges and risks associated with the project deliverables and schedule.
- Proponents should include a visual aid, such as a flowchart and/or Gantt chart describing the probable project schedule.
- Proponents should describe how they would complete all aspects of the project scope as per this document.
- Describe any additional value added services that the Proponent can offer to this project.

Project Team and Experience - 20 points

Provide a general description of:

- The Proponent Team organization – organizational structure, responsibility matrix describing roles, accountabilities
- The qualifications of the proposed Team members (complete with identified roles and responsibilities and experience in the identified roles);and
- Confirm the identity and role of any sub-consultants or project team members who will be retained in order to supplement the proponent's own staff and, if so, describe the principle business and history of the sub- consultant and project team member.
- The Reference Form attached as Appendix B must be completed and submitted with the proposal.
- The proponent must provide details of 3 projects similar to this project. The proponent should describe the scope, status, timelines, and budget of the projects

Pricing - 25 points

Proponents are required to submit bids that include development costs and maintaining and hosting costs for a three (3) year period. Scoring will be calculated based on the total cost of development and maintaining and hosting for three (3) years.

Pricing will be scored based on a relative pricing formula using the Rates set out in Appendix A – Quotation Form.

Each Respondent will receive a percentage of the total possible points allocated to price for the particular category it has bid on by dividing that Respondent's price for that category into the lowest bid price in that category. For example, if a Respondent bids \$120.00 for a particular category and that is the lowest bid price in that category, that Respondent receives 100% of the possible points for that category ($120/120 = 100\%$). A Respondent who bids \$150.00 receives 80% of the possible points for that category ($120/150 = 80\%$), and a Respondent who bids \$240.00 receives 50% of the possible points for that category ($120/240 = 50\%$).

Lowest rate

lowest rate
Second-lowest rate

x Total available points = Score for proposal with second-

Lowest rate

rate
Third-lowest rate

x Total available points = Score for proposal with third-lowest

And so on, for each quotation.

Demonstration (Weighting 20 points)

The Demonstration will be evaluated by:

- Confirming what was written in the RFQ.
- Ease of Use
- Visual appeal and design
- Demonstrations may be in person or web-based

2.4 Tie Score

In the event of a tie score, the successful respondent will be determined by a simple random method chosen in the City's sole discretion, which may consist of, without limitation, a coin toss or a lottery name draw. The coin toss or lottery draw shall be conducted in the presence of a representative of each of the tied respondents.

PART 3 – TERMS OF REFERENCE AND GOVERNING LAW

In responding to this RFQ, and to be eligible for consideration, each respondent must submit a completed and signed Quotation Form that, among other things, acknowledges its acceptance of the RFQ Terms of Reference and Governing Law as contained hereunder:

- (a) this RFQ process is not intended to create a formal legally binding bidding process and shall not give rise to the legal rights or duties applied to a formal "Contract A" binding bidding process or any other legal obligations arising out of any tendering process contract or collateral contract, and instead shall be governed by the common law applicable to direct commercial negotiations;

- (b) neither party shall have the right to make any breach of contract, tort or other claims against the other with respect to the award of a contract, the failure to award a contract or the failure to honour a quotation;
- (c) the respondent will bear its own costs associated with, or incurred in, the preparation and presentation of its response, including, if applicable, costs incurred for interviews or demonstrations;
- (d) no legal obligation regarding the procurement of any good or service shall be created between the respondent and the City until the City accepts the respondent's offer in writing;
- (e) when evaluating quotations, the City may request further information from the respondents or third parties in order to verify, clarify or supplement the information provided in the respondent's submission, and the City may revisit and re-evaluate the respondent's submission or ranking on the basis of any such information;
- (f) the City may consider the respondent's past performance on previous contracts or any other relevant information taken into account by the City when determining the acceptability of a respondent;
- (g) the respondent consents to the City's collection of the information as contemplated under this RFQ for the uses contemplated under this RFQ;
- (h) the City may elect not to consider a respondent whose quotation contains misrepresentations or any other inaccurate, misleading or incomplete information;
- (i) the City may prohibit a respondent from participating in a procurement process based on poor past performance or based on inappropriate conduct in a prior procurement process, and such inappropriate conduct shall include but not be limited to (i) the submission of quotations containing misrepresentations or any other inaccurate, misleading or incomplete information, (ii) the refusal of the respondent to honour its pricing or other commitments made in its quotation, or (iii) any other conduct, situation or circumstance, as solely determined by the City, which constitutes a Conflict of Interest; and
- (j) the City may cancel this RFQ process at any time.

The parties also acknowledge that these terms (a) are included for greater certainty and are intended to be interpreted broadly and separately (with no particular provision intended to limit the scope of any other provision); (b) are non-exhaustive (and shall not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations); and (c) are to be governed by, and interpreted and construed in accordance with, the laws of the province or territory within which the City is located and the federal laws of Canada applicable therein.

PART 4 – DELIVERABLES

A. DELIVERABLES

Background

The City of Lethbridge Parks department requires a vendor to develop, maintain and host a City of Lethbridge - Parks mobile application (App) for park users to access information, news and maps (data) while visiting parks and for planning visits to parks around the City and within the river valley.

Parks maintains an extensive database of information to share with its users and looks for ways to make this information available. In addition to traditional information sources such as the City website and published pathway maps; Parks is looking to provide users with a GPS-enabled mobile application to download for access to relevant information while they are actively using the parks and pathway systems on the ground.

The goal is to create a product that is innovative and highly valuable to Parks users while fitting in with the pre-existing suite of 'City of Lethbridge' applications and web-products both in operational compatibility as well as aesthetic identity.

Scope

The vendor will develop, maintain, and host a City of Lethbridge Parks mobile application (app). The purpose of the app is:

1. To provide the public a means to search and receive information about Lethbridge parks and park features. (Sample: park descriptions, amenity locations, images, directions/maps etc.) This should be both a search by name, feature type, as well as a “Find the Nearest...” GPS functionality
2. To provide the public with City of Lethbridge Parks communications and information including notices, safety and closure information. (Sample: news centre releases, twitter feed/link, etc.)
3. To provide a map of Parks and recreation opportunity (including: pathways/trails, sports amenities and other City points of interest) that users can see what is around their location based on GPS including distances.

Requirements - The Vendor will ensure the app will meet the following requirements:

1. General Requirements

- Support various mobile devices, including tablets and smart phones. (Such as Android and Apple).
- Meet City of Lethbridge visual identity needs, including branding, graphics, color and other aspects of visual identity.
- Maintain compatibility with operating systems and devices as versions, changes and updates occur.
- Ability to record analytics and usage statistics that city staff can access.
- Enter into a 3 year hosting and maintenance agreement.
- Provide training to City of Lethbridge staff
- Provide a link to other existing City of Lethbridge applications including the “LethRequests” report-a-problem system

2. Mapping requirements

- Mapping components that consume map and geocode services published with ESRI's ArcGIS server
- User to be given optional proximity data including Near-Me GPS functionality and Geo-fence information

- Analytics and log of user locations are available to City of Lethbridge staff
- Parks assets (green space, pathways, amenities) can be updated and reflected in mapped data information

3. Communication requirements

- Provide connection to the City of Lethbridge's other online presence, such as
 - City of Lethbridge RSS feeds (Example: News Centre)
 - Twitter
 - Facebook
 - Website
- City of Lethbridge Parks generated "push notification" capability in real time
- Provide City of Lethbridge staff user accounts that authorize them to send push notifications
- Maintain a log of all push notifications sent

4. Privacy and information requirements

- Meet information and privacy requirements, including:
 - Privacy laws of the City of Lethbridge, Province of Alberta, and Canada
 - Ability to inform users privacy policy prior to downloading
 - Privacy notice and opt out feature
 - Privacy notice related to location data
 - Ability to layer information

5. Other requirements

Consideration will be given to:

- Ease of use
- Visual appeal and design
- The City of Lethbridge would like the option of future customization and expansion of this app, thus Proponents should identify the extent to which customization is possible and provide a per unit/ hourly fee rate for customization.
- The City of Lethbridge would like to have the ability to consolidate costs across multiple apps and reduce timelines for potential future app development. Proponents should provide examples of other municipal apps or app functionality, including references for these apps. Proponents should describe how the City of Lethbridge could benefit from apps previously developed by the vendor. Example apps could include: transit routes/ schedule, animal adoption, or any other app for municipal purposes.

6. Proposals should:

- Describe what support is provided for the application once it has been launched (e.g. if it errors, doesn't work on a particular device etc.).
- Describe how the City of Lethbridge would change who receives "notices" from the application (e.g. if email recipient is away)
- Describe how City of Lethbridge would acquire metrics regarding:
 - types of devices accessing the app
 - where the app is being accessed
 - how much the application is used (unique vs returning user)
 - summary and analysis of information captured by the application

Project Timelines

Product launch – May 2016

B. MATERIAL DISCLOSURES

CITY OF LETHBRIDGE BUSINESS LICENSE – Successful respondent may be required to possess a valid City of Lethbridge Business License (City By-law 3998).

Respondent will also **provide proof of good status with W.C.B.** at time of contract execution and payment.

C. TERMS AND CONDITIONS

See Attachment 1 - Insurance and Indemnification

See Attachment 2 – Purchase Order Terms and Conditions