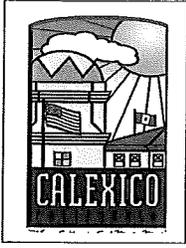


AGENDA
ITEM

12



AGENDA STAFF REPORT

DATE: June 7, 2017

TO: Mayor and City Council

APPROVED BY: Armando G. Villa, City Manager *Armando G. Villa*

PREPARED BY: Reggie Gomez, Chief of Police *Reggie Gomez*
Gonzalo C. Gerardo, Lieutenant *Gonzalo C. Gerardo*

SUBJECT: Request Authorization to Solicit Proposals for False Alarm Billing/Education Services

=====

Recommendation:

Recommend City Council approval for the Calexico Police Department to seek RFPs for False Alarm Billing/Education of Citizens on the impact of False Alarms to the Police Department.

Background:

For the past several years the City of Calexico Police Department has provided residential and commercial areas with burglary, robbery and other types of alarm response. The response to these alarms are mostly false alarms and take an officer away from patrolling and doing other duties. In the past the Police Department had the staff to manually notify, bill and alert the citizens of their false alarms. Due to budget constraints, the Police Department has not been able to continue these tasks since 2008. RFP has been reviewed by the City Attorney.

Discussion & Analysis:

Recommend approval for the Police Department to announce an RFP to seek a company that will educate, permit and collect false alarm fines. This not only will provide what is needed, but will create revenue to the city for services provided on false alarms.

Fiscal Impact:

Unknown, but a revenue is expected.

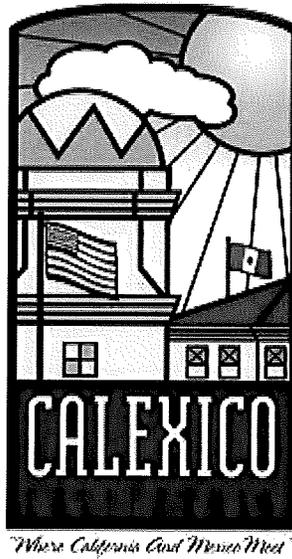
Coordinated With:

City Attorney.

Attachment:

- 1. RFP for False Alarm Billing/Education.

AGENDA
ITEM
12



The City of Calexico, CA

Request for Proposal

False Alarm Billing and Tracking Services

City of Calexico Police Department
420 E. Fifth St
Calexico, CA 92231
Address 2

Proposal Opening Date: **June 8, 2017**

Proposals are to be received before **4:00 pm** on **July 6, 2017** at:

City of Calexico City Clerk
608 Heber Ave
Calexico, CA 92231
Attention: Gabriel Garcia, City Clerk

Proposals will be opened on **July 7, 2017**.

Section 1 Introduction and General Information

1.0 Introduction:

The City of **Calexico** is interested in obtaining the services of a highly professional, qualified, full service false alarm solution firm to manage the false alarm tracking, billing, and payment processing services for our City. Interested contractors shall have at least 5 years of experience managing such services for cities and counties similar in size and complexity as the City of **Calexico**.

All qualified proposals will be evaluated based on the criteria contained in this RFP and awarded to the firm whose proposal meets the performance requirements of this RFP. The City of **Calexico** reserves the unqualified right to reject any and all offers if deemed in its best interest.

Proposals shall be sealed, mailed or delivered before **4:00 pm** on **July 6, 2017** to:

City of Calexico City Clerk
False Alarm RFP
608 Heber Ave
Calexico, CA 92231

Late submittals will not be accepted.

All inquiries regarding this Request for Proposal must be addressed to:

Attention: Lt. Gonzalo C Gerardo
Calexico Police Department
420 E. 5th
Calexico, CA 92231
Email address: ggerardo@calexico.ca.gov

1.1 Response format

Each response shall contain the sections as numbered below:

- 1) **Cover Letter:** The Contractors shall provide a cover letter or letter of transmittal to briefly summarize the company's interest and relevant qualifications for the project and shall be signed by an agent of the responding firm who is authorized to negotiate the details of the proposed services.

Section 1

Introduction and General Information

- 2) **Project Team:** Contractors shall provide an organizational chart for the proposed project team, as well as the relevant background and experience for every proposed team member.
- 3) **Proposed Solution:** Given the purpose of this project and Scope of Services as described in Section 3 of this RFP, provide a detailed solution to meet stated objectives and goals. Please describe in detail how your solution will meet the conditions as described in Section 3, Scope of Services.
- 4) **Pricing:** Provide the pricing in the form of a percentage split of the program fees and fines collected to be split between the City and Contractor in the full management of the false alarm tracking and billing services.
- 5) **References:** Provide a list of 5 references with their name, designation and contact numbers. Please note which clients have similar size programs.

Only submit clients which the Contractor is providing full outsourcing alarm administrative services. Clients licensing software and administering the program internally with City resources should not be provided as a reference.

1.2 Expense of Submittal Preparation

The City accepts no liability for the costs and expenses incurred by the Contractors in responding to this RFP, in preparing responses for clarification, in attendance at interviews, participating in contract development sessions, or in meetings and presentations required for the contract approval process. Contractors cannot make any claims whatsoever for reimbursement from the City for the costs and expenses associated with the procurement process.

1.3 RFP Not an Offer

This RFP does not constitute an offer by the City. No binding contract, obligation to negotiate, or any other obligation shall be created on the part of the City unless the City and the Contractor execute a Contract. No recommendations or conclusions from this RFP process concerning the Contractor shall constitute a right (property or otherwise) under the Constitution of the United States or under the Constitution, case law, or statutory law of the state of **California**.

1.4 Trade Secrets | Personal Identification Information

Upon receipt at the City, all materials submitted by a Contractor (including the Proposal, requests and other communications) are considered public records except for material which qualifies as "Trade Secret" information under California State Civil Code Statute 3426 to 3426.11 and "Personal Identification Information" (PII) as protected by state and federal law to

Section 1

Introduction and General Information

include, but not be limited to, *social security numbers, bank account numbers, and driver's license numbers.*

The public disclosure of the contents of a Proposal or other materials submitted in response to this RFP is governed by State Statute **Civil Code sections 3426.1-3426.11**. If any Proposal contains Trade Secret information as defined by State Statute **3426.1-3426.11** or PII, such Trade Secret information and PII must be specifically and clearly identified.

Any trade secrets or PII submitted by a Contractor must be clearly segregated from the rest of the Proposal. Whether filing by hard copy or electronic format, the confidentiality same caption stated above must clearly appear on each page of the Trade Secret or PII materials.

In submitting a Proposal, each Contractor agrees that the City may reveal any trade secret materials and PII contained in such response to all City staff and City officials involved in the selection process, and to any outside consultant or other third parties who serve on the Evaluation Committee or who are hired or appointed by the City to assist in the evaluation process.

Furthermore, each Contractor agrees to indemnify and hold harmless the City and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the Contractor has designated as a trade secret. Any Contractor may be disqualified that designates its entire Proposal as a Trade Secret or any portion thereof which clearly does not qualify under applicable law as a trade secret.

1.5 Amendments to RFP

If the City amends this RFP, addenda will be posted to the Internet at **www.calexico.ca.gov**. Contractors are required to acknowledge their receipt of each addendum.

1.6 No Collusion or Conflict of Interest

By responding to this RFP, the Contractor shall be deemed to have represented and warranted that the Proposal is not made in connection with any competing Contractor submitting a separate response to this RFP, and is in all respects fair and without collusion or fraud.

The City neither desires nor wishes to have any appearance of a conflict-of-interest in the administration of the False Alarm Management Program. No Contractor submitting a response shall be considered if within the past five years they have had any type of financial relationship or direct sales business relationship dealing with any alarm company. This is to include, but not exclusive of, any ownership, partial investment, loans, software sales or paid services relating to any type of alarm company business activities.

Section 1

Introduction and General Information

1.7 Proposal Terms Firm and Irreversible

The signed Proposal shall be considered a firm offer on the part of the Contractor. The City reserves the right to negotiate price and Services. All Proposal responses (including all statements, claims, declarations, prices and specifications in the Proposals) shall be considered firm and irrevocable for purposes of future Contract negotiations unless specifically waived in writing by the City. The Contractor chosen for award should be prepared to have its Proposal and any relevant correspondence incorporated into the Contract, either in part or in its entirety, at the City's election. Any false or misleading statements found in the Proposal or Contract exceptions not included in the Proposal may be grounds for disqualification.

1.8 Proposal Binding for 180 Days

Proposal shall be a firm offer for one-hundred-eighty (180) calendar day period from the date of the opening. This statement must be signed by an individual authorized to bind the Contractor. All prices quoted shall be firm and fixed for the full Contract period. The City shall have the option to accept subject to exception by Contract.

1.9 Subcontracting

The Contractor given contract award shall be the prime contractor and shall be solely responsible for contractual performance. In the event of a subcontracting relationship, the Contractor shall remain the prime contractor and will assume all responsibility for the performance of the Services that are supplied by all subcontractors. The City retains the right to approve all subcontractors.

1.10 Equal Opportunity

The City has an equal opportunity purchasing policy. The City seeks to ensure that all segments of the business community have access to supplying the goods and services needed by City programs. The City provides equal opportunity for all businesses and does not discriminate against any Contractors regardless of race, color, religion, age, sex, and national origin or disability.

1.11 Withdrawal for Modification of Proposals

Contractors may change or withdraw their Proposals at any time prior to the Proposal due date; however, no oral modifications will be allowed. Only telegrams, letters, or other formal written requests for modifications or corrections of a previously submitted Proposal, which is addressed in the same manner as the Proposal, and received by the City prior to the scheduled closing time for receipt of Proposals, will be accepted. The Proposal, when opened, will then be corrected in accordance with such written request(s), provided that the written request is contained in a sealed envelope, which is plainly marked "**Modifications to Proposal.**"

Section 1

Introduction and General Information

1.12 No Bribery

In submitting a response to this RFP, each Contractor certifies that neither it, any of its affiliates or subcontractors, nor any employees of any of the foregoing has bribed, or attempted to bribe, an officer or employee of the City in connection with the Contract.

1.13 Fair Trade Certifications

By submission of a Proposal, the Contractor certifies that in connection with this procurement: The prices have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with anyone; Unless otherwise required by law, the prices which have been quoted in its Proposal have not been knowingly disclosed by the Contractor and will not knowingly be disclosed by the Contractor prior to opening; and no attempt has been made or will be made by the Contractor to induce any other person or firm to submit or not to submit a Proposal for the purpose of restricting competition.

1.14 Contractor's Obligation to Fully Inform Themselves

Contractors or their authorized representatives are expected to fully inform themselves as to all conditions, requirements and specifications of this RFP before submitting Proposals. Failure to do so will be at the Contractor' own risk.

Section 2 Procurement Process

2.1 Intent to Propose

Please acknowledge receipt of this RFP via email or facsimile by **June 14, 2017** advising the City of your firm's intention to submit or not submit a Proposal. Fax or email the completed and signed form to:

760-357-1241,

Attention: Lt Gonzalo C Gerardo, ggerardo@calexico.ca.gov.

The City strongly encourages Contractors to submit this form prior to the Pre-Proposal conference, but Contractors shall not be precluded from submitting a Proposal if they fail to submit this form.

2.2 Interpretations and Addenda

No interpretation or clarification of the meaning of any part of this RFP will be made orally to any Contractor with the exception of questions answered at the Pre-Proposal Conference. Otherwise, Contractors must request such interpretations or clarifications in writing from the City.

Contractors are required to acknowledge their receipt of each addenda by including it in the letter of transmittal

2.3 Pre-Proposal Conference

If needed contact Lt Gonzalo C Gerardo at ggerardo@calexico.ca.gov to set up telephone call.

2.4 Submission of Proposals

Proposals must be in the format specified in Section 1. One (1) original Proposal signed in ink by a company official authorized to make a legal and binding offer, plus two (2) copies and one (1) flash drive shall be submitted to the address by **July 6, 2017 before 4:00 pm**.

The original Proposal and each of the two (2) copies shall be complete and unabridged, and shall not refer to any other copy of the signed/sealed original for any references, clarifications, or additional information. All Proposals will be time-stamped upon receipt and held in a secure place until this date.

When received, all Proposals and supporting materials, as well as correspondence relating to this RFP, shall become the property of the City. **Proposals sent by fax or email will not be accepted.**

Section 2 Procurement Process

2.5 Correction of Errors

The person signing the Proposal must initial erasures or other corrections in the Proposal. The Contractor further agrees that in the event of any obvious errors, the City of **Calexico** reserves the right to waive such errors in its sole discretion. The City of **Calexico**, however, has no obligation under any circumstances to waive such errors.

2.6 Evaluation

As part of the evaluation process, the Evaluation Committee may engage in discussions with one or more Contractor(s). Discussions might be held with individual Contractors to determine in greater detail the Contractor's qualifications, to explore with the Contractor the scope and nature of the required contractual Services, to learn the Contractor's proposed method of performance and the relative utility of alternative methods, and to facilitate arriving at a Contract that will be satisfactory to the City.

The City may in its discretion require one or more Contractors to make presentations to the Evaluation Committee or appear before the City and/or its representatives for an interview. During such interview, the Contractor may be required to orally and otherwise present its Proposal and to respond in detail to any questions posed. Additional meetings may be held to clarify issues or to address comments, as the City deems appropriate. Contractors will be notified in advance of the time and format of such meetings.

Since the City may choose to award a Contract without engaging in discussions or negotiations, the Proposals submitted shall define the Contractor's best offer for performing the Services described in this RFP.

2.7 Contract Award by Council

As soon as practical after opening the Proposals, the name of the apparent successful Contractor will be submitted to the Council for final approval of award. If approved by the Council, the Procurement Management Division will provide Contract documents to the Contractor. In the event the Council approval is not received within one hundred eighty (180) calendar days after opening of the Proposals, the Contractor may request that it be released from the Proposal.

Section 3 Scope of Services

Scope of Services

The City of **Calexico** is looking for a qualified Contractor who can maintain and manage the City's Alarm Ordinance Program. At a minimum, project tasks shall include, but are not necessarily limited to, the following. If the Contractor believes that additional tasks are warranted, they must be clearly identified in the firm's proposal.

The Contractor shall provide a response to the following:

General

1. Provide information regarding your company with necessary contact information. Please list the names of all officers if a corporation and partners if a partnership.
2. How long has **“outsourcing administrative services”** (*specifically designed for the support of alarm ordinances*) been offered by your company? How did the offering of these services come about?
3. What services will be performed by your company... and if subcontracted, what part of the services will be subcontracted?

Technical

1. Is the proposed offering designed and architected as a true 100% web-based solution without requiring any additional software or hardware device/s to be introduced into the City's IT footprint? Please explain in detail.
2. Describe how this 100% web-based solution proposed is hosted; *number of servers, location of servers, redundancy, security protocols, firewall security, types of encryption used, CJIS readiness status, risk mitigation strategy, etc.*
3. Has the hosting environment supporting this 100% web-based solution ever experienced any unexpected down time (*outside of scheduled maintenance*)?
4. Has there ever been a breach in the database environment being proposed?
5. What communication interfaces with the City's databases will be required to effectively and successfully manage the alarm tracking and billing services? Please describe any additional fees associated with such interfaces.

Section 3 Scope of Services

6. Describe the SPILLMAN CAD communication interface required along with any additional fees associated with such interface.
7. Describe how the proposed solution will integrate with current iOS and Android mobile device (*smart phones, tablets, etc.*) capabilities.
8. Describe other technologies which might be leveraged in support of the City's alarm ordinance and the reduction of false alarms.
9. Explain in detail the IT processes that your company employs along with any certifications.

Customer Service | Education

1. Provide information regarding the location of your customer service centers. Do all of your Customer Service Representatives work from these same customer service centers? Do you engage in subcontracting this part of your service to third parties?
2. Describe how citizen inquiries regarding the City's alarm ordinance, registrations, fines, etc. will be responded to and supported.
3. Explain in detail the processes used by your company for customer outreach and education regarding the false alarm issue.
4. Explain the level of City involvement, staff time and resources that will be required to support this program.
5. Provide information on web portals available to our citizens and features.
6. Provide information on web portals available for the alarm companies and features.
7. What processes are employed for customer outreach and education regarding the false alarm issue?

Section 3 Scope of Services

Functional

1. Describe the steps / processes used to enhance the compliance of the City's alarm ordinance and reduce false alarms.
2. Describe how your company maintains the database for alarm registration, alarm incidents, invoices, etc. How often is this database updated?
3. Describe the approach and methodology used to ensure that alarm permits are not issued to locations outside City's jurisdiction.
4. How do you ensure that the billing is done in support of the City's ordinance?
5. What options are available to citizens to make the payments?
6. Do online payments comply with current PCI standards?
7. Describe the processes in place to ensure financial controls. Including any independent and internal audits which your company submits to on a regular intervals.
8. Should the City amend its alarm ordinance, how will this impact your ability to administer the program?
9. Please describe your procedures to handle return mail and returned checks
10. Does your solution allow independent access to the City to perform the following functions:
 - a. Change account details and make updates to citizen accounts
 - b. Make a payment to citizen account
 - c. Update permit status or expiration date
 - d. Change the alarm incident status
 - e. Review appeals and provide decisions through the web-based access
11. Will City personnel have the same access to all menu options as the Contractor personnel actively administering the program?
12. What processes are in place ensuring that outstanding amounts are collected?
13. Explain in detail your processes to manage the appeals and how the City is notified of such appeals.

Section 3 Scope of Services

14. Describe the reporting and analytical capabilities of your solution. Are all system-wide reports used by your staff to manage the program also accessible by City personnel via a web-browser?
15. Describe in detail the implementation process and timelines to fully implement the program.
16. What makes your solution unique for the alarm tracking, billing, and collection service needs of our City?

Section 4 Evaluation Criteria

Proposal Evaluation Criteria

Proposals will be evaluated based on the Contractor's ability to meet the performance requirements of this RFP. This section provides a description of the evaluation criteria that will be used to evaluate the Proposals. To be deemed responsive, it is important for the Contractor to provide appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The Contractor's Proposal will be the primary source of information used in the evaluation process. Proposals must contain information specifically related to the proposed Services and requested herein. Failure of any Contractor to submit information requested may result in the elimination of the Proposal from further evaluation.

Proposals will be assessed to determine the most comprehensive, competitive and best value solution for the City based on, but not limited to, the criteria below. The City reserves the right to modify the evaluation criteria or waive portions thereof. Proposals will be evaluated on the following major categories:

- a. **20%** 100% Web-Based Solution;
- b. **20%** Qualifications and Experience;
- c. **30%** Project Approach / Proposed Solution;
- d. **20%** Cost Effectiveness and Value;
- e. **10%** Demonstrated Use of Technical Innovation.

4.1 100% Web-Based Solution

Contractors will be evaluated on the true 100% web-based design and architecture of the solution provided in the RFP response.

4.2 Qualifications and Experience

Contractors will be evaluated on the background and experience information provided in the RFP response.

4.3 Project Approach / Proposed Solution

Contractors will be evaluated based upon their understanding, experience and qualifications in performing the same or substantially similar Services, as reflected by its experience in performing such Services. The evaluation will include references regarding work for organizations with needs similar to the City's, and the feasibility of the Contractor's approach for the provision of the Services.

Section 4 Evaluation Criteria

4.4 Cost Effectiveness and Value

Under this criterion, Proposals will be compared in terms of the most reasonable and effective pricing options. The Evaluation Committee will also take into consideration any indirect costs associated with the Services and administration of the Contract.

4.5 Demonstrated Use of Technical Innovation

The City is looking for a *demonstrated* creative, clever, and effective use of modern technology in the administration of its alarm program. It believes by doing so that the success, adoption rate and compliance of the program by its Citizens and business residents will be that much greater.