

**EMERGENCY NOTIFICATION
SOFTWARE
REQUEST FOR QUALIFICATIONS (RFQ)**

Los Angeles County Children and Families First –
Proposition 10 Commission (aka First 5 LA)

RELEASE DATE: November 6, 2018

UPDATED: November 16, 2018

UPDATED: November 28, 2018

TABLE OF CONTENTS

I.	TIMELINE FOR SELECTION PROCESS	3
II.	BACKGROUND	4
III.	PROJECT OVERVIEW.....	4
IV.	SCOPE OF WORK.....	4
V.	ELIGIBILITY.....	6
VI.	TERMS OF PROJECT	6
VII.	SELECTION PROCESS AND REVIEW CRITERIA	7
VIII.	REQUIRED DOCUMENTS.....	8
IX.	TERMS OF THE RFQ	9
X.	CONTRACTUAL CONSIDERATIONS	10
XI.	APPEALS POLICY	11
XII.	APPENDICES.....	11

I. TIMELINE FOR SELECTION PROCESS¹

ACTIVITY	DATE
RFQ Released	November 6, 2018
Final date to submit questions and requests for additional information	November 15, 2018 December 19, 2018
Posting of responses to questions	November 16, 2018 December 20, 2018
Proposal Due	November 28, 2018 January 11, 2019
Demo & Interviews	January 3 and 4, 2019 February 4 and 5, 2019
Contractor Selected	January 10, 2019 February 12, 2019
Contract Start Date	February 1, 2019 March 1, 2019

In order to respond to this Request for Qualifications (RFQ), the proposal must submit all required documents through the online application system designated by First 5 LA no later than **5:00 p.m. PT on November 28, 2018-January 11, 2019**. It is the proposer’s responsibility to verify submission prior to the deadline. First 5 LA will not be responsible for any technical problems or submission failure. **Failure to submit ALL required documents by November 28, 2018-January 11, 2019, 5 p.m. PT may constitute an incomplete proposal and may be grounds for disqualification.**

Questions and requests for additional information must be submitted in writing to:

Andrea Abeleda, Contract Operations & Compliance Officer
E-mail: abeeleda@first5la.org

All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via email before **5 p.m. PT on November 15, 2018 December 19, 2018**. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information. First 5 LA may respond to individual inquires and then post replies to all questions by the posting date.

Please check the Funding Opportunities webpage regularly for updates and addenda. First 5 LA has the right to amend this solicitation by written addendum. First 5 LA is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda thereto. Such addenda shall be made available via the online funding center. Failure to address the requirements of such addendum may result in the Proposal not being considered, at the sole discretion of First 5 LA. Addenda to this solicitation, if any, will be posted on First 5 LA’s website, which may be accessed by clicking <https://www.first5la.org/article/emergency-notification-software->

¹ Note: Dates are subject to change at First 5 LA’s sole discretion.

[request-for-qualifications-rfq/](#). It is the responsibility of proposers to ensure, prior to submission, that their application reflects the most recent information and RFQ requirements.

II. BACKGROUND

First 5 LA — Giving Kids the Best Start

In 1998, California voters passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles County, the First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10.

III. PROJECT OVERVIEW

First 5 LA seeks one (1) vendor to provide a web-based system with emergency notification capabilities through an Application Service Provider (ASP) or through a Software as a Service (SaaS) provider. Emergency notification software would allow First 5 LA leadership staff to communicate directly with First 5 LA staff by various communication methods in an emergency situation or when an immediate need arises (e.g. earthquakes, civil unrest, and other operational disruptions).

IV. SCOPE OF WORK

In accordance with and at the direction and approval of First 5 LA, the selected Contractor shall provide the following services:

Emergency Notification Capabilities: Contractor shall provide First 5 LA with an emergency notification system that has the capabilities to perform the following, but not limited to, features:

- a) A web-based user interface for administrators and recipients to enter, modify or remove recipients and group contact information and recipient self-updates;
- b) A web service Application Programming Interface (API) for automated system-to-system contact data updates
- c) A means of addressing, creating, initiating, sending and saving an alert message, with the following features:
 - 1) The ability to disseminate notifications using multiple modes of communication, including voice, SMS text, text to speech, email, desktop pop-up, social media (F5LA website, Portal);
 - 2) The ability to invite virtual companion(s) to accompany an individual to their destination;
 - 3) The ability to send messages using Geo Fencing – the ability to notify in a restricted geographical location;
 - 4) The ability to present a recipient with response options after an alert has been received, in order to verify recipient’s safety, attendance, location and status;
 - 5) The ability to report on recipients that did not receive emergency notification;
 - 6) The ability to send scheduled alerts and escalation alerts;
 - 7) The ability to attach files to text alerts;
 - 8) The ability for text alerts to contain a secure web link for viewing purposes. Access to the attached files shall be recorded as part of the alert’s message history;
 - 9) The ability to save an unlimited number of message templates;

Emergency Notification Software - RFQ

- 10) The capacity to send not less than 150 voice messages, plus 150 email messages in less than 1 minute;
 - 11) The ability to compose, initiate and send alerts through the use of a Graphical User Interface (GUI), whether initiated on a desktop computer or smartphone; and
 - 12) The ability to use the software's API to send alerts through Microsoft Outlook.
 - 13) A means to provide First 5 LA capability to record a message and then give recipients the ability to call into that recording to listen to the message/recording using inbound dialing and a voice message board
- d) System Administration
- 1) Contractor shall provide First 5 LA the ability to designate select First 5 LA employees as Administrators that shall have full privileges and administrative rights over multiple accounts and designate select staff that will have limited administrative rights; and
 - 2) Administrators selected by First LA shall have up to 10 contact points to receive emergency notification alerts and have limited account privileges, including:
 - seeing one or more custom groups (i.e., Directors, VPs) within an account,
 - the ability to send groups alerts and
 - the ability to update contact information for recipients
- e) Monitoring and Reports
- 1) Real-time monitoring and historical reporting on all First 5 LA notifications shall be made available to First 5 LA at any time;
 - 2) A complete audit trail shall be made available on every individual alert, including transmission/response statistics and recipient statistics;
 - 3) All monitoring data shall be stored indefinitely or until such time as requested by First 5 LA for First 5 LA's future use; and must be available to First 5 LA for viewing and/or downloading purposes twenty-four (24) hours a day, seven (7) days a week, three hundred sixty five (365) days a year.
 - 4) First 5 LA personnel shall have the ability to strategically filter and sort data, whether it is historical or real time;
 - 5) Reporting results shall be displayed in PDF format for printing and/or distribution, or in text format for further data manipulation and analysis;
 - 6) An administrator shall have the ability to produce detailed reports from individuals and groups, by exporting message recipient detail files in a text file format; and Excel
- f) Availability, Redundancy and Reliability
- 1) Ensure that data is hosted in multiple redundant, distributed data co-location centers, at least on location center of the geographical region;
 - 2) Application data shall be backed up between sites in near real-time over secure Virtual Private Network; and
 - 3) Shall provide a minimum of 99.5% service uptime.

Training: Contractor shall provide First 5 LA with web-based training/onsite training within sixty (60) days from the execution of the Agreement. Training will include but is not limited to: sending notifications, adding contacts and assigning privilege rights.

Emergency Notification Software - RFQ

Technical Support: Contractor shall provide First 5 LA with a technical liaison between First 5 LA and the Contractor who will be responsible for coordination of all activities relating to the services and its use, including, but not limited to:

- a) Troubleshooting and problem resolution of data input; and
- b) First 5 LA support by phone and/or email, at no extra charge to the First 5 LA, twenty-four (24) hours a day, seven (7) days a week, three hundred sixty five (365) days a year.

Service Level Support:

- a) Level 1 Support: Contractor shall provide First 5 LA with 24/7/365 live phone support. Questions or simple requests shall be answered on the first inquiry if no problem exists with the service or service delivery.
- b) Level 2 Support: Contractor shall provide advanced troubleshooting when a service problem is suspected, or advanced assistance is required in the event of a complex support request. Contractor shall provide 24/7/365 assistance, when reasonably necessary, at no extra charge.
- c) Level 3 Support: Contractor shall provide advanced intervention, including maintenance releases in order to address outstanding issues. Contractor shall provide 24/7/365 assistance, at no extra charge, when circumstances merit such intervention.

Additional Services: If and when First 5 LA requests Contractor to provide services for the web-based system with emergency notification capabilities in addition to those specified above, Contractor shall develop a work plan detailing the specific tasks to be completed and providing a detailed not-to-exceed quote for performing such additional services.

Schedule for Delivery of Contractor Provided Services and Deliverables:

- a) Emergency Notification Capabilities: Upon execution of Agreement, emergency notification system shall be available for data entry with 72 hours.
- b) Training: Upon execution of Agreement, Contractor shall contact First 5 LA to schedule training.
- c) All technicians and/or training personnel must possess knowledge and skills to provide the requested services and training on all necessary aspects of the emergency notification system, and provide 24/7 support.

V. ELIGIBILITY

Proposers must meet the following minimum requirement:

- Possess a minimum of five (5) years of experience in providing emergency notification system solutions.

VI. TERMS OF PROJECT

The initial contract term is for a period of 1 year, with an estimated start date of ~~February 1, 2018~~ **March 1, 2019**. Following the initial term, the contract will renew annually at First 5 LA's sole discretion for a total project term of 5 years. First 5 LA anticipates that this will be a fixed fee for service contract. Invoices will be paid based upon the negotiated payment structure with selected contractor.

Emergency Notification Software - RFQ

VII. SELECTION PROCESS AND REVIEW CRITERIA

First 5 LA will review the proposers based on the multi-stage review process detailed below. Proposal must score satisfactorily in each level of review, as applicable.

Level 1 Internal Review:

First 5 LA will evaluate all proposals for completeness and minimum requirements. Basic requirements include: timely receipt of proposal, submission of all required attachments, and adherence to eligibility requirements. Proposals with omissions of any required documentation are subject to disqualification.

First 5 LA will also conduct a due diligence review which includes a review of the Litigation and Contract Compliance Form and a review of whether proposer (that are current and former contractors, grantees and vendors) currently remain placed in non-compliant status by First 5 LA under any existing and past agreement with First 5 LA. First 5 LA reserves the right to request additional information, if needed, to validate eligibility and/or and minimum requirements.

Level 2 Proposal Review:

Proposers that pass Level 1 review will proceed to Level 2 review. Internal and external reviewers will review and score qualifications. Prior to beginning their review, reviewers will be assessed for conflicts of interest with proposers and sign a Conflict-of-Interest form to certify that there are no conflicts of interest. Internal Reviewers will score proposers using the review tool listed as Appendix A. Reviewers will participate in a calibration session prior to finalizing scores. Proposers scoring highly in Level 2 Review will proceed to Level 3 Review.

Level 3 Interview & Demonstration

Highly scoring proposals from Level 2 Review will proceed to Level 3 Review. Only key personnel on the proposed RFQ can participate in the interview and demonstration. Proposers are expected to provide a demonstration of the emergency notification system. Tentative interview and demonstration dates are included in *Section I: Timeline for Selection Process* and are subject to change at First 5 LA's sole discretion. Interviews will be held either at First 5 LA or via phone. Reviewers will be assessed for conflicts of interest with proposers and sign a Conflict-of-Interest form to certify that there are no conflicts of interest. Reviewers will participate in a calibration session prior to finalizing scores. Further written materials may be requested prior to or after the interview. First 5 LA reserves the right to schedule additional interviews/meetings should additional questions arise.

The highest scoring proposer from the interview process will be awarded the contract subject to the results of reference checks. Proposers must score satisfactorily in the interview to be considered for award by First 5 LA staff.

Reference Checks

Reference checks will be completed after Level 3 Review. Information obtained through reference checks will complement the results of Level 3 Review. First 5 LA must be able to contact 3 references provided by the proposer. If 3 references cannot be reached, First 5 LA may deem the proposer ineligible for this opportunity.

Emergency Notification Software - RFQ

VIII. REQUIRED DOCUMENTS

The documents listed in this section are required to respond to this RFQ. Omission of any document/form may constitute an incomplete proposal and may be grounds for disqualification. Applications that fail to adhere to First 5 LA's page limitation requirements will be adjusted by the removal of page(s) from the application. Pages will be removed before the Level 2: Proposal Review. The removed page(s) will not be made available to reviewers.

- **Company Overview: (3 pages maximum)** Proposer shall provide an overview of the company including the number of years emergency notification software solutions. The overview shall also provide a description of its experience and expertise providing emergency notification software solutions.
- **Questionnaire:** Proposer shall submit a completed Function and Feature Questionnaire (See Appendix B)
- **Additional Functions and Features (5 pages maximum):** Proposer may submit additional information on its emergency notification system. This may include features and functionality not listed in Section IV. Scope of Work. **(OPTIONAL)**
- **Pricing: (2 pages maximum)** Proposer shall provide a description of how pricing is determined including all associated costs with the emergency notification system. These may include:
 - Base system fees
 - Annual base fee
 - Additional feature charges
 - Implementation fees
 - Training fees
 - Additional data geocoding
 - Performance testing fees
 - Usage fees
 - Messaging fees
- **Business License** (as required by law)
- **References:** A minimum of three (3) current or former references for which the proposer has performed similar work. (See Appendix C)
- **Litigation and Contract Compliance Form:** Please read the information on the required Litigation and Contract Compliance form thoroughly and include a signed copy by the proposal deadline. If you checked "Yes" to any of the questions on this form, please explain whether this will impact the project on this solicitation. Omission of the form will constitute an incomplete proposal and may be grounds for disqualification. (See Appendix D)

Failure to submit all required attachments may constitute an incomplete proposal and may be grounds for disqualification. Proposers are responsible for any errors omissions in their proposals and applications. In order to respond to this RFQ, please complete and submit your proposal and all

Emergency Notification Software - RFQ

required documents to First 5 LA no later than **5 p.m. PT on November 28, 2018 January 11, 2019.** **Proposals received after this deadline will not be considered.** It is the responsibility of the proposer to ensure, prior to submission, that its proposal reflects the requirements of this solicitation. Proposers should not wait to email documents minutes before the closing time.

IX. TERMS OF THE RFQ

First 5 LA has the right to amend this solicitation by written addendum. First 5 LA is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda thereto. Such addenda shall be made available via the online funding center. Failure to address the requirements of an addendum may result in the proposal not being considered, at the sole discretion of First 5 LA. It is the responsibility of proposers to ensure, prior to submission, that their application reflects the most recent addenda information and RFQ requirements. Addenda to this solicitation, if any, will be posted on First 5 LA's website at <http://www.first5la.org/Funding-Center>.

First 5 LA reserves the right to reject all proposals and re-solicit for proposals. Failure to comply with proposal specifications shall be grounds for disqualification of proposals. Each proposer shall be required to honor the price and specifications quoted for a minimum of sixty (60) calendar days following submission of the proposal. First 5 LA also reserves the right to cancel this RFQ, in its sole discretion, at any time before execution of a contract.

First 5 LA shall not be liable for any costs incurred in connection with a proposer's preparation of a proposal in response to this RFQ. Any cover letters, résumés and curriculum vita, including attached materials, submitted in response to this RFQ shall become First 5 LA's property and subject to public disclosure.

Each proposal shall be retained for official files and will become public record upon submittal unless the proposal or specific parts of the proposal can be shown to be exempt from disclosure by law. The budget, scope of work and other contractual information may be included in board materials which are made public if the contract requires board approval. Each proposer may clearly label parts of a proposal as "CONFIDENTIAL" if the proposer thereby agrees to indemnify and defend First 5 LA for honoring such a designation. The failure to so label any information that is released by First 5 LA shall constitute a complete waiver of all claims for damages caused by any release of the information. If a public records request for information labeled confidential is received by First 5 LA, First 5 LA will notify the proposer of the request. Within seven (7) calendar days after First 5 LA's notification to the proposer, it will be the proposer's duty to act in protection of the labeled information. The proposer's failure to so act shall constitute a complete waiver.

The proposer agrees that, by submitting application proposal, the proposer authorizes First 5 LA to verify any or all information and/or references submitted in the proposal.

False, misleading, incomplete, or deceptively unresponsive statements in connection with a proposal shall be sufficient cause for rejection of the proposal at any time. The evaluation and determination in this area shall be at First 5 LA's sole judgment.

First 5 LA may elect to waive any minor irregularity in a proposal if the sum and substance of the proposal is present.

Emergency Notification Software - RFQ

First 5 LA may, at its discretion, request that the Contractor undertake additional, unanticipated, activities that are aligned to the project objectives of this RFQ and incorporate such activities into the final Scope of Work/Performance Matrix and Budget, if applicable.

X. CONTRACTUAL CONSIDERATIONS

The successful proposer must sign and adhere to the provisions of the First 5 LA Contract (see sample Contract - Appendix E). The successful proposer must execute the Contract without substantive alteration. All proposers must review the sample Contract in detail and fully understand the contractual obligations described in the Contract, including all insurance requirements. If a satisfactory agreement cannot be negotiated within 30 days of award, First 5 LA may, at its sole discretion, begin negotiations with the next qualified proposer, as determined by First 5 LA. First 5 LA may, after contract award, amend the awarded contract, scope of work and any other exhibits in accordance with the terms of the contract and as needed throughout the contract term to best meet the needs of First 5 LA.

Current and former First 5 LA grantees, contractors and vendors must be in good standing and compliant with all aspects of current and former agreements with First 5 LA in order to be eligible to respond to this RFQ. First 5 LA may deem a proposer ineligible to respond to this RFQ if it finds, in its sole discretion, that the proposer has done any of the following: (1) violated any term or condition of a First 5 LA agreement; (2) committed any act or omission, or engaged in a pattern or practice, that negatively reflects on the proposer's quality, fitness or capacity to perform services listed in this RFQ; (3) committed an act or offense that indicates a lack of business integrity or business dishonesty; or (4) made or submitted a false claim to First 5 LA or any other public entity.

As stewards of public funds [First 5 LA's Funding Guidelines](https://www.first5la.org/funding/funding-guidelines/) (<https://www.first5la.org/funding/funding-guidelines/>) are intended to provide information about the restrictions on the use of First 5 LA funds. Although these Funding Guidelines are applicable generally, the terms of individual funding agreements will always take precedence over these guidelines.

The award of a contract by First 5 LA to an individual/agency/organization that proposes to use subcontractors for the performance of work under the contract resulting from this RFQ process shall not limit First 5 LA's right to approve subcontractors, assemble teams and/or assign leads. Each proposer will be evaluated independently for added value to the overall team. A copy of executed subcontract(s) related to Program funding must be provided to First 5 LA.

First 5 LA, in its sole discretion, may conduct an evaluation of this project. Contractors will be required to comply with First 5 LA's evaluation and any requests for information arising out of such evaluations within the timeframe specified by First 5 LA.

If the awarded contract is not signed prior to the intended start date, the commencement of any activities under the contract's Scope of Work/Performance Matrix (Exhibit A) will not begin until the contract execution date (the date all parties have signed and delivered the contract) and the successful proposer will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved in writing by First 5 LA. If the awarded contract is

Emergency Notification Software - RFQ

not signed by the successful proposer within thirty (30) calendar days from the proposed intended start date, First 5 LA may withdraw the contract award. First 5 LA may revise the proposed effective date prior to final execution of the awarded contract.

If the value of the contract is \$75,000 or more in the aggregate in any fiscal year, the award and execution of the contract is subject to First 5 LA's Board approval. Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

Unless otherwise submitted during the RFQ process, the successful proposer will be required to submit additional required documentation including, but not limited to, the following documents before the awarded contract can be fully executed:

- Litigation and Contract Compliance Form
- By-laws (if applicable)
- Articles of Incorporation (if applicable)
- Board of Directors or List of Partners (as applicable)
- Signature Authorization Form
- Annual Independent Audit for prior fiscal year or calendar year (if applicable)
- Appropriate business licenses (for vendors or private organizations)
- Completed IRS Form W-9
- Memorandums of Understanding and Subcontracts (for any sub-contractors, collaborators, and/or partners)
- Certificates of Insurance for all insurance requirements outlined in the sample Contract.

XI. APPEALS POLICY

First 5 LA reserves the right, without prejudice, to reject any or all submitted proposals. An appeal shall be permitted only on the grounds that the decision violated applicable law, First 5 LA policies and procedures, or the terms of this RFQ. Appeals challenging First 5 LA's decision on the merits or qualifications of proposers or the scoring of proposals shall not be permitted. An appeal of a First 5 LA decision shall be in writing and filed with the office of the Executive Director, or his or her designee, within ten (10) business days following the date the notification of decision is made by First 5 LA. For more information, please refer to the Appeals Policy located at <http://www.first5la.org/About-Us/Policies> <https://www.first5la.org/policies/>.

XII. APPENDICES

- Appendix A – Level 2 Review: Proposal Scoring Criteria (Information)
- Appendix B – Function & Feature Questionnaire (For Submission)
- Appendix C – References (For Submission)
- Appendix D – Litigation and Contract Compliance Form (For submission)
- Appendix E – Sample Contract (Information)

Emergency Notification Software - RFQ