

**NOTICE OF
REQUEST FOR PROPOSALS**

FOR

RECREATION MANAGEMENT SYSTEM

FOR

THE CITY OF SOUTH SAN FRANCISCO



**For questions regarding this RFP, please contact:
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SECTION 1: RFP OVERVIEW

1.1 Organization Background

The City of South San Francisco (“City”) has a population of 64,585¹ and a land area of 9.14 square miles. The City is located in northern San Mateo County. The City is bordered by the cities of Daly City and Pacifica to the west; San Francisco Bay to the east; San Bruno to the south; and Colma to the north. The City is strategically located within the corridors of two major highways (Interstate 280 and Highway 101) approximately 10 miles south of San Francisco. The City is conveniently located within a 10 minute drive of San Francisco International Airport.

The City has benefited from the substantial growth of the region in the last twenty years, including a significant transition from an industrial city and air freight shipping hub through San Francisco International Airport to the expansion of biotechnical firms in the area east of Highway 101, the construction of a BART Station at the northern end of the city, and a BART station just outside the southern city limit in the City of San Bruno. The biotech presence in South San Francisco has grown to one of the largest biotech centers in the nation.

The City’s Parks and Recreation Department maintains and operates over 250 acres of parks and open space and over 600,000 square feet of public facilities. Amenities include baseball fields, soccer fields, twenty-six playground areas, artist studios, a sculpture garden, a bocce ball court, a skate park, a dog park, basketball courts, an indoor swimming pool, and picnic areas. Open space areas include Sign Hill Park, six-miles of improved pathways along the San Francisco Bay shoreline, the Centennial Way three-mile trail, and a Common Greens area.

The City offers recreational programs to benefit residents’ quality of life, including affordable childcare through before and after school programs, summer camp, licensed pre-school, enrichment and exercise courses, leisure and care for seniors, facilities for private events and meetings, public art and cultural experiences, and youth and adult sports programs.

1.2 Purpose of the RFP

The City of South San Francisco (City) is soliciting proposals from qualified vendors to provide a Recreation Management System (RMS) to support the business needs of the Parks and Recreation Department (Department). The requested services contemplated under this Request for Proposals (RFP) consists of providing, installing, implementing, and training staff in the use of the RMS and corresponding software, as specified in this RFP.

The City currently uses CLASS software from the ACTIVE Network, which will no longer be supported as of November 30, 2017. CLASS has been a central business tool for the Department, processing about \$4

¹ California Department of Finance: http://www.dof.ca.gov/Forecasting/Demographics/Estimates/E-1/documents/RankCities_2016.xls

million in annual revenue from activity and special event registration, picnic and facility rentals, and childcare services.

With the implementation of a new RMS, the City hopes to:

- Upgrade the current RMS to one that will be capable of supporting the Department's current and future needs;
- Improve operational efficiencies throughout the Department;
- Automate and improve the Department's ability to provide excellent customer service and increase customer utilization of services; and
- Automate and improve the Department's ability to market and promote programs and activities.

1.3 Scope of Services

The City prefers to purchase an RMS that is in use by similar agencies in other jurisdictions of a similar size and complexity, and proven to operate effectively over time. Vendor should demonstrate long-term viability as a company and a long-term commitment to customers through regular product enhancements and on-going support. The City prefers a fully hosted (web) solution with minimal local client (PC) software install which provides staff and customers the greatest flexibility in accessing the software. However, all types of solutions will be considered.

The ideal RMS will enable the City to provide excellent customer service both in person and online for its main business activities including, but not limited to, daily recreation program administration and registration, facility and field reservations, and payment processing and reporting. In addition, the system should provide for efficient and effective business processes and management tools to assist in program administration.

It is the City's intention that the selected vendor would provide implementation, project management, technical installation expertise, and on-site training to help speed employee and public acceptance and usage of the system. The Parks and Recreation Department currently uses the Registration and Rentals modules in CLASS. Thus far, some program areas within the Department do not use CLASS, or only use it to a limited extent. The Department hopes to expand use of the RMS to all Parks and Recreation programs as part of its long-term implementation plan. However, the Department's immediate priority for implementation would be to transition programs that are currently using CLASS onto the new RMS.

Refer to **Appendix A: Program Information** for more information about the Parks and Recreation Department and a description of high priority areas each program area would like to see addressed upon implementation of a new RMS.

1.4 Implementation Timeline

The City would like to begin implementation immediately upon contract execution with the vendor. **The RMS would ideally be in place by December 1, 2017 for programming the Spring 2018 classes schedule, and live for Spring class registration in February 2018.** Vendors should be prepared to propose a solution and approach that addresses this preferred timeline.

1.5 RFP Schedule of Events

Table 1, *RFP Schedule of Events*, identifies the City’s best estimate of the schedule that will be followed. The City encourages vendors to carefully consider and plan according to the presented schedule of events.

Table 1 – RFP Schedule of Events

	RFP Event	Date
1	City Issues RFP	11/3/16
2	Deadline for Letter of Intent to Propose	11/17/16
3	Deadline for Written Questions and Comments	12/2/16
4	City Issues Responses to Written Questions and Comments	12/12/16
5	Deadline for Submitting a Proposal	1/19/17 by 4pm
6	City Completes Evaluations	2/28/17
7	City Notifies Short-listed Vendors	3/6/17
8	Short-list Vendor Proof of Capabilities Presentations	3/27/17 to 4/3/17
9	Reference Checks	Week of 4/10/17
10	City Determines Finalist & Contract Negotiations Begin	Week of 4/17/16
11	Authorization of Award to Most Responsive Vendor	5/24/17
12	Project Implementation Start Date	6/1/17
13	RMS in place for programming Spring class schedule	12/1/17
14	Go Live Date for Spring class registration	2/15/18

Proposers should be aware that short-listed vendors may be required to perform a full (possibly up to two (2) days) proof-of-capabilities (“POC”) demonstration to allow staff to fully understand the proposed RMS. The POC is not intended to be a generic demonstration of the application, but rather a demonstration of specific product functionality deemed most critical to the City using scenarios provided by the City. **Proposers must be prepared to invest the time and resources in the POC to be successful in this procurement.**

Time is of the essence with respect to any of the deadlines set forth above. Notwithstanding the foregoing, the City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary. Notification of any adjustment to the RFP Schedule of Events will be provided to all vendors who submitted a Letter of Intent to Propose.

1.6 Evaluation Criteria

The City will review all proposals received as part of a documented evaluation process in order to determine at least two top-scoring proposers to perform a POC demonstration described in Section 1.5, above. The City may choose to invite more than two proposers to perform a POC demonstration in order to determine which solution best meets the City's needs. Proposals will be evaluated based on the following criteria:

Criteria	Weight of Score
Executive Summary and Introductory Material	5%
Company Background, Experience, and References	10%
Proposed Software	20%
Professional Services	20%
Technical Information	5%
Maintenance and Support	20%
Price Proposal	20%
Total	100%

The City's ultimate acceptance of any proposal and its award of any contract will be based on a combination of the above-referenced evaluation criteria as demonstrated in the written proposal and POC demonstration, and a determination of the best overall value for the City.

1.7 RFP Coordinator & Questions Pertaining to the RFP

All communications concerning this RFP must be submitted in email to the RFP Coordinator, **Angela Duldulao, Management Analyst II**, at angela.duldulao@ssf.net. The RFP Coordinator will be the sole point of contact for this RFP. Unauthorized contact by the proposer with anyone else in the City may result in disqualification of the proposer's bid.

Specific questions concerning the RFP should be submitted via email to the RFP Coordinator before the date identified in **Section 1.5 RFP Schedule of Events**. Vendor questions should clearly identify the relevant section of the RFP and page number(s) related to the question being asked.

All vendors who have notified the City of their intent to respond to the RFP will be provided, via email, with a copy of any question submitted and the answer given by the City per the RFP Schedule of Events. The City is not responsible for delayed or lost email, regardless of the cause.

1.8 Letter of Intent to Propose

Vendors who anticipate submitting a proposal should register by submitting an email to the RFP Coordinator (See **Section 1.7 RFP Coordinator & Questions Pertaining to the RFP**) indicating a vendor's intent to respond to this RFP. The following information must be included in the Letter of Intent to Propose.

- Vendor's Name
- Name and Title of main contact
- Address, telephone number, facsimile number and email address of main contact

Submittal of a Letter of Intent to Propose, by the specified deadline identified in **Section 1.5 RFP Schedule of Events**, is necessary to ensure a vendor's receipt of RFP amendments and other communications regarding the RFP. The Letter of Intent does not bind vendors to submitting a proposal.

1.9 Proposal Preparation Cost

The City will not pay any costs associated with the preparation, submittal, or presentation of any proposal.

Proposals should be prepared simply and economically and provide a straightforward, concise description of the proposer's company, qualifications, proposed solution, and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content. Glossy sales and marketing brochures are not necessary or desired.

1.10 RFP Amendments and Cancellation

The City reserves the unilateral right to amend this RFP in writing at any time. The City also reserves the right to cancel or reissue all or any part of the RFP at its sole discretion. If an amendment is issued, it will be provided to all vendors submitting a Letter of Intent to Propose. Proposers will respond to the final written RFP including any exhibits, attachments, and amendments issued by the City.

1.11 Proposal Submittal

Potential proposers are advised to become familiar with all conditions, instructions, and specifications of this RFP, including the City's standard Consulting Services Agreement, attached hereto and incorporated herein. Consultants interested in proposing on this RFP should be prepared to enter into the agreement under the standard terms and should be able to provide the required insurance. If the City is unable to negotiate a satisfactory agreement, with terms and conditions the City determines to be fair and reasonable, the City may then commence negotiations with the next most qualified firm in sequence, until an agreement is reached or determination is made to reject all submittals

By submitting a proposal, consultant represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that consultant has conducted such additional investigation as it deems necessary and convenient, that consultant is capable of providing the services requested by the City in a manner that meets the City's objectives and specifications as outlined in this RFP, and that consultant has reviewed and inspected all materials submitted in response to this RFP. Once the consultant has been selected, a failure to have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for consultant to request additional compensation.

Proposals are to be submitted in sealed packages by **4:00 p.m. (PST) on January 19, 2017**. Proposers assume the risk of the method of delivery chosen. The City assumes no responsibility for delays caused

by any delivery service. A proposer's failure to submit a proposal as required before the deadline may cause the proposal to be disqualified.

1.11.1 Proposers are required to submit **ONE (1) original, signed master, EIGHT (8) hard copies, and ONE (1) electronic copy** via email or file sharing system (such as Dropbox or Google Drive) to the addresses below.

The proposal package should be mailed, couriered, or hand delivered to the following address:

Angela Duldulao, Management Analyst II
Department of Parks and Recreation
City of South San Francisco
33 Arroyo Drive
South San Francisco, CA 94080

Submittal Email:

Angela Duldulao
angela.duldulao@ssf.net

All proposals must be received by the City by **4:00pm (PST) on January 19, 2017**. Late proposals will not be accepted, and will be returned unopened, regardless of postmark. Prospective proposers are responsible for having proposals deposited on time at the place specified and assume all risk of late delivery, including any delay in the mail or handling of the mail by the U.S. Postal Service or City employees. Postmarks will not be accepted as proof of receipt. Proposals submitted by fax will not be accepted.

1.11.2 Failure to comply with the requirements of this RFP may result in disqualification.

1.11.3 Signature of the proposal by the vendor constitutes acceptance by the vendor of terms, conditions, and requirements set forth herein.

1.11.4 Use the Submittal Checklist (**Section 5.1 Attachment 1: RFP Checklist**) to ensure that all required documents, forms, and attachments have been completed and submitted as instructed.

1.12 Organization of Proposal

The proposal must be organized into the following major sections. Specific instructions for each section are provided in **SECTION 3: DETAILED SUBMITTAL REQUIREMENTS** of this RFP. Any required attachments must be included in the proper section as indicated by the instructions.

Item Number	Item
1	Executive Summary and Introductory Material
2	Company Background
3	Proposed Software
4	Professional Services
5	Technical Information
6	Maintenance and Support
7	Sample Documents
8	Price Proposal

1.13 Conditions of Proposal Acceptance

This RFP is not an offer by the City to contract with a consultant responding to this RFP. This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this RFP, or to procure or contract for any services. The City reserves the right to waive any irregularities or informalities contained within this RFP, and/or reject any or all proposals received as a result of this request; negotiate with any qualified source or to cancel the RFP in part or whole. The City also reserves the right to amend this RFP as necessary. All proposals and material submitted will become the property of the City of South San Francisco and will not be deemed confidential or proprietary. The responder must bear the costs of preparing and submitting their proposals and the City will not reimburse those costs.

The City of South San Francisco reserves the right to award in whole or in part, by item or group of items, when such action serves the best interest of the City. The City and consultant may agree to add additional work to the agreement by mutual agreement at a later date. The City may elect to stop work at any time in the contract and will pay for work completed to that point on a time and material basis.

1.14 Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

SECTION 2: EXISTING ENVIRONMENT

2.1 Current Business Technology

The current Recreation Management System used by the City is CLASS version 7.0. The Parks and Recreation Department uses the Registration and Rentals modules in CLASS. Associated hardware includes:

- Dell OptiPlex for Interactive Voice Response (IVR)
- Credit Card Readers: First Data FD130

2.2 Current Network Technology

The following table, *Table 2 – Current Technology Standards*, identifies current/anticipated technology standards for the City as of the proposed implementation of the RMS. This information is provided as background information. While the City wants to maximize the use of its current Information Technology (IT) infrastructure, it is also looking to implement best practices regarding IT.

Proposers are required to specify requirements for their software to be installed on the City’s network.

Table 2 – Current Technology Standard

Technology	Current Standard
Database	SQL 2008 R2
Server OS	Server 2012 R2
Desktop OS	Win 8 /10 64-bit
Desktop Hardware	Dell OptiPlex
Office Productivity	Office 2010
Browser	IE (11 or older), Firefox, Chrome, Edge
Email Server/Client	Exchange 2010
Virtual Environment	VMWare for Servers
Storage Area Network (SAN)	Nutanix
Authentication	AD

2.3 Current Level of Use

The tables below summarize the estimated volumes of transactions and records associated with the application processing requirements and preliminary conversion requirements.

2.3.1 Account and Registration Volumes

Table 3 – Active Accounts and Clients (as of 9/26/16)

Total No. Accounts with “Active” Status	38,078
Total No. Organization Accounts with “Active” Status	661
Total No. of Active Accounts in the past 12 months <u>with</u> transaction after 9/1/15	6,037
Total No. of Clients with “Active” Status	78,825
Total No. of Active Clients in the past 12 months <u>with</u> transaction after 9/1/15	6,744

Accounts = Represent a family or organization unit. May be made up of more than one member, or “clients”.

Clients = Individuals that are part of an “Account”.

Table 4 – VIP Accounts (Spent \$250+ in 12 months)

Spending Total	No. of Accounts
\$250 to \$499	607
\$500 to \$999	438
\$1000+	714

Shows number of accounts that have spent \$250 or more on activity registration(s) and/or facility/picnic rental(s) from 9/1/15 through 9/26/16.

Excludes accounts that only have 1 to 2 bookings and 0 registrations.

Table 5 – Registrations Processed in 12 months (9/1/15 to 8/31/16)

Program Area	Quantity
Aquatics	7,212
Classes	7,287
Childcare	10,070
5,124 Preschool, Before and After School only	
4,946 Camps (Summer, Enrichment, Sports, Full of Fun, Holiday)	
Senior Services	0
Sports	542
Special Events*	368
3 Cultural Arts BBQ	
260 Fun Run	
105 Halloween Extravaganza	

* Some special event registrations are managed outside of CLASS.

2.3.2 Rental Volumes

Use of the term “rental” in this section includes any type of reservation, whether it is made for official City business or to external customers for private use, as well as fee-based and no-fee reservations.

Table 6 – Rentals Processed in 12 months (9/1/15 to 8/31/16)

Reservation Type	No. of Sites Available for Rent	No. of Rentals	No. of Bookings
Picnic	16	639	640
Facility	24	728	1,971
Sports Field	19	73	2,555
TOTAL	59	1440	5,166

Rentals = Represents the rental arrangement (date(s), time(s), room(s)), which may be made up of more than one event, or “booking”.

Bookings = The number of events within a given rental. For example, a school may make one rental for the use of a sports field every Tuesday for 12 weeks during the summer. This would count as 12 bookings.

2.3.3 Transaction Breakdown

Table 7 – All Transactions through CLASS by Type

Transaction Type	Total for FY 2015-16 (7.1.2015 – 6.30.2016)
Cash	\$138,956.81
Check	\$912,331.41
Credit Cards	\$2,733,116.83
TOTAL	\$3,784,405.05

2.3.4 Administration

There are currently 31 users in CLASS, although not all users use CLASS on a regular basis. The Department anticipates needing about the same number of user accounts, and will likely increase the number of users as the Department implements increased usage of the RMS in all program areas as identified in **Appendix A: Program Information**.

SECTION 3: DETAILED SUBMITTAL REQUIREMENTS

Proposers must assemble their proposals in strict adherence to the layout requirements identified in **Section**

1.12 Organization of Proposal. Failure to follow all proposal layout requirements may result in disqualification.

Proposals should be prepared simply and economically and provide a straightforward, concise description of the Proposer's company, qualifications, proposed solution, and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content. Glossy sales and marketing brochures are not necessary or desired.

Proposals must address the following questions and contain the following Sections.

3.1 Executive Summary and Introductory Material

(Proposal Section 1.0) The introductory material must include the following items:

3.1.1 Title page with RFP name, name of the proposer, contact name, address, telephone number, email address, date

3.1.2 Proposal Transmittal Letter

The proposal must provide a written transmittal of the proposal in the form of a standard business letter. The Transmittal Letter will reference and respond to each of the following bulleted items. The **Proposal Transmittal Letter is limited to two (2) pages.**

- Signature of a company officer empowered to bind the vendor to the provisions of this RFP and any contract awarded pursuant to it.
- A statement of the vendor's credentials to deliver the services sought under the RFP.
- A statement indicating the proposal remains valid for at least 180 days.
- A statement that the vendor or any individual who will perform work for the vendor is free of any conflict of interest (e.g., employment by the City or any other existing business relationship or arrangement with a City official or employee regarding this RFP).
- Identify any exceptions that the vendor wishes to take from the City's standard services terms and conditions as found in **Attachment 3: City of South San Francisco Consulting Services Agreement.**

3.1.3 Complete Section 5.1 Attachment 1: RFP Checklist

3.1.4 Table of Contents

3.1.5 Executive Summary, limited to two (2) pages, summarizing the proposal. The summary should contain as little technical jargon as possible and be oriented toward non-technical personnel.

3.2 Company Background

(Proposal Section 2.0) Each proposal must provide information about any firm involved with this proposal including the software vendor, implementation vendor, and/or any third party vendors so that the City can evaluate the proposer's stability and ability to support the commitments set forth in response to the RFP. The City, at its discretion, may require a proposer to provide additional supporting documentation or clarify requested information. **The Company Background section is limited to three (3) pages.**

3.2.1 Company Background

In this section, please indicate:

- Vendor's experience and history providing recreation management systems/services.
- The approximate number of customers using vendor's Recreation Management Software in the U.S.
- An organization name list of all active customers within the state of California. Contact information is not necessary.
- The number of new customers (original go-lives) implementing the proposed applications in each of the last three (3) calendar years.
- Location of company headquarters and location of the nearest office/representative to the City.

Include any additional information that shows your company's ability to bring the project to a successful conclusion.

3.2.2 References

Include **three (3) public sector references** for the software that are recent and where the project scope (transaction volume, characteristics, and use of modules/functionality) was similar to the City's RFP. These should be sites where the proposed software was installed, fully implemented, and is "live." Please provide the following information:

- Name of Client
- Project Manager/Contact
- Telephone number
- Email address
- Client website
- Brief summary of project
- Functionality installed (Registration, Facility Management, POS, etc.)

3.3 Proposed Software

(Proposal Section 3.0) Provide the following information about the software proposed in response to the City's RFP and the City's functional requirements. This section is **limited to seven (7) pages plus the full Section 5.2 Attachment 2: Functional Requirements** document.

3.3.1 List and describe all proposed software modules. Proposer must explicitly state the software module name and versions that are proposed.

3.3.2 Complete Section 5.2 Attachment 2: Functional Requirements

- Responses to the functional requirements must be completed in Excel using the file template provided in **Attachment 2: Functional Requirements**. An electronic copy of the Excel file must be submitted as part of the proposal documents submitted electronically, as described in **Section 1.11 Proposal Submittal**.
- Responses to the functional requirements should be completed to identify both the capability of the software and the scope of the implementation.
- The requirements listed in **5.2 Attachment 2: Functional Requirements** are listed as 'Required (R)' or 'Optional (O)'. Please keep those distinctions in mind when identifying the capability of the software to meet the requirements.
- Failure to provide some requirements or excluding some requirements from scope will NOT eliminate the proposer from contention. The City will evaluate the proposal as a whole including price/value comparisons when evaluating proposals.
- The functional requirements responses submitted will become attached to the software license and implementation services contract. Proposers are expected to warrant both software and implementation of all positive responses.

3.4 Professional Services

(Proposal Section 4.0) This section should describe the proposed professional services for both implementation and training. This section is **limited to seven (7) pages**.

3.4.1 Provide a detailed plan for implementing the proposed system. Included in the plan should be:

- Description of proposed project management services.
- Description of proposed services for functional configuration and implementation of the system.
- Description of proposed services to assist with technical aspects of the implementation.
- Provide an overview of proposed training plan/strategy, specifying how and when training is to be delivered for both on-site and off-site training and web training services for the core project team, end users, and IT personnel (if required)

3.4.2 Explain the proposed vendor staffing for the project including:

- Proposed team structure that the vendor will have assigned to the project.
- Role of each team member.
- Approximate dedication to the project of each resource and approximate time work will be completed on-site vs. off-site.

3.4.3 Explain the expected City staffing for the project including:

- Anticipated amount of staff time allocated to the project.
- Key responsibilities.
- Assumptions about prior skills/competencies of resources.

3.4.4 Define the approach to the extraction, transformation and loading of existing City data to the new Recreation Management System. This should include a plan and options for converting VIP Accounts, identified in *Table 4* in **Section 2.3.1**. Note that **Section 3.8.7 Data Conversion** requests that proposers identify the costs of converting data for VIP accounts with a spending total of \$1000+, \$500+, and \$250+. Proposers who do not have the ability to convert data into the new RMS or who highly recommend against it must explain their reasoning for not meeting this requirement.

3.4.5 Describe any experience/potential to interface with the City's enterprise resource planning and financial system, Eden software from Tyler Technologies.

3.5 Technical Information

(Proposal Section 5.0) This section should identify any system requirements that are necessary to run the system. This section is **limited to five (5) pages**.

3.5.1 Identify all technical requirements to run the system as proposed, including workstation and server requirements.

3.5.2 Describe the hosting options for the system.

3.5.3 Describe the security features of the system, including PCI compliance.

3.5.4 If cloud-based, describe backup, recovery, and data redundancy processes.

3.6 Maintenance and Support

(Proposal Section 6.0) The proposal must specify the nature of any post-implementation and on-going support provided by the vendor including the following. This section is **limited to five (5) pages**.

- Support services – hours, types, availability of assistance, etc.
- Access to training tools

- Escalation procedures
- Staff experience
- Staff size and allocation of duties (i.e. do employees split time between roles such as support and development)
- Determination process for future releases and training
- Upgrade/future release support
- Any additional services/support not covered by the maintenance contract, including associated rates for those services

3.7 Sample Documents

(Proposal Section 7.0) Proposers should include sample copies of the following documents. Although they are sample forms, the documents must contain all material terms so that the City can fairly evaluate the proposer's forms. If one master agreement serves multiple purposes (e.g., licensing and maintenance), it can satisfy the submittal required for both.

3.7.1 Sample software licensing agreement

3.7.2 Sample maintenance agreement

3.7.3 Sample implementation services agreement

3.7.4 Sample hosting agreement (if applicable)

3.8 Price Proposal

(Proposal Section 8.0) Proposers should submit their price proposal that includes **pricing for all products and services identified in the proposal reflecting an estimated three (3) year cost**. Show costs separately for each of the three years for each cost element, as well as a total (3) three year cost of ownership. This section is **limited to eight (8) pages**.

If any components of the proposal are "optional" and not included in the summary or total price, those features must be clearly labeled as "optional" in the proposal. All "optional" items not included in the total price must identify a price separately.

3.8.1 Annual Product Pricing

In this section, please define the pricing structure for the associated software costs, which includes license fees or other pricing methods, and other required features such as maintenance, upgrades, consultation and support fees. Utilize **Section 2.3 Current Level of Use** as appropriate for estimating product pricing.

3.8.2 Internet and eCommerce Pricing

This section of your response should define all fees associated with online registration and include credit card processing fees.

3.8.3 Implementation and Training Pricing

Please indicate the total estimated cost for implementation and initial training. Separately, list your price for further/future training (either on-site or virtual) stating number of hours/days, rate per hour/day, travel costs and any other related on-site training costs as applicable.

3.8.4 Hardware Costs and Additional Products

Include and itemize any costs associated with any hardware products required. Reference **Section 2.2 Current Network Technology** for a listing of existing hardware and indicate if existing hardware can be used with your system. Separately, itemize any costs associated with other products (integration tools, developmental tools, software, etc.) that you believe are required in order to implement and efficiently operate the new Recreation Management System.

3.8.5 Invoicing

Describe your proposed fee schedule and terms. Indicate payment terms in regard to any available percentage discount for early payment. This section of your response should define the project milestones and corresponding progress billing schedule.

3.8.6 Remittance of Payments

Outline how revenue is deposited in the City's bank account and the frequency.

3.8.7 Data Conversion

Using the information provided in *Table 4 – VIP Accounts* from **Section 2.3.1**, please provide the estimated cost of converting VIP account information into the RMS. Costs of data conversion should be separated by spending totals of \$1000+, \$500+, or \$250+, allowing the City to select options for converting accounts, if any. Cost information provided in this section should support the proposer's response to **Section 3.4.4** regarding the proposer's approach to the extraction, transformation, and loading of existing City data to the new RMS.

SECTION 4: GENERAL REQUIREMENTS

4.1 Collusion

By submitting a response to the RFP, each vendor represents and warrants that its response is genuine and is not made in the interest of or on behalf of any person not named therein; that the vendor has not directly induced or solicited any other person to submit a sham response or any other person to refrain from submitting a response; and that the vendor has not in any manner colluded to secure any improper advantage over any other person submitting a response.

4.2 Gratuities

No person will offer, give or agree to give any City employee or its representatives any gratuity, discount, offer of employment, or other financial advantage in connection with the award of contract by the City. No City employee or its representatives will solicit, demand, accept or agree to accept from any other person a gratuity, discount, offer of employment, or other financial advantage in connection with a City contract.

4.3 Required Review and Waiver of Objections by Vendor

Vendors should carefully review this RFP and all attachments, including but not limited to **Attachment 3: City of South San Francisco Consulting Services Agreement**, for comments, questions, defects, objections, or any other matter requiring clarification or correction (collectively called "comments"). Comments concerning RFP objections must be made in writing and received by the City no later than the "Deadline for Written Questions and Comments" detailed in the *Table 1, RFP Schedule of Events*. This will allow issuance of any necessary amendments and help prevent the opening of defective proposals upon which contract award could not be made.

Protests based on any objection will be considered waived and invalid if these faults have not been brought to the attention of the City, in writing, by the Deadline for Written Questions and Comments.

4.4 Proposal Withdrawal

To withdraw a proposal, the vendor must submit a written request, signed by an authorized representative, to the RFP Coordinator (**Section 1.7 RFP Coordinator & Questions Pertaining to the RFP**). After withdrawing a previously submitted proposal, the vendor may submit another proposal at any time up to the deadline for submitting proposals.

4.5 Proposal Errors

Vendors are liable for all errors or omissions contained in their proposals. Vendors will not be allowed to alter proposal documents after the deadline for submitting a proposal.

4.6 Incorrect Proposal Information

If the City determines that a vendor has provided, for consideration in the evaluation process or contract negotiations, incorrect information which the vendor knew or reasonably should have known was materially incorrect, that proposal may be determined non-responsive, and the proposal may be rejected at the City's sole discretion.

4.7 Right to Refuse Personnel

The City reserves the right to refuse, at its sole discretion, any subcontractors or any personnel provided by the prime contractor or its subcontractors. The City reserves the right to interview and approve vendor's key staff. Vendor's staff may be subject to the City's background and drug testing processes at any time.

4.8 Proposal of Additional Services

If a vendor indicates an offer of services in addition to those required by and described in this RFP, these additional services may be added to the contract before contract signing at the sole discretion of the City.

4.9 Licensure

Before a contract pursuant to this RFP is signed, the vendor must hold all necessary, applicable business and professional licenses. The City may require any or all vendors to submit evidence of proper licensure.

4.10 Conflict of Interest and Proposal Restrictions

By submitting a response to the RFP, the vendor certifies that no amount will be paid directly or indirectly to an employee or official of the City as wages, compensation, gifts, or other compensation in exchange for acting as an officer, agent, employee, subcontractor, or consultant to the vendor in connection with the procurement under this RFP.

Notwithstanding this restriction, nothing in this RFP will be construed to prohibit another governmental entity from making a proposal, being considered for award, or being awarded a contract under this RFP.

Any individual, company, or other entity involved in assisting the City in the development, formulation, or drafting of this RFP or its scope of services will be considered to have been given information that would afford an unfair advantage over other vendors, and said individual, company, or other entity may not submit a proposal in response to this RFP.

4.11 Contract Negotiations

After a review of the proposals and completion of the reference checks, interviews, and demonstration, the City intends to enter into contract negotiations with the selected vendor. These negotiations could include all aspects of services and fees. If a contract is not finalized in a reasonable period of time, the City may open negotiations with the next ranked vendor or reject all proposals and reissue the RFP.

4.11.1 The selected Proposer will be required to carry Workers' Compensation, employer's liability, commercial general liability, owned and non-owned and hired automobile liability, and professional liability insurance as identified in the Agreement for Professional Services.

4.11.2 City staff must present the final, negotiated contract to City Council for approval before it is executed. The successful Vendor may commence work after the transmittal of a fully executed contract.

4.12 Right of Rejection

The City reserves the right, at its sole discretion, to reject any and all proposals or to cancel this RFP in its entirety.

Any proposal received which does not meet the requirements of this RFP may be considered to be nonresponsive, and the proposal may be rejected. Vendors must comply with all of the terms of this RFP and all applicable State laws and regulations.

Vendors may not restrict the rights of the City or otherwise qualify their proposals. If a vendor does so, the City may determine the proposal to be a nonresponsive counteroffer, and the proposal may be rejected.

The City reserves the right, at its sole discretion, to waive variances in technical proposals provided such action is in the best interest of the City. Where the City waives minor variances in proposals, such waiver does not modify the RFP requirements or excuse the vendor from full compliance with the RFP. Notwithstanding any minor variance, the City may hold any vendor to strict compliance with the RFP.

4.13 Disclosure of Proposal Contents

All proposals and other materials submitted in response to this RFP procurement process become the property of the City. Selection or rejection of a proposal does not affect this right. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process. Upon the completion of the evaluation of proposals, the proposals and associated materials will be open for review by the public to the extent allowed by the California Public Records Act, (California Government Code Section 6250 et. seq.). By submitting a proposal, the vendor acknowledges and accepts that the contents of the proposal and associated documents will become open to public inspection. If a vendor submits an entire proposal marked confidential, it will be considered non-responsive.

Each vendor should be aware that although the California Public Records Act recognizes that certain confidential trade secret information may be protected from disclosure, the City might not be in a position to establish that the information, which a vendor submits, is a trade secret. If a request is made for information marked "confidential", the City will provide the vendor who submitted such information with reasonable notice to allow the vendor to independently seek protection from disclosure by a court of competent jurisdiction.

4.14 Severability

If any provision of this RFP is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the City and vendors will be construed and enforced as if the RFP did not contain the particular provision held to be invalid.

4.15 RFP and Proposal Incorporated into Final Contract

This RFP and the successful proposal will be incorporated into the final contract.

4.16 Proposal Amendment

The City will not accept any amendments, revisions, or alterations to proposals after the deadline for proposal submittal unless such is formally requested, in writing, by the City.

4.17 Consultant Participation

The City reserves the right to share with any consultant of its choosing this RFP and proposal responses in order to secure a second option. The City may also invite said consultant to participate in the Proposal Evaluation process.

4.18 Warranty

The selected vendor will warrant that the proposed RMS will conform in all material respects to the requirements and specifications as stated in this RFP and as demonstrated during the evaluation process. In addition, the requirements as stated in this RFP will become part of the subsequent agreements.

4.19 Rights of the City

The City reserves the right to:

- Make the selection based on its sole discretion
- Reject any and all proposals
- Issue subsequent Requests for Proposals
- Postpone opening proposals if necessary for any reason
- Remedy errors in the Request for Proposal process
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the vendors
- Accept other than the lowest offer
- Waive informalities and irregularities in the proposals
- Enter into an agreement with another vendor in the event the originally selected Vendor defaults or fails to execute an agreement with the City
- An agreement will not be binding or valid with the City unless and until it is approved by the City Council and executed by authorized representatives of the City and of the vendor.

4.20 Non-Discrimination Requirement

By submitting a proposal, the consultant represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of race, religion, sex, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related conditions, political affiliations or opinion, age, or medical condition.

SECTION 5: ATTACHMENTS

5.1 Attachment 1: RFP Checklist

Proposal Item #	RFP Section	Item	Submitted
1.0	3.1	Executive Summary and Introductory Material	
	3.1.1	Title Page	
	3.1.2	Proposal Transmittal Letter	
	5.1	Attachment 1 (RFP Checklist)	
	3.1.4	Table of Contents	
	3.1.5	Executive Summary	
2.0	3.2	Company Background	
	3.2.1	Company Background	
	3.2.2	References	
3.0	3.3	Proposed Software	
	3.3.1	Description of proposed software modules	
	5.2	Attachment 2 (Functional Requirements), including Excel file	
4.0	3.4	Professional Services	
	3.4.1	Implementation plan	
	3.4.2	Proposed vendor staffing	
	3.4.3	Expected City staffing	
	3.4.4	Data extraction and loading	
	3.4.5	Financial system interface	
5.0	3.5	Technical Information	
	3.5.1	Technical Requirements	
	3.5.2	Hosting options	
	3.5.3	Security features	
6.0	3.6	Maintenance and Support	
7.0	3.7	Sample Documents	
	3.7.1	Sample software licensing agreement	
	3.7.2	Sample maintenance agreement	
	3.7.3	Sample implementation services agreement	
	3.7.4	Sample hosting agreement (if applicable)	
8.0	3.8	Price Proposal	
	3.8.1	Annual Product Pricing	
	3.8.2	Internet and eCommerce Pricing	
	3.8.3	Implementation and Training Pricing	
	3.8.4	Hardware Costs and Additional Products	
	3.8.5	Invoicing	
	3.8.6	Remittance of Payments	
	3.8.7	Data Conversion	

5.2 Attachment 2: Functional Requirements

See separate Excel Workbook titled *Attachment 2 Functional and Technical Requirements*.

5.3 Attachment 3: City of South San Francisco Consulting Services Agreement

See separate attachment outlining the City's standard contract terms and conditions.

5.4 Appendix A: Program Information

This attachment provides information about the Parks and Recreation Department's various program areas, specifies how the Department currently uses CLASS, identifies high priority areas that each program area would like to see addressed in a new Recreation Management System (RMS), and identifies other computer programs/software that is currently being used.

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