



Technology Planning Toolkit Request for Proposals (RFP)

Distributed by:

**Oakland County Planning and Economic Development Services
1200 N. Telegraph Road, Department 412
Pontiac, MI 48341
November 21, 2005**

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1.0 INTRODUCTION

Oakland County Planning and Economic Development Services, on behalf of the Wireless Oakland Project Team, is issuing this Request for Proposals (RFP) to obtain SEALED proposals for the development of a Technology Planning Toolkit (TPT).

The Technology Planning Toolkit (TPT) will have two components. The first component, "*Planning for Technology*", will be a resource for governments within Oakland County looking to prepare their communities for present and future technological investments. It is intended to ensure an efficient means of managing future technology and telecommunication developments within a community while conforming to applicable state and federal guidelines. The second component, "*Planning with Technology*", will establish a Technical Assistance Program that will provide information and technology services that support planning and economic development best practices and decision making in local government agencies. This component of the Toolkit will build on the County's Geographic Information Systems initiative and leverage the technical expertise present in the Planning and Economic Development Services Division and the Information Technology Department.

As envisioned, the Technology Planning Toolkit will support a new County program that will offer products and services to support continued high-tech investments, and promote the integration of those investments with local community character and quality of life. *The program will be available to government agencies in support of planning and economic development practices and decision making.* This managed approach to economic development and high-tech investment is a critical component of Oakland County's future.

The County has articulated specific requirements that will be required of Respondents and is soliciting creative technical and business solutions. The objective of this RFP is to provide sufficient information to enable Respondents to submit written proposals. This RFP is not a contractual offer or commitment for services. Respondents must be full service providers of the products and services requested and those who implement individual components of the Toolkit are encouraged to partner with other providers.

To respond to this RFP, proposals must conform to the procedures, format, and content requirements outlined in this document. Significant deviations may be grounds for disqualification. The County reserves the right to waive, at its discretion, any irregularity or informality that they may deem correctable or otherwise not warranting rejection of the RFP.

2.0 BACKGROUND INFORMATION

The following background information has been provided in support of the Wireless Oakland Technology Planning Toolkit RFP. Additional information can be found on the County's website at <http://www.co.oakland.mi.us>.

2.1 Oakland County Overview

Oakland County Michigan is located in southeast Michigan, immediately north of the City of Detroit. The County covers 910 square miles, and encompasses 62 cities, villages and townships (CVTs). Detailed community profiles can be found on the County's Planning and Economic Development website at http://www.co.oakland.mi.us/peds/info_pub/community_profiles_index.html.

Located astride the Interstate 75 corridor and at the heart of "Automation Alley," the County is a world technology center. The County has perennially been the highest job-producing county in Michigan, and is home to approximately 211 Fortune 500 companies. The County is one of two dozen counties in the nation with the coveted AAA bond rating and in 1998, a bond rating agency ranked the County the best run county in America.

In 2000, the County's population was 1,194,156, a 10.2% increase from 1990. With approximately 440,000 parcels of property and an increase of approximately 7,000 parcels per year, the County has added over 10 billion dollars in total property value over each of the last five years. The County has approximately 500,000 households and features one of the lowest operating tax rates in the state. Economic diversity is evidenced by the fact that over 40,000 businesses provide three-quarter of a million jobs to the region's residents. There are nearly 650 foreign owned firms representing 24 countries and 211 Fortune 500 firms are located in the County. 30 traditional town centers and downtowns across the county bolster local commercial, office and retail markets and the value of commercial and industrial real estate exceeds \$32 billion.

The County's geographic diversity is demonstrated by a snapshot of county land use figures for 2004. The snapshot illustrates that industrial property takes up 3.1% of the land in Oakland County and commercial and office buildings use an additional 3.1%. The largest segment of the land use in Oakland County, about 39.2%, is devoted to single family homes. Another 13.3% is dedicated to recreational uses, and over 13% is vacant land. But land use figures alone do not describe the full richness of geographic diversity in the county. There are also over 1400 lakes, hundreds of pristine natural environments, and a network of interconnecting trails that add to the value of the community.

2.2 Wireless Oakland Overview

Wireless Oakland (www.wirelessoakland.org) is an initiative launched by County Executive L. Brooks Patterson that consists of three goals. The first goal is to blanket the County's 910 square miles with wireless internet service. The second goal will directly address the County's "digital-divide" and provide low-cost or no-cost PC's and technology training to underserved population groups. Finally, the third goal will develop a Telecommunication and Technology Planning Toolkit that will support continued high-tech investments in local government and promote the integration of those investments with local community character and quality of life.

The benefits of this initiative are nearly endless. Wireless Oakland will prepare the residents of the County for the jobs of tomorrow. As businesses go high-tech and more high-tech firms locate and relocate their businesses within the County, the residents of the County must be prepared to fill the jobs those businesses have to offer. Government agencies will also benefit from increased efficiencies when providing services to the public.

Please note, this RFP only addresses the needs of the third goal of the Wireless Oakland initiative.

2.3 Wireless Oakland Technology Planning Toolkit Project Team Overview

A multi-discipline project team made up of representatives from the Planning and Economic Development Services Division, Road Commission for Oakland County, and the Information Technology Department has been assembled to guide the development of the Technology Planning Toolkit. The Planning and Economic Development Services Division (PEDS) will be the lead agency for the County and ultimately administer the Technology Planning Toolkit contract.

2.4 Technology Scope and Definition

For the purposes of this RFP, the term "technology" refers to telecommunication (cellular, fiber optic, wireless, and related hardware.) infrastructure installed in; and computer applications (geographic information systems, 2D and 3D visualization, and modeling) implemented by; local government agencies. It does not refer to the physical information technology hardware (PCs, servers, etc.) that is used to consume telecommunication infrastructure and computer applications.

3.0 TECHNOLOGY PLANNING TOOLKIT REQUIREMENTS

The requirements set forth in this section of the RFP serve as minimum qualifications for the Technology Planning Toolkit. The requirements have been grouped into the following sections: High-Level Goals for the Toolkit, Planning for Technology Toolkit Requirements, and Planning with Technology Toolkit Requirements.

Oakland County will consider alternative proposals from any Respondent who desires to propose components of the Toolkit that differs from that defined in the RFP, but still allows the Project Team to achieve the objectives set forth in this section of the RFP. Oakland County will openly entertain any value-added services provided by a respondent. Additional services that would enhance those proposed by the County are encouraged.

Proposals from Respondents who can develop and/or implement individual components of the Toolkit will not be entertained. Individual component providers are encouraged to partner with other providers so a “full-service” solution can be proposed.

3.1 High-Level Goals for the Toolkit

The Technology Planning Toolkit (TPT) is one of three goals of Wireless Oakland, an initiative launched by County Executive L. Brooks Patterson at his 2005 State of the County Address. As envisioned, the Technology Planning Toolkit will constitute a new County program that will offer products and services to support continued high-tech investments, and promote the integration of those investments with local community character and quality of life. The program will be available to government agencies in support of planning and economic development practices and decision making. A managed approach to economic development and high-tech investment is a critical component of Oakland County's future that will be facilitated through the development of the TPT and supporting programs.

A series of high-level goals have been identified for the Toolkit and resulting program that complement the Wireless Oakland initiative and ensure long-term success and sustainability. Furthermore, each respondent should give careful consideration to these high-level goals in their proposal.

In summary, the goals are as follows:

- To be expandable and flexible to accommodate improvements and changes in technology.
- To encourage and facilitate participation and positive action through education.

- To be progressive, but not regulatory in nature.
- To address planning and economic development realities and challenges faced by local governments.
- To educate, invite and engage partnerships through a broad distribution to both the private sector and governmental agencies.
- To be written in an organized and comprehensive manner that includes specific, applicable, recommendations and examples.
- To leverage existing technology by showcasing the use of location based technology (GIS) for planning.

More specifically, a series of goals have been established to guide the two components of the Toolkit. The goals provide a foundation for the components and will be used to measure the value and effectiveness of ensuing programs that carry out the recommendations set forth in the Toolkit. The goals are as follows:

“Planning for Technology”

- To highlight the importance of technology and its relationship to the economic vitality of local communities.
- To supports the integration of high-tech investments with local community character and quality of life through a comprehensive set of recommendations.
- To encourage integrating state-of-the-art technology investments with historic preservation and adaptive reuse.
- To encourage continued technology investment through a streamlined jurisdictional right-of-way (ROW) use and work permitting processes.
- To encourage continued development of research parks, high-tech parks, and other locations that consume state-of-the-art technologies through the adoption of appropriate zoning standards and associated language.
- To encourage appropriate technology policies in local master plans and zoning ordinances.

“Planning with Technology”

- To illustrate the value of technology in planning and economic development functions and services.

- To demonstrate the value of location-based information and the County's existing Geographic Information System (GIS) program in planning and economic development functions and services.
- To formalize an information and technology-enabled assistance program that supports planning and economic development best practices and decision making in local government agencies.
- To leverage the technical expertise present in PEDS Division and promote the technology-related services that can be offered to local government agencies.

3.2 “Planning for Technology” Toolkit Requirements

The “Planning for Technology” component of the Toolkit will be a resource for government agencies within Oakland County that would like to plan for present and future technological investments. Proactive communities have long realized that preparing for and investing in innovative technologies can strengthen local economy, provide additional services, and is essential to attract businesses and residents. In summary, this component will offer a set of guidelines to assist government staff and officials with incorporating appropriate goals and policies in local master plans and offer model language for inclusion into regulations and ordinances.

The “Planning for Technology” component of the Toolkit should include, at a minimum, the following:

Chapter One - Overview of the Wireless Oakland Project: This chapter will provide an overview of the Wireless Oakland Initiative and convey the importance of technology as it relates to the economic vitality of local communities within Oakland County.

Chapter Two - Technology Master Plan Goals and Policies: This chapter will provide model language for a comprehensive set of goals, objectives, and policies that communities can reference when drafting and incorporating technology-based strategies into their Master Plan. The chapter will assist communities in directing future technological and telecommunication development by constructing a solid foundation upon which development decisions are made.

Chapter Three - Telecommunication Tower Location, Design and Zoning Standards: This chapter will provide a framework for the development of Telecommunication Facility Master Plans and address application requirements, development authorization, site collocation, and future removal of towers. While emphasizing context sensitive design, it will also provide model language that communities can reference when drafting

and incorporating telecommunication strategies into their Zoning and other local ordinances.

Chapter Four - Research and Office Park Design and Zoning Standards: This chapter will provide a framework for the incorporation of broadband and telecommunication services in research and office park zoning districts. This chapter will also address appropriate permitted uses, accessory uses, special uses and development regulations for research and office park districts.

Chapter Five - Road Agency Right-of-Way Permitting, Regulation, and Jurisdictional Authority: This chapter will outline permitting processes required to use and work within the public rights-of-way regulated by the local, county and state road agencies. A countywide survey will be conducted to identify potential differences in locally regulated R-O-W work permitting processes and a model permitting process will be documented to illustrate the efficiencies that could be gained through collaborative efforts. In addition, the model permit process will encourage the adoption of the RCOC Master R-O-W. Plan. Note: The results of the survey must be delivered in a digital format that integrates with the County's GIS program.

Chapter Seven – Technology Standards for New Commercial, Industrial, Office, and Residential Land Use Classifications: This chapter will provide a framework for the incorporation of telecommunication and technology improvements in new Commercial, Industrial, Office, and Residential local land use classifications. It will include a model broadband connectivity ordinance that could be adopted by local government agencies wishing to promote high-speed internet connectivity throughout their communities.

Chapter Eight – Technology Standards for Adaptive Reuse/Redesign of existing Commercial, Industrial, Office, and Residential Structures: This chapter will provide a framework for the incorporation of technology telecommunication and technology improvements in structures that require sensitive design/reuse standards due to historic preservation requirements.

Chapter Ten - Recommended Plan of Action: This chapter will outline a plan of action for government agencies to follow in order to effectively prepare for the adoption of recommendations found in the Toolkit and subsequent integration of telecommunication and technology in local planning and zoning policies and guidelines.

3.3 “Planning with Technology” Toolkit Requirements

The "Planning with Technology" component of the Toolkit will establish an information and technology-enabled assistance program. This component of the Toolkit will build on the County's Geographic Information Systems initiative and will be implemented in multiple phases. The first phase of the Planning with Technology component of the toolkit will address Context Sensitive Solutions (CSS). Context Sensitive Solutions is defined, by the Federal Highway Administration, as a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and environmental resources, while maintaining safety and mobility. CSS is an approach that considers the total context within which a transportation improvement project will exist. It was selected as the first phase of this component because technology can be used to illustrate CSS and build consensus on the individual approaches.

The RFP only covers the first phase of this component of the Toolkit. Future phases of this component will be added as the program matures. The first phase of the “Planning with Technology” component of the Toolkit should include, at a minimum, the following:

Chapter One - Overview of the Wireless Oakland Project: This chapter will provide an overview of the Wireless Oakland Initiative and convey the importance of technology as it relates to the economic vitality of local communities within Oakland County.

Chapter Two – Overview of Valuable Computer Applications: This chapter will provide an overview of computer applications that can be used to support and improve planning and economic development programs and services. It will include, but not be limited to; an overview of technology based applications that facilitate the review of context sensitive solutions and development proposals; impervious surface analysis; and computer modeling.

Chapter Three – Overview of Context Sensitive Solutions (CSS): This chapter will provide an in depth description of Context Sensitive Solutions as defined by the Federal Highway Administration, and specifically identify computer applications that can facilitate the process. It will also outline clear and concise steps that are necessary to conduct a road character assessment and further identify opportunities for the use of technology-enabled applications in the assessment process such as; design options, field data collection, public hearing notification, etc.

Chapter Four - Catalog of Road Image Character Types: This chapter will include a catalog of road image character types that illustrate how road function, access management, traffic volumes, safety data, land use and

design elements define the road edge character. Other design elements such as landscaping, architecture, signage, vistas, parking, road surface, lanes/road width, and utilities, etc. should be also considered. In addition, character types should be demonstrated through detailed description and digital photography.

Chapter Five –Context Sensitive Solutions: This chapter will include a series of illustrations that demonstrate how CSS improvements and access management tools can enhance community image. Digital images of before and after photos and graphics of CSS improvements must be included and integrated with the Master ROW Plan. It will also establish recommendations for the use of computer applications in integrating CSS into the road design process.

Chapter Six - Context Sensitive Solutions Funding Opportunities: This chapter will include a series of grants and other funding sources that support the implementation of CSS improvements.

Chapter Seven - Recommended Plan of Action: This chapter will outline the anticipated and quantifiable benefits of CSS and present a plan of action for government agencies to follow to adopt CSS in local planning and road design practices. It will also outline a series of technology-related recommendations and computer application services that PEDS could offer to local government officials to facilitate planning and economic development services.

3.3.1 Context Sensitive Solutions Demonstration Project(s)

The selected Respondent will be required to develop Context Sensitive Solutions Demonstration Projects for three road corridors. The Respondent must use the approach and computer applications outlined in the “Planning with Technology” component of the Toolkit to illustrate how technology and CSS can be used to improve the road character.

The demonstration project areas will be selected by the Project Team and they will provide an opportunity to evaluate the CSS process by measuring the achieved benefits and gather feedback from local governments.

The cost of the demonstration project(s) must be included in the Cost Response Form (Appendix B of the RFP).

4.0 PROPOSAL SUBMISSION REQUIREMENTS

The administrative rules and procedures that guide the proposal process are described in this section. Failure of the Respondent to adhere to the requirements may result in elimination of the Respondent from further consideration in the proposal selection process.

4.1 Proposal Submission Deadline

Six hardcopies and two copies on CDs in Adobe Reader PDF format of your proposal, clearly marked "Wireless Oakland Technology Planning Toolkit RFP Response" must be received and stamped by the Oakland County Purchasing Division no later than **January 23, 2006 at 3:00 PM.**

Responses should be addressed to:

Scott Guzzy
Oakland County Purchasing
1200 North Telegraph Road, Bldg. #34 East
Pontiac, Michigan 48341-0462
Phone: (248) 858-5484
Fax: (248) 858-1677
Email: guzzys@co.oakland.mi.us

Proposals may be either mailed or hand-delivered. If the proposal is sent by mail or commercial express service, the respondent shall be responsible for actual delivery of the proposal to the proper Oakland County office before the deadline. All proposals become the property of Oakland County. The content of all proposals shall be held confidential and sealed until after the submission deadline.

4.2 Late Proposals, Modifications, or Withdrawal

Proposals received after the date and time indicated will not be considered and will be returned unopened if the respondent is identified on the proposal envelope.

Proposals may be withdrawn or modified in writing prior to the proposal submission deadline. Proposals that are resubmitted or modified shall be resealed and submitted to the previously identified Oakland County Purchasing Division prior to the proposal submission deadline.

4.3 Packaging

Each proposal must be sealed to provide confidentiality of the information prior to the submission date and time. Oakland County will not be responsible for

premature opening of proposals not properly labeled. Clearly mark one proposal copy as the "Master Proposal" and enclose originals of the required forms. Each proposal set shall be accompanied by a transmittal letter signed in ink by an authorized company representative, empowered with the right to bind the respondent.

4.4 Exceptions

Any exceptions to the attached specifications or RFP objectives must be clearly stated in the formal quote letter under a separate section entitled "Exceptions". If any exceptions are taken, an explanation must be made giving in detail the extent of the exception and the reason for it. Failure on the part of the respondent to list exceptions as instructed above will be interpreted that the respondent has taken no exceptions and that the offering is in complete conformance to the specifications and RFP objectives contained herein. Any exceptions or deviations discovered after the closing date will be to the Vendor's account and, consequently, will not be negotiated.

4.5 Price Quotations

All prices shall be quoted in U.S. dollars. Fixed prices for software, services, and hardware should be quoted, wherever possible. Where uncertainty exists, quote estimated costs or a range of costs. Unless respondents specifically note otherwise, prices quoted will be considered firm. If any additional purchases are required through one year from award date of the contract, they shall be at the contract unit price. In case of error in the extension of prices in the proposal, the unit prices shall govern.

4.6 Acceptance of RFP Content

Provisions of the RFP and the contents of the successful response will be used for establishment of the final contractual obligations. Oakland County retains the option of canceling the award if the selected respondent fails to accept such obligations. Oakland County and the selected respondent shall enter into a written contract for the work to be performed. It is expressly understood that this RFP and the respondent's proposal may be attached and included in an agreement signed by Oakland County and the selected respondent.

4.7 Proposals Binding

All proposals submitted shall be binding upon the respondent, if accepted by Oakland County, for 180 calendar days from the proposal submission deadline. No proposals may be withdrawn during this 180-day period. Negligence upon the part of the respondent in preparing the proposal confers no right of withdrawal after the time fixed for the submission of proposals.

4.8 Duly Authorized Signature

The proposal must contain the signature of a duly authorized officer of the respondent empowered with the right to bind the respondent.

4.9 Proposal Costs

The respondent shall be responsible for all costs incurred in the development and submission of this proposal. Oakland County assumes no contractual obligation as a result of the issuance of the RFP, the preparation or submission of a proposal by a respondent, the evaluation of an accepted proposal, or the selection of finalists. Oakland County shall not be contractually bound until Oakland County and the selected respondent have executed a written contract for performance of work.

4.10 Economy of Proposals

Proposals and presentations should be prepared simply and economically, providing a straightforward and concise description of the respondent's capabilities to satisfy the requirements of the RFP. Special bindings, colored displays, etc. are not necessary. Emphasis should be placed on completeness and clarity of content.

4.11 Multiple Proposals

Multiple proposals or substitutions will be considered and are defined as the submission by the same respondent of two or more responsive proposals offering variations in the hardware and software configurations each of which meet the requirements of the RFP. Multiple proposals shall be submitted separately, clearly noted as alternatives and will be evaluated as independent proposals.

4.12 Prime Contractor Responsibility

Respondents have an option of subcontracting for products and services they propose. If any products or services are to be subcontracted, the respondent shall provide, within the proposal, a description of the subcontracting organization and the contractual arrangements made therewith. All subcontractors will be subject to approval by Oakland County. The selected respondent will also furnish the corporate or company name and the names of officers or principals of said companies proposed as subcontractors. Oakland County will consider the prime contractor to be solely responsible in all contractual matters, including payment of any and all charges resulting from such subcontractor arrangements. The selected respondent shall cause appropriate provisions of its proposal to be inserted in all subcontracts ensuing to insure fulfillment of all contractual provisions by subcontractors.

4.13 Complete Services/Products

The selected respondent shall be required to (1) furnish all tools, equipment, supplies, supervision, transportation, and other accessories, services, and facilities necessary to complete the work (2) furnish all materials, supplies, and equipment specified and required to be incorporated in and form a permanent part of the completed work (3) provide and perform all necessary labor; and (4) perform and complete the work in accordance with good technical practice, with due diligence, and in accordance with the requirements, stipulations, provisions, and conditions of this RFP and the resultant agreement.

5.0 PROPOSALS

To expedite and simplify proposal evaluation and to assure that each proposal receives the same orderly review, all proposals must comply with Section 4 – Response Submission Requirements of the RFP and adhere to the format described in this section. Proposals must contain the elements of information specified. Proposal sections and pages should be appropriately numbered. Any variances from specifications, which may be proposed, must be specifically noted.

5.1 Intent to Respond Form

Respondents that intend to respond to the Wireless Oakland Technology Planning Toolkit RFP must return the Intent to Respond Form (Appendix A) to the Project Contact no later than **December 13, 2005 at 3:00 PM**.

5.2 Pre-Bid Meeting

Oakland County will invite **ONLY** those Respondents who return the Intent to Respond Form to a Pre-Bid Meeting. The Pre-Bid Meeting will be held on **December 19, 2005**. The specific time for the Pre-Bid Meeting, and directions to the Executive Office Building, will be distributed to those Respondents who return the Intent to Respond Form.

5.3 Requests for Clarification

Specific requests for clarification must be sent via email or fax and include the specific section(s) of the RFP that is in question. Requests for Clarification must be submitted to the Project Contact no later than **January 6, 2006 at 3:00 PM**. Questions will not be entertained after this date. Questions, requests for clarification, and/or additional information regarding this RFP will be publicly available and not kept confidential. Official responses to the Requests for Clarification will only be distributed to those Respondents who return the Intent to Respond Form.

5.4 Proposal Format

Proposals must include a table of contents listing all sections, figures, and tables. Major sections and appendices should be separated by labeled ring binder index tabs. Pages may be double-sided, and must be numbered.

Proposals must address the requirements completely and accurately using the required format. The proposals shall be organized according to the following outline:

Section 1:	Introduction and Executive Summary
Section 2:	Technology Planning Toolkit Work Plan
Section 3:	Technology Planning Toolkit Project Team and Experience
Section 4:	Technology Planning Toolkit Deliverables
Section 5:	Technology Planning Toolkit Proposed Fee
Section 6:	Additional Considerations

5.4.1 Introduction and Executive Summary

Section 1 of the proposal must include a brief executive summary of the major facts or features of the proposal, including any conclusions, assumptions, and recommendations the Respondent desires to make. The executive summary should be designed specifically for review by a non-technical audience and senior management.

Submit the following information relative to the Respondent. If a joint venture, similar information must be provided for each member of the joint venture.

1. Company name and business address, including telephone number, fax number and Internet address.
2. Year established (include former firm names and year established, if applicable).
3. Type of ownership and parent company if any.
4. Respondent's contact name, address, phone number, and email address, if different than Item 1. Include contact information (name, title, address, telephone number, and email address) for the Respondent's authorized negotiator. The authorized negotiator identified shall be empowered to make binding commitments on behalf of the Respondent.
5. Brief statement of the firm's background demonstrating longevity, financial status and stability. Include a copy of the Respondent's most current financial annual report or statement of financial condition, or equivalent.

Submit a brief description of Respondent's corporate and other organizational history; most relevant qualifications; and any additional comments that demonstrates why the Respondent would be a preferred candidate.

5.4.2 Technology Planning Toolkit Work Plan

Section 2 of the response must include a detailed description of how the Respondent will approach the development of the Technology Planning Toolkit. A detailed work breakdown structure must be provided and include: project tasks, project duration, project milestones, document delivery dates (draft and final), proposed invoicing schedule.

Specific responses to the requirements set forth in Sections 3.2 and 3.3 must be referenced in the Work Plan. Sections 3.2 and 3.3 of this RFP provide a detailed description of the minimum requirements that must be addressed by the Respondent.

The Respondent is requested, where appropriate, to include supporting literature. If included, this supporting literature must be referenced in the response and included in an appendix to the Respondent's proposal.

5.4.3 Technology Planning Toolkit Project Team and Experience

Section 3 of the response must include an overview of the firm(s) submitting the Response and what role they will fill. In addition, a description of relevant experience of the project team must be included. The description must provide the following information at a minimum: Organization Name, Contact Person with Address, Telephone Number and Email Address, Participating Organizations, Date of Project Completion. The Respondent agrees that the County may contact the references given and visit installed sites if desired.

Submit job descriptions and qualifications for each team member (Executive Sponsor, Project Manager, etc.) that will be assigned to the development of the Toolkit. A Project Organizational Chart must also be included. Respondent staff qualifications must include longevity with firm, relevant certifications, brief project/assignment history with company, educational background, and employment history.

5.4.4 Technology Planning Toolkit Deliverables

Section 4 of the response must include an overview of the deliverables. The proposed format, quantity (printed and digital), and size must be provided. In addition, a description of how graphics will be incorporated in each deliverable must also be included. A detailed overview of any additional deliverables beyond those described in the RFP must be provided. Note: All digital products

must be delivered in their native format (Word, Powerpoint, image file format, etc.) and in Adobe PDF format.

5.4.5 Technology Planning Toolkit Proposed Fee

Section 5 of the response must include a completed Fee Schedule, Appendix B of the RFP.

5.4.6 Additional Considerations

Section 6 of the response must include any appropriate additional information that supports your proposal such as project portfolio examples, letters of reference, etc.

5.5 Selection Criteria

At a minimum, Respondents must do the following to be considered:

1. Return the Proposal Form, enclosed with Respondent's proposal, signed by a legal representative of Respondent's organization. Place this form in the "Master Proposal" as described in Section 4.3 of RFP.
2. Return the Intent to Respond Form.
3. Complete the information required in this RFP.
4. Submit one (1) Master Proposal; five (5) printed copies; and two (2) CD's for a TOTAL of eight (8) proposals. Proposals shall be delivered to the address listed in Section 4.1 of this RFP in a sealed package with the wording "Wireless Oakland Initiative Technology Planning Toolkit RFP Response" clearly marked on the outside of the envelope/package. The wording "Master Proposal" is to appear on the outside of the binder containing the original signed proposal. Proposals may **NOT** be delivered via facsimile or email.

The County will use the following criteria to evaluate Respondents' RFP proposal responses meeting the minimum requirements described above. This is not a comprehensive list, nor does the arrangement imply order of importance:

- Relevant experience, qualifications and strength of the project team
- Quality, clarity and completeness of the proposed work plan
- Creativity, strength and usability of the proposed deliverables
- Clarity of the proposed cost structure and the total project cost
- Compliance with RFP Instructions

5.6 Oral Presentations

During the evaluation process the County will invite short-listed Respondents to give an oral presentation of its proposal. Presentations are at the option of the County and may not be conducted. Therefore, written proposals should be complete.

6.0 TIMELINE

The following is a high-level RFP response timeline. Specific project timelines will be developed with the successful Respondent after selection.

Request for Qualification Released	November 22, 2005
Mandatory Intent to Respond Form Due	December 13, 2005 at 3:00 PM
Pre-Bid Meeting	December 19, 2005
Requests for Clarification Due	January 6, 2006 at 3:00 PM
RFP Responses Due	January 23, 2006 at 3:00 PM
Oral Presentations	TBD
Successful Respondent(s) Selected	March 2006

Responses to this Request for Qualifications are due on January 23, 2006 at 3:00pm.

These dates are estimates only and the County reserves the right to alter the schedule as it deems appropriate. Time extensions will only be considered in circumstances beyond the Respondent or County's control. If for any reason, the proposed response schedule cannot be met, the Respondent must notify the County immediately and demonstrate cause and the extent of delay.

7.0 PROJECT CONTACT

All requests for clarification or additional information regarding the RFP shall be directed in writing (email preferred) to the project contact at the following address:

Scott Guzzy
Oakland County Purchasing
1200 North Telegraph Road, Bldg. #34 East
Pontiac, Michigan 48341-0462
Phone: (248) 858-5484
Fax: (248) 858-1677
Email: guzzys@co.oakland.mi.us

The Project Team will respond to any request for clarification or additional information in a timely manner. Responses will be posted on the County's Wireless Oakland website and distributed to those Respondents who return the Intent to Respond Form.

8.0 PROJECT BID PACKAGE

Bid request package contents can be obtained on Oakland County's Wireless Oakland website (<http://www.co.oakland.mi.us/wireless>). The package includes the following documents:

- Request for Qualifications – Purchasing Form.
- Request for Qualifications – RFP in PDF and MSWord Format.
- Bid Timelines as described in this RFP.

9.0 GIS DATA NONDISCLOSURE

Respondents agree that they will use any and all GIS data provided by the County during the duration of this project solely for the purpose of preparing the deliverables outlined in this RFP. Respondents shall not resell or redistribute the GIS data as a unit, package, or in its entirety to third parties.

10.0 OTHER RELATED MATTERS

The County will openly entertain any value-added alternative(s) provided by a Respondent. Additions to the Toolkit that would enhance the goals outlined in Section 3 of the RFP are encouraged.

Appendix A

Appendix A: Intent to Respond Form

The completion of this form indicates the Respondent's intent to respond to the Request for Qualifications.

Firm Name: _____

Primary Contact Person: _____

Primary Contact Person Position: _____

Address: _____

Telephone: _____

Email: _____

Please return this form to the Project Contact by **December 13, 2005 at 3:00 PM**. Points of clarification will only be sent to those Respondents who return the Intent to Respond Form.

Appendix B

Appendix B Cost Response Form

For each area below, indicate all other related costs that are included in the Respondents Proposal.

Technology Planning Toolkit RFP		
Item		Cost
<u>Section 3.2 of RFP</u>		
“Planning for Technology” Toolkit Component Development		
Professional Services		
Digital and Hardcopy Deliverables		
<u>Section 3.3 of RFP</u>		
“Planning with Technology” Toolkit Component Development		
Professional Services		
Digital and Hardcopy Deliverables		
<u>Notes:</u>		
<i>One digital copy and eight hardcopy copies of the final version of the each component of the Toolkit must be provided by the Respondent.</i>		
<i>Professional Service Costs should reflect Not-To-Exceed Amounts that include any and all costs associated with the development of the deliverables outlined in the RFP.</i>		
<u>Total Cost</u>		