



CITY OF
URBANA

**Request for Proposals:
GIS/Aerial Mapping and
Graphic Design Software**

(#2122-32)

City of Urbana
400 S Vine St
Urbana, IL 61801

Issue Date: December 10, 2021
Response Due: December 28, 2021

Submittal Instructions

- Due Date:** Response are due on Tuesday, December 28, 2021 at 5:00 p.m.
- Submission / Contact for Questions:** Questions and Responses should be submitted via email to Darius White at dlwhite@urbanaininois.us
- Submission Requirements:** There is no required format, but responses should include:
- **Response to Specifications:** Responses to this RFP should address each of the required specifications.
 - **Draft Contract/Service Agreement:** Responses should include a draft contract or service agreement that includes all requirements in request, all elements of proposal, and contain a full and valid complement of standard warranties.
 - **EEO Form:** Responses should include a completed EEO form available at [eoo-report-form-sep-2015-revision 1.pdf \(urbanaininois.us\)](#)
- Communications:** Once the RFP is issued, two-way communication is generally prohibited. Responses to non-routine questions or changes to the RFP will be issued via an addendum to the RFP. Respondents who wish to be notified of addendum should email the address above as early in the submission timeline as reasonable. The City may require a clarification of a response once submitted either via telephone, electronic meeting, or in writing. The City reserves the right to impose deadlines on clarifications.
- Response Validity:** All responses to this request shall be irrevocable for a period of 90 days after the submission due date and may not be withdrawn by the Respondent during this period.
- Assumption of Risks:** The City is not responsible for any pre-contract costs incurred by a vendor participating in this process. Responses to this request become property of the City. Proprietary and confidential material should clearly be marked as such; however, the City shall only be able to comply with the extent allowed by law. The City reserves the right to terminate the selection process at any time, to reject any proposals, and to award contract in the best interest of the City.

General Response Requirements

Summary

The Urbana Economic Development Division is seeking email quotes for a GIS/Aerial Mapping and Graphic Design software platform that generates a turnkey service for providing aerial imagery of community profiles along with graphic designs. This City of Urbana will utilize this information for the purpose of designing and developing effective marketing products to drive the local economy, advertise Think Urbana and booster tourism. The proposed software should provide the following:

- Color vertical aerial imagery coverage
- Community profiles in multiple products and platforms
- Online portal tool
- GIS/Mapping services
- Content creation of graphic design
- Web-marketing & proposal builder platforms
- The ability to provide full size custom proofs
- Deliver small and/or large quantity lithograph posters upon request

Response to this RFP should address the specifications below but may include more information that demonstrates the software's capability.

Individual Specifications

- Contact information:** Provide name, title, email and phone for main contact as well as company.
- Base Features:** Provide a list and summary information about the base features of the software.
- Optional Features:** Provide a list and summary information about optional features of the software package.
- Integration:** If the respondent offers other web-based, government-oriented services, it is encourage to provide information about capabilities and integration.
- Detail Support:** Identify the ongoing services and support included with the software including how updates occur and timeliness of support for technical issues.
- Pricing:** Price and duration of each base feature, optional features, and service and support.

Implementation: Detail the cost, duration, level of training provided, the expected City of Urbana staff time requirements and respondent project implementation team.

Demonstrations: Video demonstration of software. A pre-recorded video demonstrating the software included with the submittal (via link) is preferred but optional. After the responses are submitted the City may require a mandatory, live demonstration of the software.

References: Provide at least 2 references.

Technical Evaluation Criteria

Overall

The City will evaluate responses on the totality of the specifications. The successful response will be the software that best meets the City's needs and requirements. The City reserves the right to waive technicalities or to accept or reject any Responses based upon the City's determination of its best interest.

Individual Evaluation Criteria

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| Data Set Creation: | The ease, functionality, and quality of GIS information transferred into graphic designs. |
| User Experience: | General user experience by City staff and elected officials. |
| Public Experience: | Ability to use data in marketing materials including City website if desired |
| Optional Features: | The degree that optional features enhance the City's efforts to market local businesses, Think Urbana, tourism, and attract business to the Urbana community. |
| End-to-end services: | The degree that the GIS/graphic design software is of high resolution quality that can be provided by the source company or printed by a third party. |
| Price: | Annual price, 1x expenses and contract duration are all important to the City. |
| Implementation: | Timeline and support offered during software implementation. |