

Date: November 14, 2012



City of Portland, Oregon

**REQUEST FOR INTEREST
IN PDX CITYSYNC**

RFI No. 115062

DUE DATE: This Request for Interest will remain open until November 30, 2012 at 5:00pm.

Submit two (2) complete copies of the Information to:	Refer questions to:
C. Atha Mansoory	C. Atha Mansoory
Economic Development Policy Advisor	Economic Development Policy Advisor
1221 SW 4 th Avenue, Room 340	Office of the Mayor
Portland, Oregon 97204	Phone: (503) 823-7665
Atha.Mansoory@portlandoregon.gov	Fax: (503) 279-3990 Email: Atha.Mansoory@portlandoregon.gov

RFI TERMS AND CONDITIONS

SUSTAINABLE SOLICITATION: The City has a history of striving to be more sustainable in its operations and planning. Starting with the City's Sustainable City Principles (1994) the City has established a variety of policies to guide its work on sustainability, including: the Sustainable Procurement Policy, Green Building Policy, Local Action Plan on Global Warming, and the Stormwater Management Manual (to view these and related City policies, go to the Portland Policy Documents Website: <http://www.portlandonline.com/auditor/index.cfm?c=26818>).

As applicable to City procurement, these policies guide the City to buy products and services that reduce the City's negative environmental and social impacts. While specific goals vary, the City's sustainability objectives tend to focus on: reducing energy use; reducing air, water, and land pollution; building and maintaining high-performance green buildings; reducing the use of materials toxic to the environment and human health; utilizing resources efficiently, including the use of renewable, reusable and recycled materials; utilizing minority-owned, small, and/or local businesses; preserving or enhancing biodiversity; and maintaining fiscal health in the short and long term. As such, the City seeks to do business with firms that will actively contribute to the City's sustainability objectives.

GOVERNING LAW - The provisions of this solicitation shall be construed in accordance with the provisions of the laws of the State of Oregon without reference to its conflict of law provisions. Any action or suits involving any question arising under this solicitation must be brought in the appropriate court in Multnomah County Oregon. In connection with its activities under this solicitation, Respondent shall comply with all applicable federal, state and local laws and regulations and its administrative rules, all of which are incorporated by this reference. These requirements may be found on the City of Portland's Procurement Services website:

<http://www.portlandonline.com/omf/index.cfm?c=27353&>.

SPECIAL CONDITIONS – Where special conditions are written in the Request for Information, these special conditions shall take precedence over any conditions listed under these Terms and Conditions.

PUBLIC RECORDS: Any information provided to the City pursuant to this RFI shall be public record and subject to public disclosure pursuant to Oregon public records laws ORS 192.410 to 192.505 and 5.33.470.

Unless otherwise noted within this RFI, if the respondent elects to provide information that is not subject to public disclosure, this information will be subject to a number of exemptions. When preparing information in response to this RFI, the respondent must plainly mark each page containing information deemed by the respondent to remain exempt from public disclosure after all information has been received (e.g., pages containing trade secret, economic development information, etc.). A summary of the redactions shall be placed with the redacted version of the information response.

The fact that a respondent marks and segregates certain information as exempt from disclosure does not mean that the information is necessarily exempt. Any portion of the response that the respondent claims as exempt from disclosure must meet the requirements of ORS 192.501(2) and ORS 192.502(4). The City will make an independent determination regarding exemptions applicable to information that has been properly marked and redacted. Information that has not been properly marked and redacted may be disclosed in response to a public records request. When exempt information is mixed with nonexempt information, the nonexempt information must be disclosed.

Unless expressly provided otherwise in this RFI or in a separate communication, the City does not agree to withhold from public disclosure any information submitted in confidence by a respondent unless the information is otherwise exempt under Oregon law.

If the City refuses to release the records, the respondent agrees to provide information sufficient to sustain its position to the District Attorney of Multnomah County, who currently considers such appeals. If the District Attorney orders that the records be disclosed, the City will notify the respondent in order for the respondent to take all appropriate legal action.

The respondent further agrees to hold harmless, defend, and indemnify the City for all costs, expenses, and attorney fees that may be imposed on the City as a result of appealing any decision regarding the respondent's records.

PART I RESPONSE REQUIREMENTS

SECTION A GENERAL INFORMATION

1. INTRODUCTION: The City of Portland is proud to partner with residents, local businesses and others to create PDX CitySync, a new interactive online resource by and for the greater Portland community. PDX CitySync is an open, customizable, web-based platform seeking to engage the community in generating ideas and applications to support increased civic awareness, participation, and collaboration between residents, government, and the business community.

PDX CitySync is a continuously evolving platform that will leverage community input and interest to create an experience that is larger than the sum of its parts. It is an innovative platform for tools and services to help localize resources and information for residents and local businesses, powered by a mix of government and community data.

2. BACKGROUND: CitySync is a collaborative effort with developers and local businesses to create componentized bits of functionality, or “widgets”, using some of today’s leading technology, such as the Drupal 7 framework. Each “widget” or app serves a limited and specific purpose to end users. Apps can be developed in any web-based technology, however all apps will run within an iFrame, so developers are free to code in whatever language they feel most comfortable with.

CitySync includes both a collaboration layer for developers and local businesses, and a participation layer for end users. Developers and local business partners have access to APIs, style guidelines, and a “test” instance of the CitySync environment for integration of their work. Developers will also receive ongoing metrics reports informing them of how and where users are experiencing the utility of their app contributions to the CitySync platform. Users are able to curate their own features and services based on their locale and interest category selections.

All users will configure their own relevance and type of emphasis for information on their home page tab. Categories of Interest will serve as a broad filtering mechanism to the types of news, information and events users will receive. Only information pertaining to the user’s selected interests or activated features (apps) is displayed.

Key stakeholders fall into four major groups:

- Basic Users (Residents)
- Business Owners
- Community Groups (Neighborhood Associations, Non-profits, etc)
- City Bureaus

Benefits derived by each type of stakeholder will vary, but are expected to include: hyper-local and social awareness of relevant news and events; targeted promotional outreach and engagement with the community; and, personalized everyday participation in neighborhood level issues.

3. PURPOSE: The City of Portland, Bureau of Technology Services in partnership with the Mayor’s Office is seeking information from private firms, non-profit groups or other governmental agencies who might partner with the City to submit innovative ideas and develop useful applications for the benefit of the community.

By issuing this RFI the City desires to prompt discussions and generate interest among parties interested in working with the City of Portland to explore the feasibility of their ideas, applications, and supporting datasets. The City is exploring partnership opportunities with entities that can provide one or more of the following:

- Innovative ideas that will be useful to a broad spectrum of residents and local businesses.
- Beneficial applications that are consistent with the anticipated utility of the CitySync platform
- Useful open data in support of great ideas and applications

This RFI represents an opportunity for public/private partnership and as a potential incentive for accreditation and featuring of one’s brand and namesake on a very important City website and program; the City may provide one or more of the following in support of the partnership:

- An agreement to attain the specified feature requirements;
- Technical assistance in the way of working with the City of Portland’s eGovernment group for project design, implementation, integration or improvement;

REQUEST FOR INFORMATION NO. 115062

- Support in facilitating API access to supporting data for an application;
- Assistance identifying other potential partners or uses.

4. RFI PARAMETERS: There is no guarantee that a City contract will result from this Request for Interest (RFI); a separate competitive solicitation may result following the City's review of the information provided. This RFI may lead to one of more of the following outcomes:

- A request for additional information from RFI respondents
- The issuance of a Request for Qualifications (RFQ) or Request for Proposals (RFP)
- Direct negotiations through a Memorandum of Understanding with respondents selected as part of this RFI
- Termination of this RFI process without the selection of any respondents

This RFI in no manner obligates the City to the issuance of a Request for Qualifications (RFQ) or Request for Proposal (RFP) or to the eventual purchase of any services that may be described or proposed.

If a future solicitation results from this RFI, Respondents to this RFI are hereby notified that all information, documentation and any specific content or approaches included in the RFI responses may be analyzed, may appear in various reports and may be used in the resulting solicitation.

Following review of the information provided by the RFI respondents, if the City decides to issue an RFP or another form of solicitation, those parties who did respond to this RFI, as well as those parties who did not respond to this RFI, will be eligible to participate in that solicitation process.

5. COST OF RESPONSE: This Request for Interest does not commit the City to pay any costs incurred by any Respondent in the submission of a response or in making necessary studies or designs for the preparation thereof, or for procuring or contracting for the services to be furnished under the Request for Interest.

SECTION B SERVICE REQUIREMENTS

1. SUMMARY OF REQUESTED TECHNICAL INFORMATION: The City requests the following information as part of this RFI effort:

- Feasible ideas for applications that provide broad benefit and relevance to key stakeholders of PDX CitySync (Resident, Business Owners, Community Groups, and City Bureaus); *and*,
- Application proposals that include a functional description and overview, benefits realized, example use cases, and achievable means to develop (developer or business qualifications, preferred codebase, sources of supportive data, etc.).

2. CITY REQUIREMENTS OR SERVICES: Developer documentation for PDX CitySync provided by the City of Portland can found at: <http://developer.pdxcitysync.org>, which includes overview information to the inner workings of PDX CitySync, a Javascript SDK, and a sample app for instructional purposes.

Example APIs can also be found at: <http://api.civicapps.org>

Other specific duties the City will perform include evaluating the submitted ideas and application proposals for follow-up and/or possible collaboration with respondents.

Bureau staff will provide selected contractor with additional information and/or support as required to enable a thoughtful response to this RFI.

PART II RESPONSE DEVELOPMENT

SECTION A RESPONSE PREPARATION

1. **PRE-SUBMITTAL MEETING:** There will be no pre-submittal meeting or site visit scheduled for this project.
2. **QUESTIONS OR CLARIFICATIONS:** Questions and requests for clarification regarding this Request for Interest must be directed in writing, via email, to the person listed below. **This Request for Interest will remain open until November 30, 2012 at 5:00pm.** An addendum will be issued no later than 72 hours prior to the response due date to all recorded holders of the RFI if a substantive clarification is in order.

C. Atha Mansoory
Economic Development Policy Adviser
Office of Mayor Sam Adams
1221 SW 4th Avenue, Room 340
City of Portland 97204

P: (503) 823-4572
E: Atha.Mansoory@portlandoregon.gov

3. **RESPONSE CLARIFICATION:** At any point during the evaluation process, the City is permitted, but not required, to seek clarification of a response.
4. **COST OF RESPONDING:** This Request for Information does not commit the City to pay any costs incurred by any respondent in the submission of a response or in making necessary studies or designs for the preparation thereof.
5. **CHANGES TO THIS RFI:** The City reserves the right to modify, revise or cancel this RFI after issuance. Receipt of the information does not obligate the City to award a contract.
6. **CONFIDENTIALITY:** All information submitted by Respondents shall be public record and subject to disclosure pursuant to the Oregon Public Records Act (ORS 192.410 et seq.), except such portions of the responses for which Respondent requests exception from disclosure consistent with Oregon Law. Any portion of a response that the Respondent claims constitutes a "trade secret" or is "confidential" must meet the requirements of ORS 192.501, ORS 192.502 and/or ORS 646.461 et seq. If the entire response is marked as constituting a "trade secret" or being "confidential," at the City's sole discretion, such a response may be rejected as non-responsive.

If a request to inspect the response is made, the City will notify the Respondent of the request. If the City refuses to release the records, the Respondent agrees to provide information sufficient to sustain its position to the District Attorney of Multnomah County, who currently considers such appeals. If the District Attorney orders that the records be disclosed, the City will notify the Respondent in order for the Respondent to take all appropriate legal action. The Respondent further agrees to hold harmless, defend and indemnify the City for all costs, expenses and attorney fees that may be imposed on the City as a result of appealing any decision regarding the Respondent's records.

The Chief Procurement Officer has the authority to waive minor irregularities and discrepancies that will not materially affect this RFI process.

SECTION B RESPONSE SUBMISSION

1. **RESPONSES DUE:** Sealed responses must be received no later than the date and time, and at the location specified on the cover of this solicitation. The outside of the envelope shall plainly identify the subject of the response, the RFI number and the name and address of the Respondent. It is the Respondent's responsibility to ensure that responses are received prior to the specified closing date and time, and at the location specified. The City shall not be responsible for the proper identification and handling of any responses submitted to an incorrect location.
2. **RESPONSE SUBMISSION:** Responses should be clear, succinct and not exceed 10 pages. For purposes of review and in the interest of the City's Sustainable Paper Use Policy and sustainable business practices in general, the City encourages the use of submittal materials (i.e. paper, dividers, binders, brochures, etc.) that contain post-consumer recycled content and are

REQUEST FOR INFORMATION NO. 115062

readily recyclable. The City discourages the use of materials that cannot be readily recycled such as PVC (vinyl) binders, spiral bindings, and plastic or glossy covers or dividers. Alternative bindings such as reusable/recyclable binding posts, reusable binder clips or binder rings, and recyclable cardboard/paperboard binders are examples of preferable submittal materials. Respondents are encouraged to print/copy on both sides of a single sheet of paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages. Color is acceptable, but content should not be lost by black-and-white printing or copying.

3. SUBMITTAL REQUIREMENTS: Respondents are encouraged to provide all information as requested in this Request for Interest and address them in the following order:

- a. Cover Letter
 - RFI number and project title
 - name(s) of the person(s) authorized to represent the Respondent in discussions and their contact information
 - Information about Respondent
- b. Capabilities and Approach
 - Describe the type of services and resources that your firm could provide.
 - Provide information about the organization that includes the organizational structure, and relevant experience.
 - Services and program the organization would consider providing as part of CitySync.
- c. Desirable Project Information

The City desires to learn more about the service and/or products being proposed, although this section is not required, if applicable, please provide the following:

 - Identify feasible ideas for applications that provide broad benefit and relevance to key stakeholders of PDX CitySync (Resident, Business Owners, Community Groups, and City Bureaus);
 - Provide a functional description and overview, benefits realized, example use cases, and achievable means to develop (developer or business qualifications, preferred codebase, sources of supportive data, etc.).
 - Identify any challenges that might be faced in utilizing CitySync and how the City might help overcome these challenges.
 - Identify any other information that may be useful to the City about the services, products or apps your firm can provide.

4. RESPONSE REVIEW: All complete and responsive submittals received prior to the deadline for submissions will be evaluated on their responsiveness to the issues and goals outlined in the RFI. Evaluation will be based on the information submitted, as well as any related information that the City may discover in analyzing or verifying information submitted in the response or subsequently requested.