

REQUEST FOR PROPOSALS
FOR
Geofencing Data Tools

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: FRIDAY, JUNE 10, 2022

All questions regarding this RFP must be submitted in writing to Benjamin Lasiewicz at Benjamin.lasiewicz@wedc.org by Friday, June 17, 2022 at 4:00 pm CT.

**PROPOSALS MUST BE SUBMITTED BY:
FRIDAY JUNE 24, 4:00 PM CT**

To:
Benjamin Lasiewicz
Wisconsin Economic Development Corporation
201 West Washington Avenue, 6th Floor
Madison, WI 53703

I. Scope

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

WEDC is seeking geofencing database tools and information with the following requirements:

- Access to online data and ability to create custom reports with geofencing data with the following parameters:
 - o At least one but up to five WEDC users
 - o Easy to interpret outputs/interface
 - o Visual reporting output options (i.e. charts, graphs, maps)
- Ability to access data with the following parameters:
 - o Ability to define geographic areas to encompass, at minimum, the downtown district of our 34 Main Street program communities: Ashland, Beloit, Chippewa Falls, Darlington, De Pere, Eagle River, Fond du Lac, Green Bay, Kenosha, La Crosse, Lake Mills, Marshfield, Mayville, Menomonie, Milwaukee, Monroe, Omro, Osceola, Platteville, Port Washington, Prairie du Chien, Racine, Rice Lake, Ripon, Sheboygan Falls, Shullsburg, Sturgeon Bay, Tigerton, Tomahawk, Two Rivers, Viroqua, Watertown, Wausau, West Allis
 - Ability to purchase individual reports for additional geographies as needed is desired but not required.
 - o Accurate foot traffic counts and dwell time
 - o Single and multi-day time periods
 - o Distinguish between daytime workers, residents and other visitors
 - o Customer demographics
 - o Customer routes and origin/destination data
 - o Competitive insights between markets

II. Project Timeline

The work needed to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline. If this timeline is prohibitively restrictive, please indicate such and propose an alternate timeline.

Date	Event
Friday, June 10, 2022	RFP Issued
Friday, June 17, 2022	Deadline to Submit Questions
Friday, June 24, 2022	Proposals Due
Wednesday, June 29, 2022	Committee review of Proposals
Monday, July 11-15, 2022	Possible Interviews with Proposers

III. Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former

Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization. WEDC is governed by a thirteen-member Board of Directors, WEDC's Chief Executive Officer is appointed by the Governor.

WEDC provides financial and technical assistance and services to businesses and organizations in Wisconsin for the purpose of strengthening economic development and creating and retaining jobs. As of June 30, 2022, WEDC had approximately 120 employees and an operating budget of approximately \$58M. Revenues to finance its operating budget are derived primarily from state appropriation, loan repayments and other income.

WEDC operates five economic and community development divisions and eight finance and administrative departments primarily in the Madison, Wisconsin location. WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. WEDC utilizes the Intacct accounting system as well as Salesforce and a grant and loan management system.

IV. Proposal Requirements

Proposers responding to this RFP must provide sufficient responses to all of the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

a. Mandatory Requirements

- i. Access to online data and ability to create custom reports with geofencing data with the following parameters:
 1. At least one but up to five WEDC users
 2. Easy to interpret outputs/interface
 3. Visual reporting output options (i.e. charts, graphs, maps)
- ii. Ability to access data with the following parameters:
 1. Ability to define geographic areas to encompass, at minimum, the downtown district of our 34 Main Street program communities: Ashland, Beloit, Chippewa Falls, Darlington, De Pere, Eagle River, Fond du Lac, Green Bay, Kenosha, La Crosse, Lake Mills, Marshfield, Mayville, Menomonie, Milwaukee, Monroe, Omro, Osceola, Platteville, Port Washington, Prairie du Chien, Racine, Rice Lake, Ripon, Sheboygan Falls, Shullsburg, Sturgeon Bay, Tigerton, Tomahawk, Two Rivers, Viroqua, Watertown, Wausau, West Allis
 - a. Ability to purchase individual reports for additional geographies as needed is desired but not required.
- iii. Accurate foot traffic counts and dwell time
- iv. Single and multi-day time periods
- v. Distinguish between daytime workers, residents and other visitors
- vi. Customer demographics
- vii. Customer routes and origin/destination data
- viii. Competitive insights between markets

b. Organizational and Staff Capabilities

- i. Provide a brief description of the proposer's history and organization.

- ii. Describe the proposer's experience
 - iii. Provide a list of at least three relevant engagements held by the proposer which indicates relevant experience.
 - iv. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.
 - v. Provide a list of any subcontractors (individual or organizational) that the proposer intends to use when providing services under this RFP (Note: the proposer is not required to use subcontractor(s). However, no subcontractor may be used without WEDC's written approval.)
- c. **Technical Requirements/Approach to the Project**
- i. Describe, in detail, the proposer's technical approach to the project
 - ii. Provide a timeline for conducting the work under this RFP.
- a. **Documents**
- iii. Provide a copy of the proposer's W-9.
 - iv. Fill out page 8 of this RFP; Business Ownership Demographic Reporting Form
 - v. Provide a copy of the proposer's standard contract documents.

V. Cost Proposal

Proposers should provide a *fixed cost proposal* for the services to be provided under this RFP. Costs for any additional available add-on services recommended should also be provided on a fixed cost basis.

VI. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

a. **Contract Term**

The contract will cover three (3) years with fixed cost for each of the three years.

b. **Confidentiality**

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer's attention during the course of its response to this RFP or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.

c. **Conflict of Interests**

Proposers' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may

be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest. *This language may change with the new procurement policy.*

d. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

e. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

f. Insurance

If awarded the contract, the proposer shall maintain Worker’s Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

VII. RFP Process

a. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

b. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC’s Research Manager, Benjamin Lasiewicz at Benjamin.lasiewicz@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources may be cause for rejection of a proposal. All questions regarding this RFP must be submitted in electronically to WEDC’s Research Manager, Benjamin Lasiewicz at Benjamin.lasiewicz@wedc.org. by Friday, June 17, 2022 at 4:00 p.m. CT.

c. Incurring Costs

WEDC is not Liable for any cost incurred by a vendor for responding to this RFP.

d. News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

e. Submitting the Proposal

Proposers shall submit via electronic, PDF, version of their Proposal to WEDC's Research Manager, Benjamin Lasiewicz at Benjamin.lasiewicz@wedc.org, no later than **Friday, June 24, 2022 at 4:00 p.m. CT**. Electronic copies must be received for the proposal to be submitted on time. Proposal responses should follow the sequence and outline presented in this RFP.

VIII. Evaluation of RFP

a. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

b. Proposal Scoring

Scoring will be based on proposal responses to Section I: Scope and Section IV: Proposal Requirements: Mandatory Requirements.

c. Evaluation Criteria

Mandatory requirements must be met in order for a proposal to be considered for award under this RFP. Evaluation of the proposals will be based on the proposer's proposal responses to Section I: Scope and Section IV: Proposal Requirements: Mandatory Requirements.

d. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

e. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the proposers' experience, expertise, and cost proposals.

f. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.

BUSINESS OWNERSHIP DEMOGRAPHIC REPORTING FORM

Vendor Name

Procurement Description

While collection of the following data will help the Wisconsin Economic Development Corporation improve the diversity of its procurements, completion of this form is voluntary.

Please fill in the following table, marking off all categories that apply for each owner. Or, check here if you prefer not to respond to the below

	Owner Name (Optional)	Ownership Percentage	Female	Male	LGBTQ	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Other Pacific Islander	White	Hispanic or Latino	Disabled Veteran	Non-Disabled Veteran	Non-Veteran
1.														
2.														
3.														
4.														
5.														
6.														
7.														

Signature

Date

Print Name, Position at Vendor