



Northeast Ohio Areawide Coordinating Agency

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Request for Proposals (RFP) for a “Big Data” Platform/System

Issue Date: December 9, 2015

Closing Date: January 19, 2016, Noon ET

NOACA is seeking a qualified organization to provide a web-based “big data” platform and system to support its transportation and environmental planning missions. The deadline for submittals is 12:00 Noon ET on January 19, 2016. Please read this entire RFP for specific information and requirements.

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1. NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

The Northeast Ohio Areawide Coordinating Agency (NOACA) is a Cleveland-based transportation and environmental planning organization that serves as the metropolitan planning organization (MPO) and designated areawide water quality management agency for the counties of Cuyahoga, Geauga, Lake, Lorain and Medina in Ohio.

In these capacities it:

- Works with other organizations to help address northeast Ohio's transportation, air quality, and water quality needs.
- Conducts metropolitan planning for various modes of transportation, including vehicles, freight, transit, bicycle, pedestrian, etc., while considering the transportation system's impact on the environment and land use.
- Prepares the region's long-range transportation plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects.
- Conducts studies that address congestion, improve safety and strengthen community livability.

The vision of NOACA is as follows: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio. To help realize this vision, NOACA is seeking to develop a “big data” application.

NOACA is directed by a 45-member Board of Directors that represent the City of Cleveland and all five NOACA counties and their communities, plus transit agencies, the Northeast Ohio Regional Sewer District (NEORS), the Cleveland-Cuyahoga County Port Authority, the Ohio Environmental Protection Agency (Ohio EPA) and the Ohio Department of Transportation (ODOT).

More information about NOACA can be found at www.noaca.org.

2. BACKGROUND

The purpose of this RFP is to assist NOACA in the development of a systematic investigation of transportation infrastructure—integrating NOACA's data sources into a single platform while connecting inefficiencies with opportunities, leading to a new knowledge base.

Northeast Ohio is comprised of numerous communities, counties, and transportation agencies, each with its own assets, plans and related data. The big data platform would serve as a central place for aggregating information and allowing queries on the regions' transportation system and on water and air quality-related data. The big data platform will advance Strategy 2 of NOACA's Regional Strategic Plan, which is “Act as a regional facilitator of knowledge sharing, integrated needs assessment and other collaborative efforts.” The platform will further enhance the data provided and capabilities offered through NOACA's existing GIS Portal (<http://gis.noaca.org/flexviewers/gisportal>).

Additionally, some data was collected as part of a regional planning effort called the Northeast Ohio Sustainable Communities Consortium (NEOSCC), which was created as a partnership comprising numerous cities, counties, housing and transit authorities, metropolitan planning organizations, colleges and universities, and various civic-minded not-for-profit organizations. The outcome of the consortium was a planning document, *Vibrant NEO 2040: A Vision, Framework and Action Products for Our Future*, which can be found at www.vibrantneo.org, along with additional details and project background. Data collected and used for this effort will be made available to the successful developer of the big data platform; a list of the existing map layers developed through NEOSCC may be found in the Appendix, which is published as a separate document from this one.

Expanding the extensive amounts of data in NOACA's GIS Portal and the data collected under the NEOSCC effort, and allowing analysis of these data, NOACA seeks to develop and offer a big data platform for internal, local government and public use. The big data platform will focus on the five counties that make up NOACA: Cuyahoga, Geauga, Lake, Lorain and Medina. The system should be developed with the capability for the platform to expand to include these additional counties in Northeast Ohio: Trumbull, Mahoning, Ashtabula, Summit, Portage, Stark, and Wayne.

3. SCOPE & PROJECT DETAILS

3.1 Overview

NOACA is seeking proposals from a qualified organization to develop a big data platform to be integrated with NOACA's GIS Portal. This platform will aggregate data and based on user queries, analyze and output data. The big data platform will provide decision makers and others with current information within a specific geography on transportation, land uses, employment, population, infrastructure capital plans including transportation and 208 Water Quality plans, and air and water environmental issues. It will be a dynamic tool that will integrate information about Northeast Ohio for people planning and providing services in the region, as well as be a resource for, among other users, public officials and planners in the region and companies investigating relocations within or to Northeast Ohio.

3.2 Goals of the Big Data Platform

The big data platform is intended as a technical tool to:

- Enable communities and the public to make better investment decisions relating to transportation and air and water quality.
- Increase efficiency and data sharing between public agencies in the region for data relating to transportation, land use, and air and water quality.
- Enable analysis of transportation corridors.
- Identify patterns and expose inefficiencies within transportation infrastructure.
- Integrate land use and development plans of urban and rural areas.
- Enable easy access to public data relating to transportation and air and water quality in the five counties, with the capability to expand to additional counties in the region.
- Ensure that planned transportation and air and water projects, regardless of funding and sponsoring agency, can be queried by the public.

- Improve the transparency of and access to data on the region.
- Map and query all capital and planning projects for transportation, air quality and water quality.

Overall, the enhanced analytical capacities of a big data platform are intended to contribute to a better understanding of existing conditions and trends and maximize the use of existing infrastructure in making decisions about future investment and development of Northeast Ohio.

3.3 Functional Specifications

Being able to find the most accurate and current data in one easily accessible platform can save time and money for both governments and private enterprises, and clearly identify opportunities to users that may otherwise be overlooked.

Functionally, the big data platform will be an online tool and database that can be accessed by end users and partners, as well as through an application programming interface (API). The system shall build upon or otherwise wholly incorporate NOACA's existing ESRI-based GIS portal. The big data platform will provide a simple user interface that allows users to query geospatial information about Northeast Ohio at a variety of geographic scales, such as census blocks or counties. It will also make data available for various software applications and developers through an API.

An initial action of the successful vendor is a comprehensive assessment of NOACA's current GIS Portal and database structure to either:

1. Ensure its capability to host and support the vendor's proposed big data platform; or,
2. To recommend system infrastructure improvements to handle the vendor's recommended system.

The functions address three types of user groups:

1. **End Users:** Citizens, public officials and non-GIS professionals who want easy and quick access to information about the region, communities and neighborhoods. For example, this group includes elected officials who need easy access to accurate data about transportation and air and water data in their jurisdictions. NOACA sees this as a membership service to all of the government entities represented at the NOACA table. For specific functions, see Section 3.3.1.
2. **Partners:** GIS professionals who have access to desktop GIS software and need data for their own analysis. There are two types of partners that NOACA will be working with: 1) other public and nonprofit agencies that will be using the platform to upload and download data, and 2) private entities that may download data for their own commercial purposes. For specific functions, see Section 3.3.2. The system should contain an API to allow data outputs be machine readable. The system should also use a file database to enable easy uploads and downloads for partners.
3. **Platform administrators and back-end system operations:** To ensure the sustainability of the platform, an easy administrator interface will be needed that enables NOACA staff to ensure quality and accuracy of information as well as to coordinate map uploads with partners. See Section 3.3.3.

3.3.1. Data Analytical Tools for End Users

The big data platform will integrate information from a variety of different sources to enable a comprehensive and current view on land uses, socio-economic data, employment data, demographic data, transportation infrastructure and operations, air and water quality-related data, and other systems that support a local and regional economy. Through bringing together regional partners that can provide a broad range of data and information, the big data platform will provide the following analytical tools for end users across the region:

1. **Information finder for corridors and sites:** This tool enables users to find data based on a location of interest. A location could be a site or a corridor. The data should be able to be retrieved within a search buffer (between 0 and 20 miles) of a site. The user should be able to select from different data sets that relate to transportation and air and water quality concerns. To select the geography of interest, users may type in addresses or select on a base map. The data should be able to be retrieved as an Excel spreadsheet, maps (jpg or pdf), GIS data and summary reports for the buffered area. Users should be able to select the type of geography for data aggregation (e.g., census block, community, corridor, etc.).
2. **Show data on a map by topics/issues:** Users should be able to select a data layer and display the information on the mapping interface. The different map layers that are grouped into thematic categories would enable a view of the region, zooming into user-selected areas, and allow users to export map images and data in the formats listed in the above paragraph. This would include census information on commuting patterns, socioeconomic, retail, industry and employment characteristics. It would also include parcel-based land information.

3.3.2. Data Uploads and Downloads for Partners

1. **Data Downloads:** Several agencies across the region have in-house GIS staff that would benefit from easy access to public data maintained and collected by NOACA. Data downloads will be made available in two formats (note that one can already download data directly from the NOACA GIS portal):
 - a. The system should contain an API to be machine readable. Making data available in such a manner enables partners to write software that uses the data.
 - b. Database for easy uploads and downloads for partners. Downloads of ESRI-based map packages and data attributes should be available through a query by topics and geographic scales.
2. **Data and Map Uploads:** This is in coordination with the data download function described above. The group of partners with uploading capabilities will be smaller than the downloading partners. A log-in tool to allow NOACA's partners to upload their data to the big data platform will be supported by these two functions:
 - a. Consultant-developed meta data standards and naming conventions. If a uniform naming convention cannot be adopted by all participating agencies given legacy uses or other reasons, the platform developer must, using formulas or other means, format non-conforming data to the system's adopted nomenclature.
 - b. User interface that enables partners to upload mapped data, categorize the data, describe geographies, and meta data with regards to data sources and possible notes. The system must allow for a process that uploaded data is not immediately published on the portal, but rather it is held for review by NOACA for content and quality before publication. Furthermore, the uploading process

should ensure that the data format is properly conformed before alerting the uploading partner and NOACA of a successful upload.

3. **Data Sharing and Data Use Agreements:** Legal agreements specifying the data sharing terms would be drafted by the successful bidder; working with the platform developer, NOACA would obtain the necessary approvals. The primary data providers are other government entities such as cities or city departments, counties, and park districts.

3.3.3. System Operations Functions

For the big data portal to be useful in the long run, it will be crucial to ensure that the data is accurate, current, and comprehensive. Therefore, the system operation functions describe the features of the software that will be needed on the back-end for project partners to share their data continuously. These system operations functions should be able to integrate with ESRI-based and other GIS portals of participating agencies.

1. NOACA/Administrator interface to create log-ins, approve publication of uploaded maps and data, and to monitor activities on the site.
2. Automatic integration census data as it is released. The U.S. Census Bureau recently released the Census API. To ensure data is always as current as possible, census data must be integrated automatically. The system should allow users to select which census data they want to use, such as the 2010 Census rather than a 2014 or later year estimate.
3. System requirements:
 - a. The system shall be as up-to-date as possible, incorporating the latest data automatically from partners or data providers as it becomes available.
 - b. The system must be expandable for additional geographies, functionalities and data.
 - c. The system should be free to use by the public.
 - d. The system should be built upon or otherwise enhance NOACA's GIS Portal; the system must provide visualization through a graphical user interface (GUI) that makes concepts and technologies easy to understand and manipulate.
4. System monitoring/Auditing. The system shall provide for analytical tools for NOACA to audit system usage, including quantifying what queries and data are being accessed through the system.

3.4 Project Phasing

The first roll-out of the big data platform will be the area covering the five counties of NOACA, which are Cuyahoga, Geauga, Lake, Lorain and Medina. This RFP is for these five counties. The system may be expanded after the initial roll-out to include any or all of seven additional counties as follows: Wayne, Stark, Summit, Portage, Mahoning, Trumbull and Ashtabula. The later phase or phases are dependent on the interest and capability of other MPOs councils of governments (COGs), and/or individual counties for adding their geography to the base NOACA platform. If the NOACA platform is indeed expanded to the additional counties, the agency-side expense of adding each additional county or geography should not be deemed cost-prohibitive such that the additional county/counties develop a fully separate platform.

3.5 Platform Maintenance

The system should be automated to the extent technically possible and financially feasible. NOACA (or the relevant MPO/COG if expanded) will be responsible for approving publication of

uploaded maps and data, though the technical aspects to ensure operability and compatibility of these data, including coding, or ensuring the proper coding of the data, would be performed by scripts or other tools provided by the platform developer.

Normal maintenance of the platform, including monitoring activities and alarms and protections against inappropriate activity, shall be the responsibility of NOACA. The platform developer shall provide any necessary tools required for this activity resulting from its expansion of the NOACA GIS Portal.

4. PROJECT MANAGEMENT AND RESPONSIBILITIES

4.1 Platform Developer Responsibilities

Within two weeks of contract execution, the successful bidder will submit a detailed work plan for project execution, demonstrating the contractor's understanding of and offering for the project. The work plan will detail key dates, including any expectations of NOACA for the provision of data or access to data or systems. Within a week of submission, the contractor shall meet in person with NOACA and its designees to refine the work plan, if deemed necessary by NOACA.

Expected milestones:

- Beta version shall be complete within 90 days of acceptance of the work plan
- Final release, which shall be complete within 180 days of acceptance of the work plan (90 days after the beta release)

4.2 NOACA & Other Agency Responsibilities

With the support of the selected vendor, NOACA will coordinate with partners within its five counties on data-sharing agreements, as it relates to the functional specifications and as assisted by the selected vendor, as outlined in Section 3.4.2, above.

If the system is expanded to incorporate additional geographies, NOACA will establish Memoranda of Understanding with the relevant MPOs, COGs, or counties for these phases for platform coordination. MPOs, COGs, and/or counties will assume responsibilities for engaging their local partners in data sharing agreements. NOACA's coordination function in potential additional phases is on the basis as the project lead of the main big data platform. However, each MPO/COG/County will have administrator functions for its geography as specified above under Section 3.3.3.

5. DATA

The platform shall use the latest data available, and where possible, allow for automatic updates or easy uploads by system partners. **A large amount of current data is already regularly collected and used by NOACA, and is already accessible on the agency's GIS portal. Examples of these data include bicycle and pedestrian assets, bridge and pavement condition ratings, the water quality of streams and many other types of data. An initial action of the successful vendor should be a gap analysis of data to determine what data already exists and are regularly collected and processed by NOACA.** Additionally, as part of the NEOSCC effort (see Section 2 of this RFP), a large amount of data has been collected, though mostly between 2010 and 2013, and therefore may not be the latest data available. Existing map layers from the NESOCC effort will be made available to the platform developer. A list of these layers can be found in the Appendix.

The big data platform shall incorporate, at a minimum, the data types identified below. The platform should use the most recently available data, which may or may not be data already collected. Further, when possible, data should be synchronized with its source to provide the most recent data to the user. The system shall allow for NOACA to add additional layers of data if it sees fit in the future without requiring the support or work of the selected vendor.

Table 1. Data to be included in the Big Data Platform

Topic	Data
Transportation	<ul style="list-style-type: none"> • Streets by functional classification and maintenance responsibility • Traffic counts • Pavement conditions • Public bus and rail transit lines with frequencies • Traffic analysis zones (TAZ) Airports • Ports • Crash sites • Rail lines/spurs • Transportation Improvement Program (TIP) • Funded capital projects either planned or in construction in the region • Bike lanes, paths and hiking trails • Sidewalks • Lakes and navigable waterways • Commuting patterns • Historic NOACA-funded transportation projects (1990 and later)
Utilities	<ul style="list-style-type: none"> • Water distribution • Sewer systems • Facility planning areas • Waste water treatment facilities • Natural gas service areas • Storm/water facilities • Pipelines • Well heads • Electrical towers/transmission lines • Network access points • Solar/wind farms
Land Use	<ul style="list-style-type: none"> • Parcel-based land uses • Parcel-based zoning • Buildings and other structures • Regionally significant employment centers • Protected open space • Watersheds • Property tax data • Major institutions (e.g., universities and hospitals)
Administrative boundaries (to be used to generate reports and summarize data)	<ul style="list-style-type: none"> • County, municipal, village, township boundaries • US census tract, block group, and block boundaries • Transit authorities • Other transportation authority boundaries • Park district and park system boundaries • Schools and district boundaries • Precinct and/or ward boundaries • General Assembly and/or congressional boundaries • Libraries • Land conservancy areas • Historic districts • Other administrative data

Table 1. Continued from Previous Page

Topic	Data
<p>Socioeconomic and demographic information on a census block, block group or census tract level*</p> <p>*The smaller geography for which data are made available should always be used.</p>	<ul style="list-style-type: none"> • Population by age • Population with a disability • Per capita income • Poverty rate • Population density • Employment and unemployment • Commute time to work (in minutes) • Commute by modes • Concentration of workers • Vacant and occupied housing units • Intercounty commuting by mode • Educational attainments • Historic data to establish trends
<p>Economic</p>	<ul style="list-style-type: none"> • Jobs data by sector, type, volumes and location • Industry clusters • Historic data to establish trends
<p>Environment</p>	<ul style="list-style-type: none"> • Streams and rivers • Nature preserves • Riparian corridors • Flood zones • Depth to bedrock • Depth to ground water • Floodplain • Forested areas • Inundation areas • Load-bearing strength • Mineral resources • Prime farmland • Slope and contours • Soil drainage and soil types • Sole source aquifer • Surface water (by use type) • Well field protection areas • Wetlands • Watersheds and subwatersheds
<p>Economic Development</p>	<ul style="list-style-type: none"> • Brownfields and status • Incentive Zones (Enterprise Zones, TIF district, Foreign Trade Zones) • US/state/local historic districts • Industry location data

6. QUALIFICATIONS

Any combination of skills and experience that can successfully and effectively address the scope of services will be considered. Respondents must have performed similar work for another organization in the past and/or have developed a similar product.

7. PROCUREMENT TIMELINE

The RFP process will proceed according to the following anticipated schedule:

December 9, 2015	RFP issued.
January 5, 2016	Pre-submittal conference, if deemed by NOACA to be held. Please check NOACA's website in early January to learn if this will be held.
January 6, 2016, 12:00 noon ET	Deadline for all questions and clarification inquiries. Must be submitted via email to procurement@mpo.noaca.org
January 8, 2016, 12:00 noon ET	All answers to respondents questions to have been posted to NOACA website at http://noaca.org/index.aspx?page=3429
January 19, 2016, 12:00 noon ET	Vendor submissions due
January 20-27, 2016	Interviews/Demonstrations with selected respondents
March 2016	Anticipated award

Responses must be received at or before 12:00 noon ET, on the date stated above. Responses received later than the date and time specified will be deemed non-conforming. NOACA assumes no responsibility or liability for late delivery or receipt of responses.

Based upon questions and clarification inquiries received by the industry, or upon specific requests for such, NOACA may deem necessary and hold a pre-submittal conference. In such a case, the conference will be held in Cleveland on January 5, 2016. Conference details shall be posted on NOACA's website and, if held, all potential bidders are encouraged to attend either in person or via teleconference. As RFP respondents are not required to register their intent to respond to this RFP, all potential responders shall be responsible for ensuring they have the latest RFP information including any addenda, pre-submittal conference details, and inquiry responses. Interviews/demonstrations with selected respondents will be held between January 20 and January 27 at NOACA's offices in Cleveland. Teleconference can be made available.

8. EVALUATION CRITERIA

8.1 The following will be considered in evaluating each proposal

CRITERIA	Weight %
Approach: Proposed platform/system as enhancements to or integration with the NOACA GIS Portal. Criteria include front-end user interface, data and system maintenance requirements, administrator interface, and partner interface. Exhibit 1. Note 1.	40
Demonstrated experience with similar projects. Exhibit 1. Note 2.	20
Qualifications of the organization(s) and project team. Exhibit 1. Note 3.	20
Cost. Exhibit 1. Note 4 and Note 4a.	20
Total	100

Exhibit 1 - Consultant Selection Rating Form

Notes

1. Project Approach: Each consultant shall be evaluated based on the approach presented in the proposal to complete the project. Factors for evaluation shall include project schedules, demonstration of understanding for the project, methods and strategies to best accomplish the project, creativity, viability and implementation. Proposals should clearly describe how each task or deliverable will be completed

2. Demonstrated Experience with Similar Projects: The proposal must demonstrate each consultant's experience and established competence related to this procurement. Each consultant shall be ranked, with the highest-ranked consultant and proposed subconsultants receiving the greatest number of points, and lowest-ranked consultant and proposed subconsultants receiving commensurately lower scores. The rankings and scores will be based on each firm's experience on similar projects and past performance for NOACA and other appropriate agencies. The selection team will consider documented performance ratings, if available, and consult other agencies as appropriate. The use of documented ratings shall place emphasis on the specific type of services requested.

3. Qualification of Staff: The Proposal must demonstrate that the consultant has the organizational capability and experience to complete the project. Identify the project team members, the role of the prime consultant and any subconsultant(s). The rankings and scores will be based on the staff's experience on similar projects and past performance for other agencies.

Differential scoring will consider the relative importance of the project manager's role in the success of a given project. The project manager's role in a simple project may be less important than for a complex project, and differential scoring will reflect this, with higher differentials assigned to projects that require a larger role for the project manager.

4. Cost: Total cost will be evaluated on a scale relative to the cost of all proposals received. The lowest-cost proposal shall receive the highest points possible, and each proposal thereafter will be weighted in comparison. The selection team shall review cost factors, such as billable hours, rates of pay and appropriate staff assignment relative to the complexity of each task.

4a. The platform to be delivered in response to this RFP is for the five counties that comprise NOACA: Cuyahoga, Geauga, Lake, Lorain and Medina, however, the system should be developed with the capability for the platform to expand to include other counties in Northeast Ohio, to include, but not be limited to: Trumbull, Mahoning, Ashtabula, Summit, Portage, Stark and Wayne. Furthermore, for the communities and agencies in Northeast Ohio to add geographies to the NOACA big data platform, the price must not be deemed cost prohibitive such that an additional geography builds a similar, but separate, big data platform instead of integrating into the larger NOACA platform conceived of for the region. Thus, respondents are requested to provide a price for both the NOACA five-county platform as well the price(s) of additional counties that may be added to the system in the future. The price for the aforementioned additional geographies shall be good for one year after submission and shall be binding as a 'not-to-exceed' amount and subject to negotiation. The price for these

additional geographies must be by county and not in total. The price must be specific for each county named above; the price for other counties not named (such as Erie County) may be included at the vendor's discretion.

The price for the NOACA counties shall be valid for at least nine months from the date of submission. Award of this contract is anticipated in March 2016. The price proposal shall detail:

1. Cost of platform development
2. Any additional costs
3. Length and terms of warranty of the platform
4. Level of technical support to be provided/included

Further, recognizing that some vendors may not be able to deliver all functions and/or all data categories identified in this RFP, or that certain items may have an extraordinary impact on price, **vendors are recommended to provide as much detail as possible in the price proposal**, including offering different prices for different packages so long as each "big data platform package" clearly details what data elements and functionalities are within each package.

9. SUBMITTALS

9.1 Instructions for Submission of Responses

All responses to this RFP shall contain the following sections in the following order:

1. Letter of interest
2. Abstract
3. Background and Experience
4. Project Staffing and Organization
5. Technical Proposal
6. References
7. Cost Proposal

And, optionally:

8. Supplementary and/or reference material

Submissions for items 1-7 must be made electronically by the deadline indicated in Section 7 and submitted as PDF documents. Paper submissions will not be accepted. Proposals must be sent to procurement@mpo.noaca.org with "Big Data Proposal" in the subject line. For items 1-6, the number of pages per section must not exceed the number detailed below. The largest file size attachment that may be emailed is 65mb. For file sizes larger than that, applicants must provide an FTP link with the file, including any necessary logins and passwords before the procurement deadline.

Supplementary and/or reference material may be submitted or referenced as a DVD, website, via FTP, or other media or means. Accessibility to any website or platform, including any login information and passwords must be provided. Such material or references, including authority to review such information (if client-proprietary, for example) must be made available by the procurement deadline indicated above. Any media that must be mailed shall be sent to the

address below and shall be referenced in the PDF document containing Sections 1-6. (Any items mailed or sent via courier services must arrive before the procurement deadline to be considered as submission supplementary material.)

Big Data Procurement
Northeast Ohio Areawide Coordinating Agency
1299 Superior Ave.
Cleveland, OH 44114

Submittals received for items 1-7, above, will be confirmed via email. Please call (216) 241-2414 if you do not receive an email response within 48 hours indicating that your submittal was received.

9.2 Submittal Details

To be considered, interested parties must submit by the deadline a proposal package that includes the following:

1. **Letter of interest:** Must be no more than two pages and include contact information and authorizing signature.
2. **Abstract:** The abstract will consist of a summary of the highlights contained in the proposal and will be a maximum of one page.
3. **Background and Experience:** This section will include background information on the applicant's organization and shall give details of experience with similar projects, placing a particular emphasis on map-based big data platforms. This may not be more than five pages. Samples of work performed by the applicant related to previously implemented projects must be submitted (either a website or other media, or as supplementary material discussed above).
4. **Project Staffing and Organization:** Must be no more than five pages in length. This section should outline the qualifications and relevant experience of key staff members proposed to work on this project. It should identify these staff members' experience with similar projects, with a particular emphasis on big data and/ or map-based software query applications and these staff members' proposed roles on the project. Staff bios should be included in this section. After contract award, project staff changes must be approved by NOACA.
5. **Technical Proposal:** No more than fifteen pages. This section shall discuss the vendor's proposed big data Platform and its functionalities. It shall address the vendor's project plan and approach that will be utilized to implement the scope of work outlined in this RFP, and include specific outputs and milestones. The timeline should indicate details for the Beta version and the final release.
6. **References** – No more than one page listing the most recent references from similar projects that include contact information.
7. **Cost Proposal** - The cost proposal must adhere to the requirements stated in Section 8, above.
8. **Supplementary and/or reference material** - Examples of past work performed for other clients that demonstrate the capability to develop a platform as outlined in this RFP is highly encouraged. Such examples may be demonstrated through live websites, proprietary websites, DVDs, and/or other media/means. Reference to such material, including any contextual information, shall be provided and cited in Items 3-5, above.

10. ADMINISTRATIVE PROCEDURES AND CONDITIONS

- A. It is the policy of NOACA, as required by the Federal Highway Administration (FHWA), that Disadvantaged Business Enterprises (DBEs) shall have equal opportunity to compete for contracts and/or subcontract with another consultant to perform the requested services. The consultant must use its best efforts to solicit from and to use DBE subcontractors with meaningful minority groups and female representation among their employees. The consultant must ensure that the DBE subconsultant(s) is(are) performing a "commercially useful function" as defined in CFR 26.55. This agreement includes a DBE Goal of 12.1%. At least this percent of the agreement shall be subcontracted to certified DBE firms. In the event the consultant is unable to meet the DBE goal placed on this project, a good-faith effort must be demonstrated. This documentation must be included with the proposer's submittal. The percentage goal may be met if the awarded consultant is DBE certified. Consultant proposals that do not include the minimum percentage of DBE participation noted above or that cannot demonstrate good-faith efforts to include a DBE may be rejected. If selected, the consultant's price proposal shall reflect the required level of DBE participation or provide an explanation of how the requirement will be met in later phases of the work.
- B. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation or national origin. Such action 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. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.
- C. The proposal, including price, shall be valid for at least nine months from the date of submission.
- D. An RFP does not constitute an offer or a contract. No contract may be awarded without a resolution by the NOACA Board of Directors.
- E. NOACA reserves the right to cancel or reissue the RFP or to revise the timeline at anytime. NOACA reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. NOACA may accept any proposal if such action is believed to be in the best interest of the agency.
- F. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- G. The contract between the successful proposer and NOACA shall include all documents mutually entered into specifically, including the contract instrument, the RFP and the response to the RFP. The contract must include, and be consistent with, the provisions stated in the RFP.
- H. The prime consultant or system provider will be required to assume the responsibility for all services offered in the proposal regardless of whether directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for NOACA with regard to contractual matters.
- I. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the project team.
- J. Any award of contract will be to the consultant or contractor that provides the highest value relative to costs.
- K. Consultants must show proof of liability insurance.

11. QUESTIONS

For questions regarding the RFP, please contact procurement@mpo.noaca.org. All questions must be submitted by email by noon on December 21st, 2015. All answers will be publicly posted on www.NOACA.org.

Appendix

The platform shall use the latest data available, and where possible, allow for automatic updates or easy uploads by system partners. A large amount of data has already been collected, though mostly between 2010 and 2013, and therefore may not be the latest data available. Existing map layers will be made available to the platform developer. A list of these layers can be found in the Appendix, which is a separate file from this one and can be found at: <http://noaca.org/index.aspx?page=3429>.