

**REQUEST FOR QUOTES (RFQ)**

**FOR**

**Visitor & Consumer Analytics**

**Software Subscription**

**TOWN OF KERNERSVILLE, NORTH CAROLINA**

**AUGUST 2021**

1. **INTRODUCTION**

The Town of Kernersville (Town) is soliciting quotes from firms/teams (Firms) to provide analytic software services for the Community Development Department’s Planning and Engineering Division. The Town is seeking firms that are knowledgeable in visitor and consumer data analytic services and whose expertise will provide timely, detailed information to the Town. The Town reserves the right to enter into one or more contracts with any firm selected under this Request for Quote (RFQ) process.

Information related to this solicitation, including any addenda, will be posted to the Town’s website at <https://www.toknc.com>. For questions related to this solicitation, please contact:

Jeff Hatling, AICP, Community Development Director

Town of Kernersville

Community Development Department

134 E. Mountain Street

Kernersville, NC 27284

Email: jhatling@toknc.com

1. **BACKGROUND AND PURPOSE**

The need for the proposed services has arisen due to the need to better identify commercial services, retail, and restaurant brand markets for future development, and visitors to the community.

1. **DESCRIPTION OF SERVICES**

The Town of Kernersville is looking for a one (1) year software subscription, with a possible second year extension, to a web-based, on-demand analytics platform to provide demographic and psychographics data of visitors and consumers. The software should be able to produce data visualization and reporting for marketing to visitors and attracting commercial businesses. The software should also have a data base to help identify commercial services, retail, and restaurant brands that would be successful in the Kernersville market.

The software should allow the Town to geofence venues with visitors and businesses with the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area. The geofence mobile device should provide household level data with details of visitors and consumers. Data should also allow the Town to pursue targeted commercial businesses and provide the marketing material to attract visitors and businesses with data-driven findings.

The software should be user-friendly, require minimal training, and provide ongoing support. The software is required to be a web-based application, accessible from any desktop, laptop, or mobile tablet device that has an internet connection. The preferred browser for access is Google Chrome.

1. **RFQ SCHEDULE AND SUBMISSION**

Advertisement for RFQ: **August 30, 2021**

Deadline for Questions: **September 10, 2021**

Due Date and Time for Proposals: **September 24, 2021 at 11AM**

Anticipated Selection Announcement: September / October 2021

Proposals shall be emailed to the contact provided below. The emailed document shall include: ***the RFQ title*** and ***the name of the prospective firm*** placed in the subject line of the email submission. All items required for a responsive proposal shall be included. It is the sole responsibility of the proposer to ensure that the proposal is received no later than the established due date. Proposals received after the due date will not be considered. Proposals submitted by other means will not be accepted.

**Email to:**

Attn: Jeff Hatling

jhatling@toknc.com

1. **EVALUATION CRITERIA AND PROCESS**

In accordance to N.C.G.S. §143-1.9, contracts shall be awarded to the person or entity that submits the best overall proposal as determined by the awarding authority. No contract shall be binding on the Town until an encumbrance of funds has been made for payment of the sums due under the contract. Firms will not be considered unless the following minimum qualifications are met:

* Firm must comply with the E-Verify requirements pursuant to Pursuant to N.C.G.S. § 143B-1350(k);
* Firm must support the Town’s Information Technology system security compliance requirements; and
* Firm must comply with other terms and conditions of the contract awarded pursuant to this RFQ.

Evaluation Criteria

* Price quote received by firm.
* Evaluation of experience with similar past projects.
* Meets the described services in Section III.
* Predicted ability to manage the project, based on experience in size, complexity and type of project.
* Project understanding and innovation that provides cost and/or time savings.

The Town of Kernersville will appoint an evaluation committee whose responsibilities will include performing technical evaluations of each quote received and making selection recommendations based on the evaluation criteria provided above. Evaluations will focus on identifying the relative strengths, weaknesses, deficiencies, and risks associated with each quote. The Town reserves the right to obtain clarification or additional information from any firm regarding its quote submission.

The Town reserves the sole right to select the most qualified consultant(s) on the basis of the best overall quote that is most advantageous to the Town. Firms that submit quotes will be notified of the selection results.

1. **QUOTE FORMAT**

Firms shall complete the ***Quote Form*** and the ***Execution***sections on the following page(s) for submission. Firms may also submit their qualifications on additional pages, if desired. Additional qualification pages shall be limited to ten (10) pages on 8 ½”x11” sized-paper.

Proposals shall be emailed to the contact provided prior to the deadline herein. The RFQ ***Title and the name of the prospective firm*** shall be placed in the subject line of the email submission. All items required for a responsive proposal shall be included in the email as attachments.

1. **QUOTE FORM**

Edit the information below in **red** **as needed** to include appropriate quantities, units, and descriptions. At a minimum 4 users of subscription is required.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ITEM #** | **QTY** | **UNIT** | **1st YEAR DESCRIPTION** | **UNIT COST** | **EXTENDED COST** |
| 1 | *1* | *each* | **Subscription –**    |  |  |
| 2 | *1* | *each* | **Implementation –**   |  |  |
| 3 | *1* | *job* | **Services –**   |  |  |
| **Total Quote Cost:** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ITEM #** | **QTY** | **UNIT** | **2nd YEAR DESCRIPTION - OPTIONAL** | **UNIT COST** | **EXTENDED COST** |
| 1 | *1* | *each* | **Subscription –**    |  |  |
| 2 | *1* | *each* | **Implementation –**   |  |  |
| 3 | *1* | *each* | **Services –**   |  |  |
| **Total Quote Cost:** |  |

1. **EXECUTION**

In compliance with this Request for Quotes (RFQ), and subject to all the conditions herein, the undersigned offers and agrees to furnish any or all Software and/or Services upon which prices are offered, at the price(s) offered herein, within the time specified herein. By executing this offer, I certify that this offer is submitted competitively and without collusion.

Failure to execute/sign offer prior to submittal shall render offer invalid.

Late offers are not acceptable.

|  |
| --- |
| OFFEROR: |
| STREET ADDRESS: | PO BOX: | ZIP: |
| CITY, STATE, & ZIP: | TELEPHONE NO.: |
| PRINT NAME of CONTACT PERSON: | EMAIL: |

Offer valid for thirty (30), days from date of offer opening unless otherwise stated here:

\_\_\_\_\_\_\_\_\_\_\_\_Days

Thank you,

Town of Kernersville

Community Development Department

Planning & Engineering Division