

## Geocoding Platform

### SOLICITATION INFORMATION:

**Method of Solicitation:** Request for Proposal (RFP)  
**Solicitation Number:** IT-19-052  
**Solicitation Issue Date:** April 23, 2019  
**Offer Due Date:** May 6, 2019

### CONTRACT TO BE ISSUED BY:

Universal Service Administrative Co.  
700 12<sup>th</sup> Street, NW, Suite 900  
Washington, DC 20005

### CONTACT INFORMATION

USAC CONTACT INFORMATION	OFFEROR CONTACT INFORMATION
Sparkle Mixon Procurement Specialist Phone: 202-772-4534 Email: <a href="mailto:sparkle.mixon@usac.org">sparkle.mixon@usac.org</a>	(complete) Name: _____ POC: _____ POC Title: _____ POC Phone: _____ POC Email: _____ Address: _____

### OFFEROR SIGNATURE

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Date

# **Geocoding Platform Request for Proposals (RFP) RFP IT-19-052**

## **SECTION A: Requirements and Scope of Work**

### **I. OVERVIEW**

The purpose of this procurement is to obtain a geocoding location service for USAC.

The contractor must be an authorized partner for a geocoding service capable of providing the services required. Contractor shall provide USAC with a complete (not partial) version of the specifications and quantities required. Most recent commercially available versions and releases must be supplied.

### **II. TYPE OF CONTRACT**

This is a firm fixed price, single-award contract (“Contract”). The firm fixed price for this work (total project and all line items) is set forth on the Bid Sheet (*See Attachment 1*). The firm fixed price includes all direct and indirect costs, including equipment, product support, supplies, general and administrative expenses, overhead, materials, travel, labor, taxes, shipping, and profit.

### **III. CONTRACT TERM**

The period of performance for the Contract is one (1) year (Term). The Term of the Contract shall commence on the Effective Date on which the Contract is signed.

### **IV. WHERE THE WORK TAKES PLACE**

Universal Service Administrative Company (USAC)  
One Metro Center  
700 12<sup>th</sup> St NW Suite 900  
Washington, DC 20005

USAC shall provide appropriate work space for duties performed at USAC headquarters. Contractor personnel working onsite at USAC shall comply with USAC’s standard workplace rules and policies, and will only be allowed onsite during USAC’s normal business hours, unless otherwise agreed to in advance. Contractor personnel working onsite will be required to complete the [USAC Visitor Form](#), and wear a badge while on USAC premises.

### **V. COMPANY PROFILE**

USAC is a not-for-profit Delaware corporation, which works under the oversight of the Federal Communications Commission (FCC). USAC is not a federal agency, a government corporation, a government controlled corporation or other establishment in the Executive Branch of the United States Government. USAC is not a contractor to the Federal Government. The Contract

awarded as a result of this RFP will not be a subcontract under a Federal prime contract. USAC does, however, conduct its procurements in accordance with the terms of a Memorandum of Understanding with the FCC, which requires USAC to adhere to the following provisions from the Code of Federal Regulations: 2 C.F.R. §§ 200.318-321; 200.323; 200.325-326 and App. II to C.F.R. Part 200 (collectively “Procurement Regulations”).

## **VI. REQUIREMENTS AND DELIVERABLES**

The Contractor shall provide the service adhering to the technical requirements set forth in Section VI – Requirements and Deliverables.

The proposed geocoding solution must meet or exceed all the following requirements:

1. 24/7 platform availability
2. Service up to 15M API requests per year
3. Allow unlimited storage of geocoded coordinates and addresses
4. Allows storage offline in USAC databases
5. Allows storage online on USAC website
6. Allow for display of geocoded coordinates and addresses on USAC generated offline and online maps with no restrictions
7. Provides access to usage statistics. Usage statistics for the API calls should include a way to track:
  - a. Number of calls per day
  - b. Number of calls per month
  - c. Number of calls since beginning of contract
8. The solution must have the ability to report or display how much of the contracted limit remains or how much has been used of the contracted limit

### **Deliverables**

1. API Keys
2. Technical Documentation
3. Implementation plan to go live no later than June 21, 2019
4. Maintenance and Tech Support

## **VII. PROPOSAL INSTRUCTIONS**

### **Proposal Response Requirements**

The vendor proposal will be evaluated based upon the capability of the proposed solution and the responses to the questions listed below

1. Describe Offeror’s capabilities for performing the Contract, including personnel resources and management capabilities. The response must include an in-depth

discussion of Offeror's technical approach to providing the services listed in this RFP, along with a clear statement of whether or not the Offeror's performance of the Contract will comply with all requirements, Terms and Conditions set forth in the RFP.

- a. Describe the time limit, if any, on storing geocoded coordinates and addresses
  - b. Are waivers available to store geocoded coordinates and addresses for longer periods (3+ years)?
  - c. Describe levels of geocoding available (roof top, interpolated street address, zip code centroid, county centroid, etc.) for addresses to lat/long coordinates
  - d. At what level is it considered a "valid" geocode of an address?
  - e. Is there a way to set certain geocoding levels (such as county, state, or country centroid) to return as invalid? What is that process?
  - f. Describe any restrictions or recommended formatting rules for geocoding addresses to lat/long coordinates
  - g. Describe any limit on the number of API requests per second and/or daily limits
  - h. Describe the technical support options available
2. Offeror shall submit a draft Implementation Plan to describe how the offeror plans to manage the resources and implementation activities associate with the Geocoding services. The Implementation Plan shall include: (1) timeline for setting up an account after contract commences (2) a high level overview of Offeror's strategy to successfully implement the product; and (3) a Project Plan that provides the milestones, durations, and resources necessary to successfully implement a Geocoding Solution. The Contractor's implementation plan will be incorporated into the Contract once approved by USAC. The Contractor must implement and comply with the approved implementation plan.

Offeror's proposals should include the following:

1. Solicitation number.
2. A completed and signed copy of the Bid Sheet included as **Attachment 1**.
3. A description of goods and/or services being offered in sufficient detail to evaluate compliance with the requirements in the solicitation.
4. Name, address and telephone number of the Offeror.

This is a firm-fixed-price contract and, ultimately, the total firm-fixed-price amount is the amount taken into consideration when reviewing the quotes. The quote form provides for the following:

1. A breakdown of the components of the quote on a line item basis, if applicable.
2. All applicable federal, state, and local sales, use, and excise taxes.
3. All costs for configuration of equipment, if applicable.

4. All other costs (i.e. labeling, packaging, packing, loading, storage, insurance, etc.).
5. All blanks shall be filled in accordingly. Any alteration or erasure must be initialed by the signer of the quote.

**Please email proposals to [rfp@usac.org](mailto:rfp@usac.org) and copy [Sparkle.Mixon@usac.org](mailto:Sparkle.Mixon@usac.org). Completed proposals must be received by USAC no later than Monday, April 29, 2019 at 11:00 AM ET.**

USAC reserves the right to amend, revise or cancel this RFP at any time at the sole discretion of USAC and no legal or other obligations are assumed by USAC by virtue of the issuance of this RFP, including any commitment to procure the products or services sought herein.

**RFP Questions:** The deadline for submitting **written questions** to USAC is Thursday, **April 18 at 10:00 AM ET**. Questions must be submitted to [rfp@usac.org](mailto:rfp@usac.org) and [sparkle.mixon@usac.org](mailto:sparkle.mixon@usac.org) , referencing the RFP solicitation number.

USAC will evaluate all proposals that are submitted in compliance with the requirements of this RFP. USAC will issue a purchase order and Contract to the responsible Offeror(s) submitting a proposal that provides the best value to USAC (including technical strength and price).

In order to be deemed responsible, a prospective contractor must have adequate resources to perform the contract, or the ability to obtain them, and a satisfactory record of integrity and business ethics. A responsible offeror will be deemed technically acceptable if it proposes to provide, and has the apparent capability to provide, all the items identified in **Section A and Attachment 1** in accordance with the terms of this RFP, including the [Terms and Conditions](#) and all attachments hereto.

## VIII. PROPOSAL FORMAT AND CONTENT

### 1. Proposal Format

Proposals shall be presented in two separate volumes:

- a. Technical Capability Information – Volume I.
- b. Price Proposal – Volume II.

Each proposal volume must contain a cover page. The cover page shall include the name of the Offerors organization, and the Offerors contact name, address, telephone number, facsimile number, e-mail address, website address, DUNS number, date, a statement verifying the proposal is valid for a period of 120 days, and signature of a duly authorized Offeror representative.

### 2. Proposal Content

#### **Technical** (*Volume I*)

Offerors must submit a detailed response to this RFP.

Technical proposals that merely repeat the requirements set forth in the RFP and state that Contractor “will perform the statement of work” or similar verbiage will be considered technically unacceptable and will not receive further consideration. USAC is interested only in proposals that demonstrate the Contractor’s expertise in performing engagements of this type as illustrated by the Offerors description of how it proposes to perform the requirements set forth in this RFP.

### **Price Proposal** (*Volume II*)

Offerors shall complete the bid sheet (Attachment 1) and submit the completed form with this proposal.

The fixed prices set forth in Attachment 1 should be fully loaded and include all direct and indirect costs, including telecommunication charges, general and administrative expenses, overhead, travel, materials, labor and profit.

Offerors that are GSA Schedule holders are strongly encouraged to propose labor rates that are the same or similar to the labor rates on their GSA Schedules. NOTE: USAC is not a federal agency and therefore unable to award contracts off of an Offerors GSA Schedule. This is not a GSA schedule acquisition.

Proposed pricing must be sufficient to achieve the objectives, services and deliverables set forth in this RFP

Because USAC may make award on the basis of initial proposals, Offerors are encouraged to propose their best price(s) in their price proposals.

### **Evaluation**

*Selection of Successful Offeror.* USAC will award a Contract resulting from this solicitation to the responsible Offeror whose offer conforming to the solicitation will be most advantageous to USAC, price and other factors considered. The following factors will be used to compare offers and select the awardee. In order of importance, they are (1) Technical, (2) Past Performance, and (3) Price.

1. Technical. The following technical sub factors will be considered by USAC:
  - a. Ability to meet requirements and perform services listed in RFP
  - b. Implementation Plan.
2. Price Evaluation. USAC will evaluate price based on the total of the extended prices in Attachment 1. However, price is the least important evaluation factor and the Contract may not be awarded to the lowest priced Offeror. Price may become a more important selection factor if the ratings for the non-price factors are the same or very close to the same. In addition to considering the total prices of the Offerors when making the award, USAC will also evaluate whether the proposed prices are realistic (i.e., reasonably sufficient to perform

the requirements) and reasonable. Proposals containing prices that are determined to be unrealistic or unreasonable will not be considered for award.