

**PANAMA CITY BEACH
RECRUITMENT & TRACKING SERVICE**

DUE DATE: March 26, 2020

DUE TIME: 2:00 P.M.



City of Panama City Beach
17007 Panama City Beach Pkwy
Panama City Beach, Florida 32413
(850) 233-5100

**CITY OF PANAMA CITY BEACH
PANAMA CITY BEACH, FLORIDA
REQUEST FOR PROPOSALS**

RECRUITMENT & TRACKING SERVICE

The City of Panama City Beach (the "City") hereby gives notice that it has issued a Request for Proposals from experienced and qualified persons or firms to provide an online recruiting and tracking service.

Sealed proposals will be received by the City Clerk at the City Hall located at 17007 Panama City Beach Parkway, Panama City Beach, FL 32413 until **2:00 P.M.** central time on **Thursday, March 26, 2020**. Submittals will be publicly opened and receipt acknowledged immediately thereafter. The qualifications and other information should be submitted in strict compliance with the directives provided in the RFP Instructions. The City is under no obligation, either express or implied, to reimburse responding firms for any expenses associated with preparation and submittal of the Proposals in response to this request. It is the proposer's responsibility to ensure that proposals are received in the City Clerk's Office prior to the date and time specified above. Receipt of a proposal in any other City office does not satisfy this requirement.

Proposals shall be submitted in a sealed envelope or box, plainly marked with respondent's name, address, date, time of RFP deadline and stating "Proposal for Recruitment and Tracking Service." Ten (10) hard copies shall be submitted.

Inquiries regarding this RFP should be directed to Lori Philput, HR/Risk Management Director at 17007 Panama City Beach Pkwy, Panama City Beach, Florida 32413, (850) 233-5100.

Proposals may be either mailed or hand delivered to the City Clerk's Office, 17007 Panama City Beach Pkwy, Panama City Beach, FL 32413. Any proposals received after the above stated time will not be accepted.

The City reserves the right to accept or reject any and all Proposals in whole or in part, to waive informalities in the RFP documents, to obtain new Proposals, or to postpone the opening of Proposals, or if unable to negotiate a satisfactory contract to terminate all negotiations under the RFP and proceed by whatever appropriate means it may elect. Each Proposal shall be valid to the City for a period of sixty (60) days after opening.

The City of Panama City Beach is an Equal Opportunity/Affirmative Action Employer.

Post: March 12, 2020

Table of Contents

Part I	General Information
1-1	Definitions
1-2	Invitation to Propose; Purpose
1-3	Issuing Office
1-4	Awards
1-5	Development costs
1-6	Inquiries
1-7	Timetables
1-8	Delays
1-9	Proposal Submission and Withdrawal
1-10	Rejection of Irregular Proposals
1-11	Addenda
1-12	Equal Opportunity
1-13	Oral Presentation
1-14	Insurance
Part II	Statement of Work
2-1	Background Information
2-2	Scope of Work
Part III	Instructions for Preparing Proposals
3-1	Rules for Proposals
3-2	Proposal Format
Part IV	Evaluation of Proposals
4-1	Evaluation Method and Criteria

GENERAL INFORMATION

PART I

1-1 **DEFINITIONS**

For the purposes of this Request for Proposals ("RFP"), Proposer shall mean contractors, consultants, respondents, organizations, firms, or other persons submitting a response to this Request for Proposals.

1-2 **INVITATION TO PROPOSE; PURPOSE**

The City of Panama City Beach, Panama City Beach, FL (the "City") solicits proposals from responsible Proposers to provide an online recruiting and tracking service.

1-3 **ISSUING OFFICE AND LOCATION OF PROPOSAL OPENING**

City Clerk's Office
City of Panama City Beach
17007 Panama City Beach Pkwy
Panama City Beach, Florida 32413

1-4 **CONTRACT AWARDS**

The City anticipates entering into a contract with the lowest fully responsive and responsible Proposer, provided however, that the City may award the contract to a Proposer other than the lowest Proposer should it find that the lowest Proposer does not offer the reliability, quality of service or product afforded by such other Proposer. The City reserves the right to award more than one contract if in its best interest.

The Proposer understands that this RFP does not constitute an agreement or a contract with the Proposer. An official contract or agreement is not binding until proposals are reviewed and accepted by the City Council and a written agreement or contract is approved by both the City and the successful Proposer.

The City reserves the right to accept or reject any and all Proposals in whole or in part, to waive informalities in the RFP documents, to obtain new Proposals, or to postpone the opening of Proposals, or if unable to negotiate a satisfactory contract to terminate all negotiations under the RFP and proceed by whatever appropriate means it may elect.

1-5 **DEVELOPMENT COSTS**

Neither the City nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. Proposers should prepare their proposals simply and economically, providing a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

1-6 INQUIRIES

The City will not respond to oral inquiries. Proposers may submit written inquiries for interpretation of this RFP to:

Lori Philput, HR/Risk Management Director
City of Panama City Beach
17007 Panama City Beach Pkwy
Panama City Beach, Florida, 32413

The City will respond to written inquiries if received at least seven (7) working days prior to the date scheduled for receiving the proposals.

The City will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the City will post the addenda to the website at least five (5) working days before the date fixed for receiving the proposals. This will be adhered to even if the opening date must be postponed in order to observe the time requirements.

1-7 TIMETABLES

The City and the Proposers shall adhere to the following schedule in all actions concerning this RFP.

March 12, 2020	Request for Proposal noticed
March 19	All inquiries submitted in writing
March 26	Responses to RFP due (2:00 p.m. CST)
March 30-31	The Evaluation Committee will meet to evaluate the proposals and make a formal recommendation to the City Council.
April 9	
April 23	City Council action on committee recommendation

1-8 DELAYS

The City may delay scheduled due dates if it is to the advantage of the City. The City will notify Proposers of all changes in scheduled due dates by written addenda.

1-9 PROPOSAL SUBMISSION AND WITHDRAWAL

The City will receive proposals at the following address:

City Clerk's Office
17007 Panama City Beach Pkwy
Panama City Beach, Florida 32413

To facilitate processing, please mark the outside of the envelope as follows: **"Panama City Beach Recruitment and Tracking Service"**. The envelope shall also include the Proposer's return address.

Proposers shall submit ten (10) copies of the proposal in a sealed, opaque envelope marked as noted above. The Proposer may submit the proposal in person or by mail.

THE CITY MUST RECEIVE, ALL PROPOSALS BY 2:00 PM ON THURSDAY, MARCH 26, 2020.

Due to the irregularity of mail service, the City cautions Proposers to assure actual delivery of proposals to the City prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling (850) 233-5100, ext. 2230 before proposal opening time. Proposals received after the established deadline will not be accepted. Any responses received after the deadline will be returned to the proposer unopened and marked "RECEIVED AFTER DEADLINE".

Proposers may withdraw their proposals by notifying the City in writing at any time prior to the opening. Proposers may withdraw their proposals in person or through an authorized representative. Proposers and authorized representatives must disclose their identity and provide a signed receipt for the proposal. Proposals, once opened, become the property of the City and will not be returned to the Proposers. Upon opening, proposals become "public records" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

1-10 IRREGULARITIES; REJECTION OF PROPOSALS

Proposals not meeting stated minimum terms and qualifications may be rejected by the City as non-responsive or irregular. However, the City reserves the right to waive any irregularities, technicalities or informalities in any proposal. The City reserves the right to reject the Proposal of any Proposer in arrears or in default upon any debt or contract to the City of Panama City Beach or who have failed to perform faithfully any previous contract with the City or with other governmental jurisdictions. The City reserves the right to reject any or all proposals without cause.

1-11 ADDENDA

If revisions become necessary, the City will provide written addenda at least five (5) days prior to the opening date. This will be adhered to even if the opening date must be postponed in order to observe the time requirements.

1-12 EQUAL OPPORTUNITY

The City recognizes fair and open competition as a basic tenet of public

procurement and encourages participation by minority and women business enterprises. The City requests minority and women business enterprises to submit evidence of such classification with their proposals.

1-13 ORAL PRESENTATION

At their discretion, the City may require any Proposer to make an oral presentation of the proposal. These presentations provide an opportunity for the Proposer to clarify the proposal for the City. The City will schedule any such presentations.

1-14 INSURANCE

The Proposer, if awarded a contract, shall maintain insurance coverage reflecting the minimum amounts and conditions required by the City.

STATEMENT OF WORK

PART II

2-1 BACKGROUND INFORMATION RELATED TO THE WORK

The City needs an employment and recruitment application tracking SaaS (Software as a Service) solution (the "ATS") to replace the City's current process for advertising, posting, and process job openings and tracking job applicants and openings from recruitment to hire. Firm ("Proposer") must provide an online and cloud hosted web application that can automate certain aspects of the employment and recruitment process minimally consisting of: job/career recruitment, applicant tracking of current job/career openings, third party site posting and advertisement of job/career openings, and document/data storage as it relates to the ATS. The ATS selected should be supported with an annual maintenance and web hosting agreement with the ability to allow future growth and functionality.

The desired completion target date is May 2020.

2-2 SCOPE OF WORK

The ATS should allow job openings to be easily posted and managed. The ATS should also provide easy to use search and employment and applicant data report creation capabilities for the Civil Service Board, hiring managers and HR Director. The ATS will be used to manage both external and internal hires activity. All data transmitted in the system, by applicants, employees, Civil Service Board, hiring managers, and/or HR staff must be secured with SSL/TLS (Secure Sockets Layer/Transport Layer Security) encryption. The ATS will meet the following objectives:

- A. Design and implement a process in which job applicants provide relevant

information determined by the City and effectively evaluate the applicant's employment background by providing a mechanism to simplify the screening process based on the job's minimum requirements (i.e. scoring position specific questions, category based screening which ties jobs within category groups, etc.).

- B. Create the ability to screen applicants online, including the ability to manage and categorize applicants at both profile and application level. Must have the ability to provide multiple statuses for each applicant based on the type of application (i.e. Salary, Hourly, Police, Fire, etc.).
- C. Automate the reference request/evaluation process. Reference component should allow for simple identification of professional references as well as allow flagging for review based on responses.
- D. Create the ability to prepare reports regarding recruitment and applicant activity.
- E. Allow mass communication from City to all selected or non-selected applicants.
- F. Provide method to upload and/or communicate certification information (area / level) to be used during application screening process.
- G. Ability to determine completion of application packet based on submission of application, required documents and recent references.
- H. Ability to automate document transfer (application and/or supporting documents) into City's document-management system upon hiring of candidate.
- I. Integration with 3rd party application tools (i.e. electronic recruitment screening, digital interviewing and background checks).
- J. Ability to automatically post job advertisements to third party sites including social media sites.
- K. Online fillable forms for applications and requested information for job requirements.
- L. Interview Scheduling and tracking including calendar invites, automated emails, and follow-up reminders.
- M. Employee Onboarding capabilities as possible future add-on.
Vendor's website interface for the City should be modifiable to emulate the look and feel of the City's website including, at a minimum, color schema, fonts, and graphics badging, utilizing cascading style sheets or a similar mechanism.

SOFTWARE FEATURES*

The major features to be performed by software system are as follows:

1. People Search & Auto-Suggest
2. GDPR (General Data Protection Regulation) Feature Pack
3. Single sign-on (SSO)
4. EEOC (Equal Employment Opportunity Commission) reporting
5. Advanced access rights
6. External Recruiter portal
7. Customizable hiring pipelines
8. Customizable candidate profiles
9. Schedule Assist
10. Offer letter approval workflows
11. Advanced reporting suite

12. API (Application Programming Interface) access & data export
13. Applicant testing capability/tracking

*Please Note: The City reserves the right to select/exclude feature option based on other criteria deemed in the best interest of the City.

Q. Additional Functionality Features: In addition to the system's capabilities, the following tasks are also being requested for the Proposer to address their methodology and/or capability to accommodate this additional feature upon request.

1. Handwritten Application: Forms completed either by ink or typed by applicant.
2. Fax: Completed form ink, type, etc. submitted via facsimile transmission.
3. Uploaded/Attachments: Document and/or form for supplemental information addition to application submission.
4. Automatic Ranking: Applicant tracking system automatically compares resume to the job description and how well resume scores based on the job description and/or duties.

R. USER INTERFACE

1. All tools must be accessed by a common web browser program (i.e. Explorer - version 9.0 or higher, Safari, Firefox and Chrome, etc.) or any HTML (Hypertext Markup Language) 5 compliant web browser.
2. The online application should be mobile device friendly.

S. SECURITY REQUIREMENTS

1. Online Application is to be accessed by applicants (approved via system security) over the Internet over a secured login portal.
2. Once the data is entered, only the applicant will be able to make changes to the application.
3. The Civil Service Board, Human Resources and Hiring Managers (as authorized) can view the Employee's data with access to the ATS Portal.
4. The HR Director will have access to the report creating feature, accessible via internet, and/or access to the database to create ad-hoc reports.

2.7 INTELLECTUAL PROPERTY RIGHTS

All copyrights, patents, database rights, registered and unregistered design rights, topography, rights, trademarks, and service marks and applications for any of the software, together with all trade secrets, know-how, rights to confidence, and other intellectual and industrial property rights in all parts of the world shall be extended to and utilized by the City of Panama City Beach.

2.7.1 CONFIDENTIALITY AND AUDIT RIGHTS

Firm acknowledges that the ideas and expressions contained in the design and trial version of the software (and any modifications thereof or updates provided) provided to and/or from the City of Panama City Beach are confidential and shall not be divulged to a third party and only to divulge such information to City employees

as is strictly necessary to enable the software to be used in accordance with the license and City undertakes to ensure that its entity and persons maintain such confidentiality and City acknowledges that the terms of this condition shall survive the termination for whatever reason of the license.

2.7.2 BACK-UPS OR DUPLICATION

Except for back-up purposes or otherwise in accordance with the law, the City of Panama City Beach shall not nor allow any third party to duplicate or otherwise reproduce in whole or in part the design of software system.

2.7.3 INFRINGEMENT

Firm will defend the City of Panama City Beach by its own finances for all costs and for damages awarded, including reasonable attorney's fees and expenses arising from a claim by a third party other than an authorized reseller, that any unmodified software furnished and used with the scope infringes any U.S. copyright or patent, or misappropriates any trade secret provided.

2.8 CUSTOMER SUPPORT SERVICE (CSS):

All Customer Support Service (CSS) shall be available Monday – Friday, 8:00am to 6:00pm EST and include a fluent “English” speaking representative/technician. Customer Support Service technician shall be skilled and competent to provide assistance in laymen's term and offer sequential step resolution and/or direction. Firm shall include the location address of the office providing the CSS support.

A “toll-free” telephone help-line shall be provided through which firm shall use reasonable endeavors to ensure that the web-portal system operates correctly in all material and/or application respects by diagnosing and correcting any inherent material and/or application defects in the software system.

2.8.1 Awarded Contractor will be entitled to charge the City additional service fees for the time spent in relation to any of the following:

- A. Unauthorized use of software;
- B. Providing any other services not covered;
- C. Providing services to the City in circumstances where any reasonably skilled and competent City employed technician and/or programmer would have been able to fulfill obligation and therefore judged action unnecessary;
- D. City buys additional services, program options, or make any changes to the user parameters, the City shall pay to the firm additional fees on a pro-rata basis within thirty (30) days of the date of the invoice. Future annual service renewals will take into account of such additional options and fees.
- E. Non-Payment of annual service and maintenance. If the City does not pay the annual service within thirty (30) days after end date, firm will be entitled to acquire service fee issued during that period until full payment and reinstatement of annual service fee covering at least twelve (12) months is paid.

2.9 LICENSE/ACCESS

The City desires web-portal access, which will allows many users to have log-in and/or accessibility to web-portal system on separate single computer simultaneously. Firm shall indicate the maximum number of access users

at initial service start. Additional individual access may be purchased at any time for accessibility use at a specified each (EA) unit price cost.

2.10 RESPONSIBILITIES

The Contractor shall demonstrate good project management practices while providing service. These include communication with the City of Panama City Beach and others as necessary, management of dashboard, features, information, and retrieval. Firm will provide assistance to City for service based on plan feature(s) established for purpose of the successful City and candidate experience. Because software and/or web-portal service may experience unexpected anomaly interruptions, upgrade, or defects; Contractor is to staff knowledgeable personnel.

- Provide backup, log review; and other procedures and controls of sensitive data upload and storage.
- Take necessary security measures to protect City's confidential information providing measures that shall be reasonable for such purpose to provide breach.
- Provide periodical corrections and/or enhancements to the software and/or web-portal service.
- Provide a designated single point of contact to discuss problems, error reports, and recommended modifications and/or additions during initial service establishment up to thirty (30) days.

2.10.1 The City will be responsible for the user management, internal control, and follow-up departmental service training. In addition for acquiring needed computer hardware; ensuring proper computer terminal functioning; information reception/speed transference; and downloaded information storage.

2.11 Americans with Disabilities Act Complaint: Website to follow technical content standards for accessibility to help guide web content for all users including those with disabilities (if applicable).

INSTRUCTIONS FOR PREPARING PROPOSALS

PART III

3-1 RULES FOR PROPOSALS

The proposal must name all persons or entities interested in the proposal as principals. The proposal must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

3-2 PROPOSAL FORMAT

Proposers shall prepare their proposals using the following format:

- A. Letter of Transmittal: This letter will summarize in a brief and concise manner, the Proposer's understanding of the Scope of Work. The letter must name all of the persons authorized to make representations for the Proposer, including the titles, addresses, and telephone numbers of such persons. An official authorized to negotiate for the Proposer must sign the Letter of Transmittal.
- B. Organization Profile and Qualifications: This section of the proposal must describe the Proposer, including the size, range of activities, etc. Each Proposer must be authorized to do business in the State of Florida and, if a corporation, must be incorporated under the laws of one of the States of the United States, proof of same must be provided. The Proposer must emphasize its expertise in, and experience with similar projects. The proposal must identify the primary individuals responsible for supervising the work. The Proposer shall provide the City with the resumes of the primary individuals. The proposals must also include recent and pertinent references, contact name, telephone number and address.
- C. Scope of Work: This section of the proposal should explain the Scope of Work as understood by the Proposer and detail the timeline, approach, activities and work products to be provided.
- D. Compensation: Proposer should include a proposal for the compensation to be paid for the required services. The cost estimate should be a lump sum amount for the work described in the Scope of Work, including travel expenses. Proposer should also include a rate schedule for computing any extra work not specified in the contracted scope of work.
- E. Additional Data: Any additional information which the Proposer considers pertinent for consideration should be included in a separate section of the proposal.

EVALUATION OF PROPOSALS

PART IV

4-1 EVALUATION METHOD AND CRITERIA

The responses will be evaluated using two sets of criteria. Firms meeting the mandatory criteria will have their proposals evaluated for responsiveness. Responsive firms will then be scored on technical qualifications and cost.

Mandatory Elements:

- a. The firm is licensed to do business in Florida.
- b. The firm has no conflict of interest with regard to any other work performed by the firm to the City of Panama City Beach.
- c. The firm adheres to the instructions in this request for proposal on preparing and submitting the proposal.
- d. Ability to provide the required services in a timely fashion.

Technical Quality (Represents 60% of score):

- a. Experience with similar systems (20 points)
- b. Quality and thoughtfulness of Project Approach, methodology and proposed Timeline (20 points)
- c. Credentials of the Proposer and key staff (10 points)
- d. References and recommendations from past clients (10 points)

Cost of Services (Represents 40% of score. Maximum of 40 possible points).

The Proposer submitting the lowest total estimated cost will receive the maximum points for the cost element of the evaluation. The other Proposers' scores will be based on a relative percentage of the dollar amount higher than the lowest price. The Price points will be determined in accordance with the following formula:

Lowest Price - A

Proposer's Price - B

Total Possible Points for Price - C

Points Earned by Proposer - D

$\frac{A}{B} \times C = D$

B