



# **REQUEST FOR PROPOSALS**

**for**

**City of Newark**

**Public Automated External Defibrillator (AED) Program**

**Device Procurement**

**and**

**Ongoing Program Services**

**PROPOSALS MUST BE RECEIVED BY:**

**MONDAY, FEBRUARY 10<sup>TH</sup>, 2020 at 2:00 PM**

**City of Newark**

Public Works Department  
37101 Newark Boulevard  
Newark, CA 94560

**Point of Contact:**

Soren Fajeau  
Public Works Director  
(510) 578-4286  
[soren.fajeau@newark.org](mailto:soren.fajeau@newark.org)

**REQUEST FOR PROPOSALS (RFP)**  
**AED PROCUREMENT AND ONGOING PROGRAM SERVICES**

**1. INTRODUCTION**

The City of Newark (“the City”) is soliciting written proposals from qualified firms for supplying new Automated External Defibrillator (AED) units in all City buildings and designated vehicles and associated accessory equipment, as well as providing ongoing maintenance services of the AEDs during the planned service period. This a Request for Proposal and not an invitation for bid. Although the proposer’s price for the required equipment and services is important, other factors will be taken into consideration. The total scope of work is further outlined below.

**2. BACKGROUND**

The City of Newark is located in Southern Alameda County at the east end of the Dumbarton Bridge, 30 miles south of Oakland 15 miles north of San Jose. Newark was incorporated as a General Law City in 1955 and has a Council/Manager form of government. Newark’s population is approximately 48,712, with an encompassed area of approximately 13 square miles. Other information regarding the City of Newark can be found on the City’s website at [www.newark.org](http://www.newark.org).

**3. GENERAL**

The selected firm will work under the general direction of the Public Works Director or designee to procure the requested Public Automated External Defibrillator (AED) units and perform Public AED Program services as required. Consultant shall provide personnel with the necessary expertise and experience to provide the scope of services desired by the City. The City’s primary objectives with its Public AED Program Management include, but are not limited to:

- Ensuring that designated public building locations and Police Department vehicles are equipped with functional and well-maintained AED units in accordance with applicable standards, manufacturer’s recommendations, and City of Newark AED Program Policies and Procedures.
- Performing regular ongoing maintenance of AED units with City personnel and having on-call maintenance assistance available through a qualified firm for repairs, warranty items, optional maintenance for technical professionals, post-incident activities, and other such services.
- Having a qualified Medical Director on-call through a selected Consultant to provide required services to the City of Newark AED Program in accordance with California Code of Regulations, Title 22, Division 9, Chapter 1.8 and the City of Newark AED Program Policies and Procedures.
- Providing regular training to designated employees as lay rescuers in cardiopulmonary resuscitation (CPR) and AED use, including all necessary certification and re-certification programs. All such training and programs will continue to be administered through the Alameda County Fire Department.

The selected Consultant will enter into a Contractual Services Agreement which will specify the procurement cost for the AED units and ancillary equipment, billing rates, personnel to be assigned, and other terms. The Contractual Services Agreement requires approval by the City Council and/or City Manager. Extensions to the term of the agreement, as allowed, will be subject to review and approval of the City Council and/or City Manager. Consultant selection will be at the sole discretion of the City.

#### **4. SCOPE OF SERVICES**

The requested scope of services includes the following:

- 1.) Provide a total of thirty (30) new AED units and ancillary equipment as replacements for existing City-owned AED units in accordance with the Technical Specifications (Attachment A).
- 2.) Prepare all new AED units and ancillary equipment for immediate use including all inspection and preparation in accordance with manufacturer's recommendations. This includes 20 units within Police Department vehicles and 10 units in various City buildings. All units in buildings will be placed in existing storage cabinets with no anticipated modifications.
- 3.) Provide two (2) complete training device packages in accordance with the Technical Specifications (Attachment A).
- 4.) Provide support services for establishing and installing a manufacturer-based administrative software package for the AED units in accordance with the Technical Specifications that is accessible to all designated City employees
- 5.) Provide ongoing support services for a minimum 5-year period that includes but is not limited to: (a) on-call maintenance, troubleshooting and repair service to supplement regular monthly maintenance by designated City employees; (b) assistance with post-incident data downloads, reports, recordkeeping, and notifications in accordance as well as cleaning, and preparation of AED units for re-use; (c) support for administrative software and program management applications; (d) provide replacement AED accessories as needed; and (e) provide support for any manufacturer's warranty issues.
- 6.) Provide Medical Director Services for the City of Newark Automated External Defibrillator program for a minimum 5-year period in accordance with California Code of Regulations, Title 22, Division 9, Chapter 1.8 and the City of Newark AED Policies and Procedures.
- 7.) Satisfy all AED Vendor requirements in accordance with California Code of Regulations, Title 22, Division 9, Chapter 1.8 and the City of Newark AED Policies and Procedures.

NOTE: Ongoing training of Lay Rescuers for the associated AED and CPR techniques will be provided by the Alameda County Fire Department. Ongoing monthly maintenance will be completed by designated City employees.

## **5. PROPOSAL FORMAT AND CONTENT**

The Proposal shall be brief, precise, and shall not include unnecessary promotional material. The Proposal shall not exceed ten (10) pages, single-sided, excluding resumes, and shall be submitted on 8½” x 11” paper.

The Proposal shall contain the following elements in the exact order and segmentation listed below:

- a. *Cover Letter.* Describe your firm’s interest and commitment in providing the required AED units (and related equipment) as well as ongoing supplemental maintenance services and full medical director services to the City. The letter shall be signed by a person authorized to negotiate a contract with the City.
- b. *Staffing, Team Experience and Understanding of Requested Services & Objectives.* Describe the qualifications and experience of the team members expected to be assigned to this project. The description shall include previous experience with similar contracts. Provide a discussion demonstrating the firm’s understanding of the services to be provided and their significance to the overall City objectives. Provide your firm’s approach to completing this project, showing the flow of the various work tasks and demonstrating a clear understanding of the requested work.
- c. *Experience providing similar services.* The consultant must present significant evidence of successful completion of similar services provided for local government clients over the past five years.
- d. *Resumes.* Include single page resumes of the Project Manager, Medical Director, and other key personnel to be assigned to the consultant team. It is expected that designated key staff will remain for the duration of the agreement. Key staff substitution will be allowed only after consultation and concurrence with the City.
- e. *References.* Provide at least three references (name, agency, title, address and telephone number) for recent similar or related work.
- f. *Schedule.* Provide a projected project schedule that includes required tasks and subtasks to be performed and corresponding durations; milestones and dates of key deliverables, including all delivery, set-up and placement of all replacement AED units. Please provide a specific timetable for delivery and set-up of all devices from the date of formal contract approval.
- g. *Cost Proposal.* Submit a detailed cost proposal to provide the entire Scope of Services outlined in the firm’s technical proposal. Cost proposal shall provide a breakdown of the initial procurement of all required AED units and ancillary equipment, AED training equipment, administrative software installation and optional supplemental AED program management packages. In addition, provide an hourly rate/fee schedule, as necessary, for all staff assigned to

the project, including but not limited to the Project Manager, Medical Director, and other key/field personnel. Additional administrative charges such as subcontractor mark-up, direct costs, mileage, and any other terms or conditions shall also be included as part of the cost proposal. At a minimum the cost proposal shall include the following:

- Unit price and extension for all (30) required AED unit replacement packages. List the make and model in accordance with the Technical Specifications (Attachment)
- Unit price and extension for all (8) required training devices and associated components.
- Staff costs for all initial set-up and installation of the new AED units and training devices.
- Cost for procurement and support services for the installation and management of manufacturer-based administrative software package, or similar program management software, in accordance with the attached Technical Specifications.
- Hourly rates for all Medical Director services and estimate of hours required for common Medical Director action items, as necessary.
- Hourly rates for Project Manager and all key personnel for various on-call support maintenance activities and estimate of hours required for common action items, as necessary.

h. *City's Standard Contractual Services Agreement*. A sample of the City's Standard Contractual Services Agreement (Agreement), including insurance requirements, is provided as Attachment C. If the interested firm would like to request amendments or exceptions to the Agreement and/or insurance requirements, these shall be specifically noted in the Proposal. Otherwise, provide confirmation of your firm's ability to meet the City's Standard Contractual Services Agreement and insurance requirements. Requested amendments and exceptions will be taken into consideration in evaluating the Proposal. Requests for amendments and/or exceptions to the Agreement will not be considered if not included in the submitted Proposal.

i. *Other Relevant Information*. Provide additional relevant information that may be helpful in the selection process.

## **6. SELECTION CRITERIA AND SELECTION PROCESS WITH ESTIMATED DATES**

Proposals will be screened, and the top candidate(s) will be reviewed by a selection committee. The qualifications for the top candidates will be verified and references will be checked. In reviewing the Proposals to this RFP, the City will carefully weigh:

- Consultant's understanding of the City's needs and general approach to completing the work
- Consultant's experience with contracts of similar scope, complexity and magnitude
- Qualifications of the staff being assigned to this contract
- Satisfaction of previous clients
- Ability to work effectively with City staff

- Consultant’s proposed costs for procurement of the AED devices and completion of other services

The City retains sole discretion to evaluate proposals and may make an award to the Consultant the City deems to have the most responsive Proposal. Receipt of proposals in response to this RFP does not obligate the City in any way to engage any Consultant and the City reserves the right to reject any or all proposals, wholly or in part, at any time, without penalty. The City shall retain the right to abandon the proposal process at any time prior to the actual execution of a contract with a Consultant, and the City shall bear no financial or other responsibility in the event of such abandonment. The City reserves the right to negotiate all final terms and conditions of any agreements entered into. The City’s target dates are as follows:

Release of RFP:	January 23, 2020
Proposal due:	2:00 pm, Monday, February 10, 2020
Interview of top firm(s), if required:	TBD, if necessary
Services Agreement scheduled for Council approval:	February 27, 2020

## **7. SUBMITTAL GUIDELINES**

Firms shall submit three (3) hard copies and an **electronic pdf file** of the Proposal in a sealed envelope bearing the caption “City of Newark – Proposal for AED Procurement and Program Services.”

The Consultant shall name the electronic file in the following format:

“[Consultant Name] –AED Procurement and Program Services”

The envelope shall be addressed to:

**Soren Fajeau**  
**Public Works Director**  
**City of Newark – Public Works Department**  
**37101 Newark Boulevard**  
**Newark, CA 94560-3796**

Proposals may be submitted in person at the Public Works Department, by mail, or by email (with hard copies to follow) but must be received by **2:00 p.m. on February 10, 2020.**

### **FAX SUBMISSIONS ALONE WILL NOT BE ACCEPTED.**

Any changes made by the City to the requirements in this RFP will be made by written addenda posted to the City’s website at <http://www.newark.org/departments/public-works/bid-openings>. Any written addenda issued to this RFP shall be incorporated into the terms and conditions of any resulting Agreement. The City will not be bound by any modifications to or deviations from the requirements set forth in this RFP as the result of oral instructions. The City reserves the right to revise or withdraw this RFP at any time and for any reason.

The City reserves the right to reject any and all proposals, to waive any minor informalities, irregularities, and/or non-responsiveness that does not influence the competitive nature of the proposal, to request additional information concerning any statement for purposes of clarification, to accept or negotiate any modification to any statement following the deadline for receipt of all statements, and to waive any irregularities if such would serve the best interests of the City.

All inquiries regarding the RFP should be directed to Soren Fajeau, Public Works Director, at the above address, by telephone at (510) 578-4286, or preferably by email at [soren.fajeau@newark.org](mailto:soren.fajeau@newark.org) . All inquiries need to be made by 5 p.m. on Thursday, February 5, 2020.

### **Additional Submittal Information**

The City assumes no responsibility for delays caused by delivery service. Postmarking by the due date will not substitute for actual receipt.

All costs incurred during proposal preparation or in any way associated with the Consultant's preparations, submission, presentation, or oral interview, if held, shall be the sole responsibility of the Consultant.

If awarded a contract, the Consultant shall maintain insurance coverage, including errors and omissions and worker's compensation, reflecting the minimum amounts and conditions specified by the City as outlined in the attached Contractual Services Agreement. Consultants are liable for all errors or omissions contained in their Proposal. By submitting a Proposal, interested firms represent that they: (1) have thoroughly examined and become familiar with the Work required under this RFP; (2) comprehend all conditions that may impact the requested scope of services; (3) have reviewed of all addenda, if any; and (4) are capable of providing the equipment, goods and services necessary to perform the requested scope of services and/or meet the specifications outlined in this RFP, in a manner that meets the City's objectives. Failure to examine the documents and inform itself shall be at firms' own risk. A Proposer shall have no claim against the City based upon ignorance of or misunderstanding of the RFP documents. Once the award has been made, failure of a firm to have read all of the conditions and instructions of the RFP and/or the Agreement shall not be cause to alter any term of the Agreement nor shall such failure provide valid grounds for a firm to withdraw its Proposal or to seek additional compensation.

Additionally, if awarded a contract, the Consultant shall maintain a valid City of Newark business license at all times during the performance of work under the contract.

All Proposals and rates set forth therein shall be deemed to include applicable taxes. Interested firms shall be appropriately licensed in accordance with the laws of the State of California for the work to be performed. The cost for any required licenses or permits shall be the responsibility of the selected firm(s). The selected firm(s) is liable for any and all taxes due as a result of the agreement.

**ATTACHMENT A**

**CITY OF NEWARK**

**TECHNICAL SPECIFICATIONS**

## TECHNICAL SPECIFICATIONS

1. Automated External Defibrillator (AED) units shall be new Zoll AED Plus semi-automatic units (with no voice recording), with a graphical cover, or approved equal with the following components and attributes:
  - a. All units provided shall include the following:
    - One AED soft carrying case
    - One adult CPR-D Padz or approved equal
    - One full set of lithium batteries
    - One operating manual
    - One quick reference guide
    - One complete rescue accessory pack that includes gloves, scissors, razor, paper towels and face mask.
  - b. A minimum 8-year warranty shall be provided with all devices.
  - c. A total of 20 (of 30) units shall be equipped with manufacturer's Police Carry Case or approved equal.
  - d. AED must be Pre-market approved (PMA) by the United States Food and Drug Administration (FDS). 510K approval will not be accepted.
  - e. AED must support the 2010-2015 AHA guidelines for hands-only CPR.
  - f. AED must be capable of remaining in stand-by mode for at least five years without replacing pads or batteries.
  - g. AED must have Ingress Protection (IP) rating of at least IP55.
  - h. AED must be drop-resistant to not less than 100Gs or 9 feet any corner, any angle. AED must be milspec-rated for vibration and ruggedness.
  - i. AED must support CPR with real-time measurement of rate and depth of compression. AED must advise "push harder" when compression depth is less than 2 inches.
  - j. AED batteries must be a non-hazardous material such as Lithium Manganese. Lithium Sulfur Dioxide batteries or similar will not be acceptable.
  - k. AED must provide an airway support mechanism that supports the victim's airway form below and between the shoulder blades to aid rescue breathing and return of spontaneous respiration.

1. AED manufacturer shall demonstrate a history of no FDA recalls, voluntary corrective actions or “end of life” notifications for any AED they have produced for the last 5 years.
2. AED training units shall be a complete AED Plus Semi-Automatic Trainer 2 unit or approved equal.
3. All AED units shall be included in the manufacturer’s AED Program Management program for a minimum 5-year span. Zoll AED PlusTrac Program Management, or an approved equal, shall be utilized.

**ATTACHMENT B**

**CITY OF NEWARK**

**AUTOMATED EXTERNAL DEFIBRILLATOR (AED)  
POLICIES AND PROCEDURES**

**ATTACHMENT C**

**CITY OF NEWARK**

**STANDARD CONTRACTUAL SERVICES AGREEMENT**

- *End of Document* -