ALAMEDA COUNTY
INFORMATION TECHNOLOGY DEPARTMENT
1106 Madison Street Rm. 336, Oakland, CA 94607(510)481-3700 FAX (510)272-3608

REVISED

DAVID MACDONALD
DIRECTOR

AGENDA _____ Date: June 10, 2008

May 27, 2008

The Honorable Board of Supervisors
Administration Building
Oakland, California 94612

Dear Board Members:

SUBJECT: AWARD A $160,469 CONTRACT TO GOVDELIVERY, INC., FOR THREE YEARS OF SERVICE

RECOMMENDATION:

Approve a sole source contract (**Procurement Contract #2669**) to provide automated email information to County residents for three years and authorize the Purchasing Agent to Approve and Issue a Purchase Order to GovDelivery, Inc. (Principal: Zach Stabenow) 380 Jackson Street, Suite 550, St. Paul, Minnesota). This contract is for three years beginning approximately June 15, 2008 and ending approximately June 14, 2011 for a total of $160,469. The first year of this contract begins approximately June 15, 2008 and ends approximately June 14, 2009 for a total cost of $70,137. By mutual agreement, this contract can be renewed two additional one-year terms of $45,166 each.

DISCUSSION/FINDINGS:

Alameda County Information Technology currently does not have a method by which to notify County residents of updates to the County Website. In an effort to improve communication with residents by utilizing e-mail and text messages to deliver important alerts, announcements and updated information, the County needs an automated e-mail subscription management system that works with the County's existing website and content management system and is easy to manage.

Gov Delivery is the only company in the country that is offering this type of service. Visitors to the County Website can subscribe to the service asking they be informed when content they are interested in changes or becomes available. With GovDelivery, the County will be able to offer residents: 1) automatic e-mail notifications of County information; 2) personal profile of County e-mail subscriptions and reminders for County residents; 3) real-time distribution of specific information. In addition, it would also allow Alameda County to reach residents in the event of emergencies, or other ad hoc notification needs.

SELECTION CRITERIA AND PROCESS:

Information Technology Department wishes to sole-source this purchase order inasmuch as GovDelivery, Inc. is the sole provider in the country that offers this service. GovDelivery specializes in a small niche servicing government agencies with a platform that allows for Digital Subscription Management. Currently there are ten counties, eight cities and fifty-one federal agencies in California that utilize this service. After posting bids for this service, the General Services Agency approved and authorized the GovDelivery, Inc which was found to be the only vendor that specializes in email subscriptions.

FINANCING:

Adequate funds are available in the Information Technology Department budget; therefore no additional appropriation is required.

Sincerely,

David Macdonald, Director
Information Technology Department

cc: Susan Muranishi, County Administrator
    Aki Nakao, Director, General Services Agency
    Zach Stabenow, GovDelivery, Inc.

May 20, 2008

TO: Doris Bryant, Assistant Director, GSA Purchasing

FROM: Felix Chang, Procurement Specialist II, GSA Purchasing

SUBJECT: Finding of Non-Competition

This is to document my finding that competitive bidding is not possible for E-mail Subscription Management services and technical support in the amount of $70,137 for the Information Technology Department (ITD). Therefore, the Departmental Justification to Request a Waiver of County Competitive Bidding Requirement, copy attached, is approved.

In accordance with the County Administrative Code Section 4.12.010 entitled "Purchases to be by Competitive Quotation", all purchases of and contracts for materials, supplies, services, furnishings, equipment, livestock, and other personal property shall be based wherever possible on competitive quotations.

I have reviewed the attached Departmental Justification to Request a Waiver of County Competitive Bidding Requirement. I have determined the requested product and/or supplier cannot be substituted to satisfy the County's requirements. ITD needs to improve communication with the County residents by utilizing email and text messages to deliver important information. They need an automated e-mail system that works seamlessly with the County's existing website and content management system which is easy for department staff to manage. GovDelivery is the only company able to offer this type of service: 1) automatic e-mail notification of County information; 2) personal profile of County e-mail subscription and reminders; and 3) Real-time distribution of specific information. In addition, it would also allow the County to reach residents in the event of emergencies, or other ad hoc notification needs. The attached Advance Notice of Sole Source Procurement was posted on the County website for 10 business days. No response was received. Therefore, competitive quotations are not possible and the request is recommended for your approval. ITD is required to obtain Board approval for these goods and services which exceed $25,000.

GSA Purchasing:

Approved: _____   _____ 5/16/08
          Senior Procurement Specialist   Gary Holm, Purchasing Manager

GSA Business Outreach and Compliance Office:

SLEB Compliant: _____   Waiver Approved/Reason: _No SLEB availability_

First Source Compliant: _N/A_   Waiver Approved/Reason: _____

_____ 5/19/08   _____ 5/26/08
Linda Moore, Business Outreach Officer   Pedro Valencia, Deputy Director

Approved: _Pedro Valencia for DB_____   Date: _____
          Doris Bryant, Assistant Director, GSA

1401 LAKESIDE DRIVE, SUITE 907, OAKLAND, CALIFORNIA 94612
510 208 9600 FAX 510 208 9626 www.gsa@acgov.org

BUSINESS OUTREACH & COMPLIANCE OFFICE (BOCO)
Request for Authorization to Use Non-SLEB Contractor/Subcontractor

DIRECTIONS

For Requests over $3,000 to $25,000: EITHER complete 1-8 below and submit, with supporting documentation, for approval to GSA Purchasing Procurement Specialist, QIC 26026
OR e-mail justification, with supporting documentation, for approval to the appropriate GSA Purchasing Procurement Specialist. Upon approval, the Specialist will process the procurement(s).

For Requests over $25,000: Complete 1-10 below and submit, with supporting documentation, for approval to GSA Business Outreach Officer, QIC 26021. Upon approval, a SLEB Waiver Number will be issued. (This number is now a mandatory field in order to enter a Procurement contract into ALCOLINK.) BOCO will email signed Request approvals (with Waiver Number) and denials to Requesting Departments and GSA Purchasing.

1. Please check appropriate box and complete department/contact information below.
   ☑ Requesting Department   ☐ GSA Purchasing managing the competitive process

   Department: ITD   Contact: Angel Davila   Email: angel.davila@acgov.org   Telephone #: 272-6659

2. Recommended Vendor (Name): GovDelivery, Inc.

   (Street Address): 380 Jackson Street, Suite 550   (City, State & Zip): St. Paul, MN 55101

3. Total Contract (or PO/BPO) Value:$ 70,137   Contract (or PO/BPO)Term: 1 year renewable   or One-Time Purchase ☐

4. Date Goods/Services Needed: 6/1/08

5. Brief explanation of why goods/services are required: Allow public to request automatic notification of changes to web content they subscribe to

6. What are the consequences if the date goods/services needed (in #5 above) is not met? Delayed implementation of the service

7. Explain what attempts were made to locate a SLEB prime or subcontractor(s), including:
Every effort was made to find a vendor that offered the same or similar product/service as GovDelivery. Because GovDelivery specializes in a small niche servicing Government Agencies with a platform that allows for Digital Subscription Management, we were unable to locate a local competitor. We made many attempts at searches both on the internet and inquiries to other County Vendors. In fact, when searching on Google, using the following key words "email subscription management government" 8 out of the first 10 results relate to GovDelivery.

A sample of vendors that were researched are as follows:

Vendor	Site	Location	Comparison
Zookoda	www.zookoda.com	Orlando, FL	For Blogs only
Yutter	www.yutter.com	Pawtucket, RI	For Site Promotion
Via Subscription	www.viasubscription.com	Orem, Utah	For transactions/eCommerce
Feedburner	www.feedburner.com	Chicago, IL	Blog and RSS only
Digital River	www.digitalriver.com	Eden Prairie,	For transactions/eCommerce
Iventa	www.iventa.com	Los Angeles, CA	For transactions/ecommerce

8. Department Certification for requests over $3,000 to $25,000: I certify to the accuracy of the proceeding statements,

_____   _____
Signature of Agency/Department Head   Date

9. If the contract is over $100,000, is the recommended vendor able to comply with the First Source Program?
Yes: ☐   No: ☐   If No, explain: _____

10. Department Certification for requests over $25,000: I certify to the accuracy of the proceeding statements,

_Evan White_____   _5/6/2008_
Signature of Agency/Department Head **or** GSA Purchasing Manager   Date
                    (if GSA Purchasing managed the process)

BOCO to complete below, <u>for purchases over $25,000</u>:

A. Request Approved: ☑   Waiver Valid Through 05/31/09 SLEB Waiver Number: | 130

B. Request Denied: Reason: _No SLEB availability_

Linda Moore   5/29/08

Linda Moore, GSA-Business Outreach Officer   Date

Susan Wewetzer, GSA-Contract Compliance Officer   Date

Pedro Valencia   5/30/08

Pedro Valencia, GSA-Deputy Director, BOCO   Date

GovDelivery®

E-mail Subscription Management

Proposal Presented to
Alameda County, CA
March 3, 2008

GovDelivery, Inc.
380 Jackson Street, Suite 550
St. Paul, MN 55101
Phone: 866-276-5583 ext. 302
Fax: 651-665-0943

Contact person: Zach Stabenow
Assistant: Beth Bigelow ext. 220

Executive Summary

Contents

Situation

Alameda County (the "County") wants to reduce costs and improve communication with residents by utilizing e-mail and text messages to deliver important alerts, announcements, and updated information. The County needs an automated e-mail subscription management system that works seamlessly with the County's existing website and content management system and is easy for department staff to manage.

GovDelivery® Will Allow Alameda County to Improve Communication and Lower Costs

With GovDelivery, the County will offer residents:

- Automatic e-mail notifications of County information
- Personal profile of County e-mail subscriptions and reminders for County residents
- Real-time distribution of specific information

Every visitor to the website can build a "My Alameda County" profile of information they wish to receive automatically by e-mail.

County residents can stay informed of updates to news releases, emergency notifications, newsletters, employment opportunities, election results, meeting minutes & agendas, water quality reports, budget plans, annual reports, health alerts, volunteer opportunities, library events, road construction projects, recycling changes, Sheriff most wanted, crime alerts, economic development updates, tourism events, planning documents, bid notices, property tax updates, District updates and many other time sensitive announcements published to the County website.

The County will also be able to use GovDelivery's "Questions" feature to collect valuable information from residents. The "Questions" feature allows the County the ability to target communications to groups based on how the people answered the questions such as by zip code or neighborhood.

Why should Alameda County use GovDelivery?

GovDelivery will allow Alameda County to provide quality service to the public while reducing paper distribution costs, minimizing inbound phone calls, and decreasing staff administration time.

GovDelivery manages all databases, mass e-mailing issues, security, and technology upgrades. In addition, GovDelivery can ensure utilization by watching the County's web pages and automatically sending appropriate e-mails when relevant changes are made to website content.

GovDelivery

Service Areas

GovDelivery, Inc. provides all the services that Alameda County will need to setup GovDelivery on its existing website. Little work is required of the County to get up and running with the system.

Setup Services

GovDelivery, Inc. works with Alameda County to identify content that the County wants to promote and distribute using e-mail subscriptions. GovDelivery's web administration tools allow the County easy access to the master database of all e-mail subscriptions. Alameda County has control of all information before it is posted online and can add, subtract, or change subscription options at anytime. GovDelivery recommends placement of HTML links within the Alameda County website that will enable users to move seamlessly from the County's website to e-mail subscription features.

Application Hosting Services

To minimize costs and increase convenience, GovDelivery, Inc. manages the GovDelivery system on highly secure central servers. Hosting and maintenance services include:

- Management of all user profiles and subscriptions
- Automated distribution of appropriate e-mails to the public
- Management of all mass e-mailing issues including management of bounced e-mails (i.e., permanently or temporarily invalid e-mail addresses) and deliverability rates (getting e-mail updates into the inboxes)
- Unlimited access and training to web-based tools to add or modify new e-mail subscription options and manage subscription lists
- Unlimited e-mail subscription options related to County information
- Detailed usage reports so Alameda County knows exactly how residents use personalized e-mail subscriptions
- Regular technology upgrades to the application
- Reliable customer service, training and account management

GovDelivery*

Setup Process

The setup process for GovDelivery has 3 main steps:

1. Identify e-mail subscription content for the County
2. Identify administrators of the County's e-mail subscription options
3. Place HTML links to GovDelivery features on the County website (one-time process)

Identify E-mail Subscription Content

GovDelivery, Inc. creates an initial draft of content that the County should consider offering by subscription and the County approves or modifies subscription categories, subcategories, and items.

Identify Administrators

Alameda County provides GovDelivery with the name and e-mail addresses of the administrators in charge of the content that the County wants residents to subscribe to by e-mail.

Place Links On Current Website

The last step of setup involves the placement of HTML links connecting the Alameda County website to GovDelivery functionality. After analyzing the current Alameda County website, GovDelivery will generate a plan suggesting the placement of links. Final HTML link set up takes approximately 2-3 hours of work by the County Web administrator.

GovDelivery

Pricing

GovDelivery, Inc. will perform the services described in this statement for the fees listed below. This quote is based on information provided by Alameda County and is subject to change if there is a substantive change in requirements.

Alameda County Description of Services

System Setup Services	Ongoing Services
Initial Technology License	Automated Distribution of E-mails to the Public *
Site Analysis and Recommendations of Where to Add GovDelivery Subscription Functionality	Unlimited Subscribers
	Unlimited Subscription Categories
Technical Assistance with Placement of HTML Links to Subscription Functionality	Unlimited Distribution of E-mails from the County
	Unlimited Web Administration Tools Training
Setup Support from Account Manager	Phone and E-mail Support
Unlimited Online Website Administration Tools Training	Unlimited use of data collection on the Questions feature
Setup of an Unlimited Number of Administrators	Subscription Usage and Analysis Reporting
	Regular Technology Upgrades
	User Profile Management
	Management of Mass E-mailing Issues Including Bounced E-mails, Maintaining white-list status, monitoring black-lists, and maintaining e-mail test accounts with major ISPs
	Unlimited Page Watch Monitoring for Changes on County website
	Secure and Reliable Application Hosting

Setup: $24,971 (one-time)	**Monthly Fee: $3,962 ($47,544 per year)**
	Discount of 5% ($2,378) offered for upfront annual payment vs. monthly payment: $45,166 per year

Important Notes

THE PRICING AND TERMS OF THIS PROPOSAL ARE VALID THROUGH MARCH 31, 2008.

*Files over 2MB are not permitted in GovDelivery as e-mail attachments due to excessive download time for files over that size. GovDelivery can assist with reducing file size.

GovDelivery

Terms

The term for the Ongoing Monthly Services is 12-months, cancelable with 30 days of written notice at any time. If the County cancels before the end of the twelve month term, it will be liable only for the services used up to the point of cancellation. The term automatically renews for consecutive 12-month periods if no written notice is given.

Billing

The setup fee is due when the contract with GovDelivery, Inc. is signed, net 30 days. The GovDelivery system will be available for use by Alameda County within 3 business days of contract signing or receipt of a purchase order.

Monthly fees will be billed on or before the 5th day of every month. Monthly billing will begin with contract signing with any partial months being prorated. Monthly billing will continue in subsequent years so long as Alameda County offers links to GovDelivery functionality from its website. Monthly fees can also be billed on an annual basis.

GovDelivery

Privacy & Ownership of Information

All content and associated information provided by Alameda County and user information (e.g., e-mail addresses) from Alameda County users collected in GovDelivery remain the property of the Alameda County.

User Information

The user information will remain the sole property of the County. GovDelivery, Inc. shall have a license to use the user information in order to provide services for the County. GovDelivery, Inc. never shares information gathered through our government clients with third parties for promotional purposes.

Ownership of Content and GovDelivery

The County maintains sole ownership of all output from the setup services provided under this Service proposal including the database of information associated with e-mail subscriptions.

GovDelivery, Inc. shall maintain sole ownership of GovDelivery and all modifications made to the system and its contents (other than County content) whether these modifications are made specifically to accommodate the County's content within GovDelivery or for another purpose.

Application Security and Connection

GovDelivery, Inc. maintains high security and a robust hosting environment for GovDelivery. Our servers are protected by advanced security firewalls and physical protection. There are 4 redundant connections to the Internet backbone providing exceptional uptime reliability for our clients.

GovDelivery

Responsibilities

GovDelivery, Inc. and Alameda County each have specific responsibilities to ensure successful setup and maintenance of GovDelivery.

GovDelivery Responsibilities

GovDelivery, Inc. will provide all of the services outlined in this proposal. There will be one point of contact assigned by GovDelivery, Inc. for the County staff and that person will be responsible for managing GovDelivery. GovDelivery will also provide regular upgrades in technology to the system to stay consistent with the latest browser and mass e-mailing requirements. GovDelivery, Inc. will also provide technical phone/e-mail support during regular business hours for County staff and users.

GovDelivery, Inc. provides online usage reports to quantify the success of the subscription options offered by the County using GovDelivery.

As part of its account management services, GovDelivery, Inc. provides a marketing kit to help the County promote the e-mail subscription services in the local media.

Alameda County Responsibilities

Alameda County will provide:

1. One designated project leader who can coordinate the project with GovDelivery, Inc.
2. Alameda County's best efforts to promote the availability of e-mail subscriptions on its website to its residents through promotions in its offices and through other mediums.

GovDelivery

AGREEMENT AND ACCEPTANCE

This Service Proposal has been read, is understood and is hereby agreed to and accepted by the undersigned. Upon execution of this Service Proposal, GovDelivery, Inc. will commence work at the earliest possible opportunity.

Client: _____ (legal entity name)

By: _____ (signature)

Name: _____ (please print)

Title: _____ (please print)

Date: _____

        Billing information if different than above

Contact Name: _____

Contact Phone Number _____
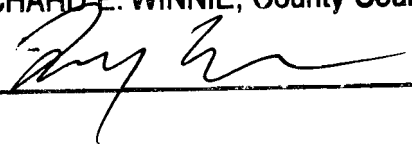
Billing Code _____ (If applicable)

GovDelivery, Inc.

By: _____

Title: _Executive Vice President_____

Date: _3/19/08_____

Approved as to Form
RICHARD E. WINNIE, County Counsel

By _____

GovDelivery