

# Request for Proposal

## Achievement Management System Modernization and Technology Innovation

### Summary

The International Association of Fire Chiefs (IAFC) seeks competitive proposals from technology organizations with specialized expertise in system consolidation, workflow optimization, and technology integration including software such as: Salesforce, Esri ArcGIS, Cadmium, Swoogo, amongst others. The purpose of the services sought is to leverage IAFC's existing technology stack, with potential consideration for additive solutions, as the basis for development of an integrated and enhanced Achievement Management System (AMS). The updated AMS will serve as a one-stop-shop IAFC Wildfire Programs Achievement Toolkit consisting of two main parts:

1. Wildfire Programs Achievement Data Capture and Tracking
2. Wildfire Programs Achievement Analysis, Visualization, and Reporting

### Background

The International Association of Fire Chiefs (IAFC) represents the leadership of firefighters and emergency responders worldwide. Our members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety policy.

The IAFC's Wildfire Programs address various components of the National Wildland Fire Cohesive Strategy amongst other priority wildfire and wildland-urban interface issues. The IAFC Wildfire Programs Division provides the fire service, residents, and other community stakeholders with the tools, resources, guidance, and support to prepare for the threat of wildfire. The programs include, but are not limited to, the following:

- **Ready, Set Go! (RSG!) Program**
- **Fire Department Exchange (FDX) Program**
- **Wildland Urban Interface (WUI) Conference**
- **WUI Chiefs Mentoring Program**
- **Community Wildfire Protection Planning**
- **Wildfire Policy via IAFC's Wildland Fire Policy Committee**

All stakeholders that participate in IAFC Wildfire Programs have access to and use the IAFC Achievement Management System to record, track, and analyze hours spent on mitigation and outreach, download reports to share with local leadership, and share resources in the peer library. The AMS is a vital component in how IAFC engages with stakeholders nationwide.

### Project Goals and Objectives

#### Goal

- Consolidate systems and streamline workflows for tracking, analyzing, and reporting volunteer stakeholder participation and fire department-level contributions across IAFC's wildfire programs.

## Desired Outcome

- IAFC will be equipped with a single, streamlined system for tracking, analyzing, and reporting participation and volunteer contributions across IAFC's wildfire programs as a mechanism for performance management, communicating impact, and subsequently increasing local participation nationwide.

## Audience

There will be four target user groups for custom access and visualizations:

1. Internal IAFC Wildfire Programs staff
2. Participating fire department staff
3. Other contributing, volunteer stakeholders
4. Staff from project sponsor agencies & organizations

## Objectives and Requirements

- Shall consolidate multiple systems into a one-stop-shop IAFC Wildfire Programs Achievement Toolkit that brings resources, tools, tracking, analysis, and reporting into a dynamic and interactive web-based environment to support program performance & impact reporting, nationwide outreach, education, and usage by the community.
- Shall build on IAFC's existing technology stack, apply the best-suited integration approach and technologies to consolidate systems, and optimize workflows. It is preferred that the solution is built using an existing component of the IAFC's existing technology stack such as Esri or Salesforce.
- Functional requirements for this capability and solution include, but are not limited to, the following:
  - RSG! Department Sign-Up
    - Shall allow fire departments across the nation the ability to join the RSG! Program.
    - Shall integrate directly or via application programming interface (API) to IAFC's Salesforce-based membership management and database.
  - Grant Funding Applications
    - The IAFC Wildfire Programs division provides various "micro-grant" funding opportunities to departments. Examples include, but are not limited to, the following:
      - Fire Department Exchange (FDX)
      - Assistance with CWPP development
      - Fuels Reduction and WUI/Wildfire Mitigation (i.e., Chipper days, etc.)
    - The system shall include and support the application for fire departments to apply for these funding sources and programs.
    - The system shall allow for IAFC Wildfire Programs internal staff to track, manage, and automate analysis of the status of the "micro-grant" funding and project completion.
    - The system shall collect pertinent data points and include automated analysis and visualization of program performance and impacts (outlined below).
  - Data Capture and Analysis Requirements within the Achievement Management System (AMS)

- Shall allow any recipient of IAFC Wildfire Programs in-kind and direct “micro-grant” funding (ie: RSG! Member departments, FDX, CWPP, etc) to track achievement, performance, and impact data and information, such as:
        - Personnel contribution (and personnel hours calculated to indicate financial value of donated time)
        - Dollars expended
        - Acres of land treated
        - Number of built structures treated
        - Cubic yards of fuels/vegetation removed
      - The above data points will tie back to and be incumbent upon the various projects (ie: RSG! Achievement, FDX Achievement, etc)
      - Capturing these data points, and automating analysis & visualization, will allow for IAFC Wildfire Program staff to input and track achievement on behalf of various departments.
      - The system collects pertinent data points to support program visualizations across data streams (outlined below).
    - RSG! Material Orders – The system shall also serve as the collection point, aggregation point, and platform for analysis on extent and impact of RSG! Material Orders. The system shall support the following requirements:
      - Shall allow RSG! Member departments to select, place, and submit orders for RSG! Outreach Materials, such as:
        - National Action Guide (English, Mexican Spanish, Chinese, Arabic)
        - Red Flag Warning Guide and Flyer
        - Campground Safety Flyer
        - Active Fire Situation Flyer
        - Youth Flyer and Guide
        - Wildland Fire Preparedness for Farmers and Ranchers
        - Wildland Fire Preparedness for Seasonal Residents and Property Owners, etc
      - System shall support IAFC Wildfire Programs Staff in tracking material order fulfillment.
    - Wildfire Training Requests -
      - System shall include functionality to support RSG! Member departments to request IAFC-offered trainings such as, but not limited to:
        - Mentorship Departments
        - RSG! Implementation Trainings
      - Will need to support our IAFC Wildfire Programs Staff in tracking status, fulfillment, and impact of requested & delivered training requests.
      - The system will collect pertinent data points to support program performance and impact analysis and visualizations across data streams (outlined below).
- System shall be configured to include customized and automated analysis and visualization – including key metrics, gauges, tables, charts, and GIS-based spatial analysis – of all Wildfire Programs performance management and impact data derived across the data points collected within the system and integration of external, authoritative data sources. This shall result in a portfolio-wide view of IAFC Wildfire Programs status, performance, and impact, as well as the ability to drill down to specific departments, years, funding streams, projects, activities, etc.
  - Custom GIS-based interactive analysis and visualizations shall be configured for each specific audience.

- Custom downloadable and printable reports shall be configured for each specific audience. Examples include but are not limited to the following:
  - Internal IAFC Wildfire Programs Staff
    - Map-based interactive visualizations to view all data by department, year, Grant, Funder, etc., the following is provided as an example:
      - Dollars expended/invested
      - Programs
        - Activities
        - Trainings
      - RSG! Material Orders
      - Contributing/Participating Personnel
      - Hours contributed and associated financial value
      - Land acres treated
      - Built structures treated
      - Fuel/Vegetation removed
    - Static Reports
      - Ability for the user to export standard and custom reports in excel and PDF formats
  - Participating RSG! Departments
    - System shall include GIS-based interactive analysis and visualizations, such as the following for each individual department (in total and by Year, across multiple years):
      - Dollars expended/invested
      - Contributing/Participating Personnel
      - Hours contributed and associated financial value
      - Land acres treated
      - Built structures treated
      - Fuel/Vegetation removed
      - Activities executed
      - RSG! Material Orders
      - RSG! Trainings
    - Static Reports
      - Ability for the user to export standard and custom reports in excel and PDF formats
  - Staff from project sponsor agencies & organizations
    - System shall include GIS-based interactive analysis and visualizations, such as the following (in total, by Grant, by Funder, by Department, and by Year, across multiple years):
      - Dollars expended/invested
      - Contributing/Participating Personnel
      - Hours contributed and associated financial value
      - Land acres treated
      - Built structures treated
      - Fuel/Vegetation removed
      - Activities executed
      - RSG! Material Orders
      - Trainings
    - Static Reports

- Ability for the user to export standard and custom reports in excel and PDF formats
- Integration with Salesforce & Esri
  - System shall be built from IAFC’s existing technology stack that includes Salesforce, Esri, and a Single-Sign-On (SSO) solution as part of the foundation and for data analysis and visualization.
    - Integration with Salesforce, Esri, and potentially other IAFC systems that capture required data will need to be integrated into or collected within the IAFC instance of Salesforce to support optimized workflows and fulfill requirements outlined above.
    - Integration with the above systems shall be automated, and not manual, via dynamic APIs.
    - System shall track program/project/event participation at the department level within Salesforce.
  - Visualizations & data integrations within Esri
    - For GIS-based data, live data, interoperable, and spatial data feeds will need to be hosted in IAFC’s Esri ArcGIS Online environment as hosted feature classes to support additional analysis.

## Project Scope

1. Task 1 - Requirements Gathering, Analysis, and Production of a System Requirements Document (SRD) for a consolidated and streamlined IAFC Wildfire Programs Achievement Toolkit
  - a. Contractor shall provide coordination, management, and technical support in developing and implementing a comprehensive business and technical requirements gathering and analysis process to capture business, functional, and technical requirements development of the IAFC Wildfire Programs Achievement Toolkit.
  - b. Contractor shall deliver a detailed Business Requirements Document (BRD) that codifies the business requirements gathered and analyzed.
  - c. Contractor shall deliver a detailed System Requirements Document (SRD) that codifies the technical requirements gathered and analyzed. While the resulting “toolkit” may not be considered a stand-alone “system”, the deliverable shall be developed applying standard systems engineering standards for SRDs.
    - i. Contractor shall produce a technical framework for a web-based application that addresses as many requirements as possible from the SRD. This technical framework will outline the system connections to visualize data storage and connections.
  
2. Task 2 - IAFC Wildfire Programs Achievement Toolkit Development
  - a. Contractor shall develop, configure, and deliver a dedicated Wildfire Programs Achievement Management Toolkit that is built on and hosted within IAFC’s existing technology stack. See requirements defined in the above section.
  - b. Contractor shall develop the solution and deliver the following:
    - i. Conceptual Wireframes and Framework
    - ii. Prototype Solution
    - iii. Client and User Acceptance Testing & Evaluation Feedback Report
    - iv. Final Solution
  - c. Contractor shall deliver a full suite of solution documentation to include the following:
    - i. Solutions Architecture

- ii. Data Management Procedures
- iii. Data Workflows
- iv. Data Analysis Methodologies
- v. Any custom code developed and employed within the solution
- d. The IAFC shall own all code, methodology, and intellectual property associated with the developed framework and prototype.

## Technical Details

The IAFC leverages Salesforce for our member management (and current RSG! Program Department management) and Esri (ArcGIS Online) for our current data analysis and visualization needs. Whenever possible, the IAFC would like to leverage existing technology infrastructure when implementing new projects.

## Evaluation and Notification Timeline

- **February 2, 2024** – Questions due regarding the RFP (emailed to Meghan Marklewitz, [meghan.marklewitz@iafc.org](mailto:meghan.marklewitz@iafc.org)). Please allow one business day for a response.
- **February 16, 2024** – Proposals due to IAFC (email to [Meghan.marklewitz@iafc.org](mailto:Meghan.marklewitz@iafc.org)) by 8 PM ET.
- **March 1, 2024**– Vendors will be notified of the acceptance/rejection of their proposal.
- **March 29, 2024** – Contract finalization with accepted vendor.

## Project Timeline

*Vendors may offer an adjusted timeline as long as the timeframes align with those found below.*

1. Requirements Gathering, Analysis, and Production of a System Requirements Document (SRD) for a consolidated and streamlined IAFC Wildfire Programs Achievement Toolkit
  - Business Requirements Document (BRD)
    - **May 7**
  - System Requirements Document (SRD)
    - **June 7**
2. IAFC Wildfire Programs Achievement Toolkit Development
  - Wildfire Programs Achievement Tracking
    - **August 2**
  - Wildfire Programs Achievement Visualization & Reporting
    - **September 6**

## Deliverables List

Task ID	Deliverable Description	Due Date
1.1	Kick-Off meeting with IAFC and detailed minutes	April 5
1.2	Contractor Project Management and Implementation Plan	April 24
1.3	Monthly status reports	Monthly
1.4	Closeout report	September 6
2.1	Business Requirements Document (BRD)	May 7
2.2	System Requirements Document (SRD)	June 7
3.1	Final IAFC Wildfire Programs Achievement Toolkit - Tracking	August 2

3.2	Final IAFC Wildfire Programs Achievement Toolkit - Visualization & Reporting	September 6
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## Proposal Requirements

The technical proposal shall contain the following sections Organization Profile & Experience, Technical Approach, and Project Information. The technical proposal shall not exceed 20 pages (not including a cover page or table of contents), single space, size 11 or 12 font, in PDF or Microsoft Word format. The cost proposal shall not exceed 5 pages, not including a cover page or table of contents, and can primarily be submitted in table or spreadsheet format in PDF, Microsoft Word, or Excel format. The IAFC intends to award this contract on a Firm-Fixed Fee Basis, to include all labor, personnel, and invitational stakeholder travel expenses, and ODCs.

## Technical Proposal Information

### Organization Profile and Experience Information

1. Provide a brief history of your organization, including experience working with the public safety community in applying innovative technology (including Esri and Salesforce) to solve key tracking, operational, analysis, and visualization challenges. This shall include experience with technology, systems, and data integration efforts.
2. Provide a brief summary of two past performance examples your organization has provided related services to the Federal, State, or Local government agencies. Include the total grant or contract award amount, Agency name, Agency point of contact, and a summary of major accomplishments and outcomes.
3. Describe your company's experience with similar projects and the course topics listed in this RFP.
4. Indicate if your organization or company is a certified minority-, veteran-, or women-owned business with the Small Business Administration.
5. Include short bios for key personnel who will be working on this project.

### Technical Approach

1. Describe your programmatic and technical approach in executing all requirements and tasks described in this RFP.
2. Explain your organization's Requirements Gathering & Analysis Process and Methodology.
3. Describe your proposed technology approach for the framework and solutions development process, including configuration of custom solutions and integrations using technology products already within IAFC's existing technology stack, to include Esri ArcGIS and Salesforce.

### Project Information

1. Provide a proposed work plan for executing all tasks, deliverables, and work products within the scope of work.
2. Describe how the project would be managed and your process and response times for responding to project status updates.

## Cost Proposal Information

### Cost Information

1. Breakout the proposed cost information by each of the 3 tasks outlined in this RFP.
2. Provide a summary sheet that includes the total costs by task.

3. Provide detailed cost information including labor category/personnel, fully burdened labor rates, hours, estimated travel costs, and any other direct charges (ODCs).
4. This contract is expected to have a not to exceed value of \$155,000 over five months.

## Award Basis

RFP responses will be evaluated on the following criteria:

- History of the organization in working with public safety community in developing technology-based solutions for preparedness and operational challenges.
- Track record in working on technology projects that involve systems and data integrations and are built with common COTS technology within IAFC's existing technology stack, including Esri ArcGIS and Salesforce.
- Credentials of vendor backed by applicable past performance.
- Experience of vendor developing projects of similar scope and scale.
- Proposed timeline including management milestones in the work breakdown structure.
- Methods of requirements gathering and project management.
- Approach and platform used to coordinate stakeholders, manage requirements, manage stakeholder feedback process, develop, and review prototypes, etc.
- Proposed cost delineated by task for the project.
- Developer's availability during Eastern Standard Time working hours of 9 AM to 5 PM.

By submitting a proposal, contractors acknowledge that they and their affiliates have no undisclosed conflicts of interest.

## Submission Process

**Proposals due:** February 16, 2024

Please email responses for this RFP to Meghan Marklewitz, Program Manager,  
[meghan.marklewitz@iafc.org](mailto:meghan.marklewitz@iafc.org)