



THE HONORABLE ERROLL G. WILLIAMS  
**ORLEANS PARISH ASSESSOR'S OFFICE**  
WWW.NOLAASSESSOR.COM

**Request for Proposals**  
**For**  
**Digital Imaging Services**  
**Street-Level-Photos**

**ORLEANS PARISH ASSESSOR'S OFFICE**

**PROPOSAL DUE DATE:**

**29<sup>th</sup> day of April, 2022**

**4:00 pm (CST)**

March 4, 2022

Dear Respondent:

The Orleans Parish Assessor's Office is soliciting proposals from qualified companies for digital imaging services to provide street-level photos. The professional service will provide images of all buildings within the of the Parish of Orleans. Please consider submitting a proposal of your solution. Review the attachment for details.

Enclosed are the specifications necessary to complete this proposal. Please review these specifications carefully.

All proposals are due no later than 4:00 PM (CST) on the 29th day of April, 2022 and should be sent to:

Orleans Parish Assessor's Office  
Attention: Marina M Kahn, Administrative Director  
City Hall, Room 4E01  
1300 Perdido Street  
New Orleans, LA 70112

Specific submission instructions are highlighted under the "Submission of Proposal" heading of the RFP. The business proposal and price proposal must be submitted in separate packages. A minimum of five (5) Hard Copies must be provided.

A soft copy should also be sent via e-mail with attachment to:  
[mmkahn@orleansassessors.com](mailto:mmkahn@orleansassessors.com)

The Orleans Parish Assessor's Office is an equal opportunity purchaser. All interested and qualified vendors are encouraged to submit a proposal.

Sincerely,

Erroll G. Williams, Assessor  
Orleans Parish

**Contents**

SECTION 1: Introduction ..... 6

SECTION 2: BACKGROUND INFORMATION ..... 6

SECTION 3: Project Information ..... 7

    Section 3.1 Scope of Services: ..... 7

        Section 3.2.1 Implementation Specifications and Requirements ..... 7

        Section 3.2.2 Vendor Responsibilities ..... 8

    Section 3.3 Implementation Project Management ..... 8

    Section 3.4 Acceptance Testing..... 9

        Section 3.4.1 PRE-IMPLEMENTATION ACCEPTANCE TESTING ..... 9

        Section 3.4.2 POST-IMPLEMENTATION ACCEPTANCE TESTING..... 9

    Section 3.5 Problem Resolution..... 10

    Section 3.6 Service Level Agreements and Remedies ..... 10

Section 4: RFP Schedule and Contact Information..... 10

    Section 4.1 RFP Schedule – Tentative ..... 10

    Section 4.2 PRE-PROPOSAL CONFERENCE..... 10

    Section 4.3 Late Proposals and Other Requirements..... 10

    Section 4.4 Department Contact..... 11

    Section 4.5 Disqualification of Vendors ..... 12

    Section 4.6. Contract Negotiations..... 12

Section 5: Proposal Format and Submittals ..... 13

    Section 5.1 RFP Submittal ..... 13

    Section 5.2 Sealed Package ..... 13

    Section 5.3 Transmittal Letter ..... 14

    Section 5.4 Detailed Proposal Requirements..... 14

        Section 5.4.1 TABLE OF CONTENTS ..... 14

        Section 5.4.2 SECTION – EXECUTIVE SUMMARY ..... 14

        Section 5.4.3 – Company Overview ..... 14

Section 5.4.4 – Experience and References .....	15
Section 5.4.5 Sample Digital Photos .....	15
Section 5.4.6 – Proposed Solution Overview.....	15
Section 5.4.6.1 Alternative Solutions .....	16
Section 5.4.6.2 Project Approach and Methodology .....	16
Section 5.4.7 – Response to Detail Requirements .....	16
Section 5.4.7.1 Response Guidelines.....	16
Section 5.4.8- Exception to Specifications .....	16
Section 5.4.9 Section– Additional Information .....	17
Section 5.4.10 Changes to Proposal .....	17
Section 5.4.11 Section – Pricing .....	17
Section 6: Proposal Evaluation and Selection Criteria .....	17
Section 6.1 Proposal Evaluation and Selection Criteria.....	17
Section 6.1.1 Evaluation Process.....	17
Section 6.1.2 Evaluation and Selection Committee .....	17
Section 6.1.3 Evaluation Criteria .....	18
Section 6.1.4 Proposal Evaluation .....	18
Section 6.1.5 Oral Presentation .....	19
Section 6.1.6 General Information about Proposal; Submission, Evaluation & Selection .....	19
Section 6.1.7 Recommendation for Award .....	20
Section 7: Request for Proposal General Requirements.....	20
Section 7.1 Assessor’s Office Rights .....	21
Section 7.2 Interest of Members of the Assessor’s Office .....	21
Section 7.3 Equal Opportunity Statement .....	21
Section 7.4 Non-Discrimination .....	21
Section 7.5 Disability Compliance Requirements.....	21
Section 7.6 Insurance .....	21
Section 7.7 Hold Harmless .....	22

Section 7.8 Assignment or Transfer of Interest.....	22
Section 7.9 General Compliance .....	23
Section 7.10 Performance Monitoring.....	23
Section 7.11 Independent Contractor.....	23
Section 7.12 Accounting Standards.....	23
Section 7.13 Retention of Records.....	23
Section 7.14 Data Practices.....	23
Section 7.15 Inspection of Records .....	24
Section 7.16 Travel.....	24
Section 7.17 Termination .....	24
Section 7.18 Ownership of Materials.....	25
Section 7.19 Intellectual Property.....	25
Section 8: Appendix A: Proposal Pricing.....	25
Section 8.1 Pricing Structure .....	25

## **Section 1: Introduction**

The Orleans Parish Assessor (hereafter referred to as “the Assessor’s Office”) is requesting proposals from qualified professional firms to provide the Assessor’s Office with high resolution street level imagery. The office currently photographs street level images taken as needed by the Assessor’s Office staff. This approach has resulted in approximately 65% of the City’s buildings imaged in the Assessor’s Office’s file. The Assessor’s Office uses this street level imagery in a number of ways, including but not limited to use in a standalone desktop application and as part of an integrated GIS solution within the Assessor’s Office Computer Assisted Mass Appraisal (CAMA) system. The Assessor’s Office seeks a solution that will photograph all of the buildings in the Parish of Orleans and deliver a file that can be utilized across many organizational units. Data files of Joint Photographic Experts Group (jpeg) format, named according to the specifications of the Assessor’s Office, are required for this project.

The Assessor’s Office reserves the right, to (a) accept or reject in part or in its entirety any proposal received as a result of this RFP and (b) award one or more contracts to one or more qualified Consultants as necessary to achieve the objectives of this RFP if it is in the best interest of the Assessor’s Office to do so, as determined, solely by the Assessor’s Office.

## **SECTION 2: BACKGROUND INFORMATION**

### ***About Orleans Parish Assessor’s Office***

New Orleans is a major United States port and the largest city and metropolitan area in the state of Louisiana. According to the United States Census bureau, the city has a total area of 350.2 square miles of which 180.56 square miles, or 51 percent is land. The city is located in the Mississippi River Delta on the east and west banks of the Mississippi River and south of Lake Pontchartrain.

New Orleans is world-famous for its abundance of unique architectural styles which reflect the city’s historical roots and multicultural heritage. New Orleans possesses numerous structures of national architectural significance and is revered for the quantity and quality of historic structures. There are approximately 164,753 real property parcels in Orleans Parish. Of these, 143,927 are residential properties, 11,376 are exempt properties, and 9,450 are commercial properties. The Assessor’s Office estimates that approximately 128,202 contain structures or buildings.

New Orleans has a population of approximately 383,551 and the Orleans Assessor’s office has subdivided the Parish into 396 residential assessment neighborhoods, and 142 commercial assessment neighborhoods.

The Assessor’s Office utilizes the Tyler Technologies CAMA System. These files contain information regarding property owner, names, address, parcel descriptions, assessments, etc.

## **Section 3: Project Information**

### **Section 3.1 Scope of Services:**

The scope of service is to photograph and store pictures of the front-face of all buildings for all properties in Orleans Parish. Image data must adhere to the naming convention of the Assessor's Office and be successfully integrated into the Assessor's Office's data-base by the Vendor. The Assessor's Office expects the Vendor to capture approximately 165,197 street-level images. If more than one image is taken per parcel, the image that captures the largest percentage of building detail should be flagged as the "best" and the default property image.

Residential structures containing four or fewer units must be photographed from street-front elevation only (i.e. taken only from the public right of way). Images of apartment complexes comprised of multiple buildings shall be taken at the vantage necessary to best represent each building type and number of buildings contained in the parcel. Images of retail, office, warehouse, manufacturing and other related property uses should be captured from street-front elevations. Multiple images may be needed for many of these parcels.

### **Section 3.2.1 Implementation Specifications and Requirements**

- Images are to be provided per JPEG format on External Hard Drives, and on Media or in formats agreed to by both parties which would allow storage of the images on the Assessor's Office's existing hardware.
- Require front images of all buildings to be unobstructed curbside, public right-of-way views of each parcel, i.e. do not go into private property without the owner's permission.
- Full resolution images with clear focused image.
- Date and Time when image shot.
- Images for use in corporate software (approx. 200kb max).
- Images are to be captured at approximately 10 megapixels and between .05 and 3MB each in size.
- Imagery is to have GPS location/coordinates and azimuth (photo direction). GPS coordinate point must be captured for the location of each image and included in photo metadata. Accuracy should be within one meter.
- Coordinates should be in (ft) using NAD 1983 State Plane Louisiana South Projections
- Imagery is to be captured between March 29th and May 30th of this year.
- Imagery is to be cropped resulting in building taking a minimum of 40% of frame.
- The street-front shot shall not exceed a 45 degree angle.
- Image of building shall be within full frame of picture.
- Imagery is to be captured during daylight hours (Weather permitting).
- Imagery should have adequate tint, brightness and contrast so that a viewer with 20/20 vision can accurately and easily distinguish color and property detail.
- Imagery may be captured using either a stationary method or mobile method.
- Notes or categories describing potential issues with the photo (i.e. obstructions, foliage, gates, etc.) shall accompany said photo.
- The Assessor's Office will own the data collected (Vendors will have the right to sell the data to other interested parties with the prior written permission of the Assessor's Office).
- The faces of people captured in the photos are to be blurred to comply with privacy

obligations.

- The license plates of vehicles in the photos are to be blurred to comply with privacy obligations.
- Views of the interior of the residential improvements which are normally enclosed are to be blurred.
- Data is to be delivered on a portable hard drive or like media.
- Imagery is to be indexed to parcel id and stored in industry standard JPEG format.
- Imagery is to be delivered no later than one month after the official start date.
- All warranty agreements attached.
- The Assessor's Office will evaluate the quality of the imagery received for 30 business days after receipt of the data before any payments will be made or released.
- Image should be named according to the parcel id.
- An index should be provided including the following fields: Parcel ID, Image file name, x, y, azimuth.
- Images to be readily compatible with Pictometry web version 1.10.2 and Pictometry EFS Version 2.7, Production release 1, Revision 14.

### **Section 3.2.2 Vendor Responsibilities**

- Provide detailed workflow specifications that outlines data storage and compliance with naming conventions established by the Assessor's Office.
- Store images in an industry standard format (JPEG) with NO proprietary headers
- Provide images of all buildings in the Parish of Orleans. Meeting current IAAO (International Association of Assessing Officers) desktop review standards (Attachment A)
- Capture images with Digital SLR technology allowing the viewer to pan to the left and right of the primary image and look "up and down" to view curb and taller buildings in proximity of the primary image.
- The Assessor's Office expects to be able to print any image, save and place the image into the system's database.
- The Assessor's Office expects to be able to edit, add, delete and replace images/and or identifying numbers
- Provide image and comparable property query in searchable form.
- Provide electronic labeling of each image using the Assessor's Office's parcel ID, each such label to be white background with black text, Courier 24 point, bold font
- In the case of multiple images for a parcel, the Vendor shall state the manner in which they will be indexed and accessed
- All images, regardless of how originally captured, shall be provided to the Assessor's office upon completion of the project; i.e. Vendor shall not retain copies without prior written permission from the Assessor's Office.
- The Vendor will invoice only after acceptance and approval of submitted batches of 5,000 images

### **Section 3.3 Implementation Project Management**

The successful Vendor will name a project manager as a single point of contact for the project. This person must be empowered to authorize changes, and will be expected to resolve any problems or issues that cannot be immediately resolved by the on-site implementation project manager such as scheduling, supervision, inspection, and status reporting. On site



requirements for this person will be determined during the creation of the Statement of Work.

The Assessor's Office will specify a project manager for this implementation project. This individual will provide a single point of contact for the Vendor, and will assist in coordinating work between the Assessor's Office and the Vendor. Any disputes between the Assessor's Office and the Vendor will be resolved by the Assessor's Office after due consultation, as determined by the Assessor's Office, between the Vendor's designated management representative and the Assessor or his designee.

Weekly status reports will be given by the Vendor's project manager in writing, at a mutually agreed upon time after contract award or as requested by the Assessor's Office project manager. These status reports will recap work done and bring attention to anything that may cause a delay in completing implementation.

### **Section 3.4 Acceptance Testing**

The Assessor's Office requires a full acceptance test plan before importing data to the production environment. Vendor must propose an Acceptance Test Plan that shall identify tests required to validate that the data received meets the requirements of the contract.

Vendor should indicate the scope of testing required, as well as the time and resources that will be needed from the Assessor's Office to complete the testing. The Assessor's Office will perform acceptance testing with the vendor, evaluate all acceptance test results, and prepare an acceptance decision letter to the Vendor within ten working days after completion of the reliability test. The decision may be to accept or not accept the product. The decision will be to accept the images unless there is one major defect or an extensive list of minor defects that need correction. A major defect is one that affects the quality of the product or deviates from the specification of this RFP. An acceptance letter may be accompanied with a list of minor items that shall be satisfactorily completed before final payment is made.

Payment schedule must reflect that Acceptance Testing will be performed and accepted prior to final payment for products and services. Acceptance testing can be done as each phase/module is delivered. The following summarizes the testing to be performed. Upon award of this contract and prior to the start of any project phase, an Acceptance Test Plan (ATP) document will be prepared to define the specific tests and the pass/fail criteria.

#### **Section 3.4.1 Pre-Implementation Acceptance Testing**

Vendors should define a schedule of pre-testing and on-site acceptance testing for their proposed solution that will be discussed and agreed to by the Assessor's Office. This testing schedule should cover all the elements set out within the statement of requirements.

#### **Section 3.4.2 Post-Implementation Acceptance Testing**

Vendors should define a schedule of testing that will occur after the solution has been implemented to ensure that all elements of the solution are working as expected following implementation.

### **Section 3.5 Problem Resolution**

The Assessor's Office will agree on change control, problem management and problem resolution procedures with the Vendor, but at the Assessor's sole discretion. All problems found during testing should be resolved by the Vendor, at no expense to the Assessor's Office. Vendors shall agree to a payment system adjustment, should problem resolution delay implementation.

### **Section 3.6 Service Level Agreements and Remedies**

Vendors should provide a service level agreement and remedies for image quality issues and problems for the Assessor's approval and/or acceptance.

## **Section 4: RFP Schedule and Contact Information**

### **Section 4.1 RFP Schedule – Tentative**

The planned schedule of RFP events will help the Vendor prepare its proposal. The key events and deadlines for the proposal process follows:

RFP Available to Vendors	March 11, 2022
Vendor Pre-Proposal Conference	March 25, 2022
Questions Due from Vendors	April 1, 2022
Responses to Questions Available	April 15, 2022
Proposals Due	April 29, 2022
Vendor Selection	May 13, 2022

### **Section 4.2 Pre-Proposal Conference**

A non-mandatory pre-proposal conference will be held on the 25<sup>th</sup> day of March, 2022 from 11:00 a.m. to 12:00 p.m. CST. The conference will be held at the Orleans Parish Assessor's Office – Conference Room, 4<sup>th</sup> Floor of City Hall, 1300 Perdido New Orleans, LA. 70112.

**Deadline for Receipt of Proposals: April 29th, 2022 by 4:00 PM (CST)**

**Place of Submission: Orleans Assessor's Office  
Attention: Marina M. Kahn, Administrative Director  
City Hall, Room 4E01  
1300 Perdido Street  
New Orleans, LA 70112**

### **Section 4.3 Late Proposals and Other Requirements**

Proposals received by the Assessor's Office after the specified time and date are deemed to be late, and may not be considered. Any proposal may be withdrawn prior to the above scheduled

deadline for proposal receipt.

It is the responsibility of the Vendor to clearly mark and identify all sections or content of the proposal that, in the Vendor's opinion, contain trade secrets, confidential information, and other proprietary information. Such information as identified in the proposals that are subject to the limitations contained in Louisiana Public Records Statutes shall not be open for public inspection at any time.

All responses, proposals, and accompanying documentation except proprietary and intellectual property of the Vendor, shall become the property of the Orleans Parish Assessor's Office.

If the proposal represents offerings to be made by different firms or organizations, (i.e. sub-contractors of the Vendor), the Assessor's Office will do business only with the Vendor and will require the Vendor's organization to assume responsibility for its sub-contractors as the Prime Contractor for the total project.

A Power of Attorney authorizing agents or others to sign the proposal on behalf of the Vendor must be certified and notarized in writing.

**Section 4.4 Department Contact**

During review of the RFP and preparation of proposals, Vendors may discover certain errors, omissions or ambiguities. If so, or if in doubt about the meaning of any part of this RFP, submit written questions to Marina M. Kahn, the designated department contact. Do not rely on oral instructions or clarifications. Please direct all questions in writing to:

**mmkahn@orleansassessors.com**  
**Marina M. Kahn - Orleans Parish Assessor's Office**  
**City Hall, Room 4E01**  
**1300 Perdido Street**  
**New Orleans, LA**

Phone calls **will not** be accepted. Do not contact any other Assessor's Office employee or official regarding the RFP process.

All questions concerning the RFP must reference the RFP page number, section heading, and paragraph. Questions must be concisely stated and be numbered in sequential order.

All questions must be submitted by 12:00 p.m. CST on the 1st day of April, 2022. Responses to all written questions will be sent to all known and interested Vendors. Questions submitted after the deadline will not be answered.

During the proposal process, all contact between Assessor's Office staff and Vendors shall be coordinated through the designated representative with no exceptions. If assumptions are made about the meaning or accuracy of any part of this RFP, Vendors shall state that in the proposal.

If the Vendor does not ask questions or clarify any assumptions, the Assessor's Office will assume the Vendor agrees with and understands the requirements and that the Vendor's offering will meet those needs at the prices stated.

## **Section 4.5 Disqualification of Vendors**

Vendor proposals may be disqualified for any of the following reasons:

- Failure to meet minimum qualifications;
- Failure to abide by minimum requirements of the RFP as presented herein;
- If the Assessor's Office has reason to believe collusion exists among the Vendors;
- Vendor having defaulted on a previous contract, or having performed poorly on a previous contract;
- Lack of competency, skill, judgment, financial capability, integrity, reputation, reliability or responsibility to perform the work as revealed by the proposal, questionnaires, financial statement, performance history or other relevant information obtained by the Assessor's Office, and/or as determined at the sole discretion of the Assessor's Office.

## **Section 4.6. Contract Negotiations**

Contract negotiations between parties will take place between the Vendor and the Assessor's Office. The Assessor's Office reserves and in its sole discretion may, but shall not be required to, exercise the following rights and options with respect to the contract negotiation and award process resulting from this RFP.

The Assessor's Office reserves the right to enter into post-submission negotiations and discussions with any one or more Vendors regarding price, scope of services and/or any other terms of their proposals and such other contractual terms as the Assessor's Office may require at any time prior to execution of a final contract. The Assessor's Office may, at its sole election, enter into simultaneous, competitive negotiations with multiple Vendors or negotiate with an individual Vendor. Negotiations with Vendors may result in the enlargement or reduction of the scope of services, or changes in other terms that are material to the RFP and the submitted proposals. In such event, the Assessor's Office shall not be obligated to inform other Vendors of the changes, nor to permit them to revise their proposals in light thereof, unless the Assessor's Office, in its sole discretion, determines that doing so is in the best interest of the Assessor's Office.

In the event any Vendor negotiations are not satisfactory to the Assessor's Office, the Assessor's Office reserves the right to discontinue such negotiations at any time; and to enter into negotiations with another Vendor. The Assessor's Office reserves the right not to enter into any contract with any Vendor, with or without re-issue of the RFP, if the Assessor's Office determines that such is in the best interest of the Assessor's Office. The Assessor's Office may choose to terminate the Request for Proposal Process and not enter into a Contract with any of the Vendors.

## **Section 5: Proposal Format and Submittals**

### **Section 5.1 RFP Submittal**

Write the title of the RFP on front of the return envelope. The entire package (or individual copies or volumes, as desired) must be sealed and addressed to:

**Place of Submission: Orleans Parish Assessor's Office  
Attention: Marina M. Kahn, Administrative Director  
City Hall, Room 4E01  
1300 Perdido Street  
New Orleans, LA 70112**

Vendors must include the following information and documents in the following order:

- Sealed package identified with the title "Digital Imaging Services Proposal"
- Sealed package must include proposal price documents separately.
- Transmittal letter signed by the appropriate authorities.
- Five (5) Sets of the Detailed Proposal and Required Forms plus the "Original"
- CD Copy of the Proposal and Required Forms
- Separate CD Copy containing the price proposal documents

### **Section 5.2 Sealed Package**

Mark plainly on the outside of the package "Digital Imaging Services Proposal". Indicate the due date is the "29<sup>th</sup> day of April, 2022" on the package and clearly indicate a return address. Failure to do this may cause the proposal to be misplaced and not considered.

For ease of handling and reference, please submit the proposal on 8-1/2" by 11" paper in a ring binder or other binding. It will help the evaluation and negotiation process if each page is numbered, including technical or marketing materials submitted with the proposal. The original, clearly marked "Original", and five legible copies are required. Oral, telephonic or e-mail proposals will not be considered. Additionally, submit one electronic version of the proposal on a CD in Microsoft Word format or compatible format. The CD should be labeled "Digital Imaging Services Proposal" with the Vendor's name and be included in the sealed package with the hardcopy proposals.

The pricing portion of the proposal should be contained in a separate sealed package and marked in the same manner.

All responses, proposals, and accompanying documentation except proprietary and intellectual property of the Vendor, so identified and marked, shall become the property of the Assessor's Office and will not be returned.

### **Section 5.3 Transmittal Letter**

Submit a letter on company letterhead, indicating the information included above (Title of the RFP and Date) and signed by an official with authority binding the Vendor's organization. The authorized official must certify that the proposal will remain valid for 90 days from the date submitted and that, upon award of contract all prices shall be firm and valid for the duration of the contract. In addition, the transmittal letter shall indicate that the Vendor's company agrees to be bound by the proposal included in the original proposal submission without modification.

The letter should contain a brief statement of the Vendor's understanding of the products and services the Assessor's Office is seeking to procure. Please provide the name, title, address, e-mail address, fax number and telephone number of the Vendor's primary contact for the project.

### **Section 5.4 Detailed Proposal Requirements**

Vendors must organize their proposals as defined below to ensure consistency and to facilitate the evaluation of all responses. All the sections listed below must be included in the proposal, in the order presented with the Section Number listed. The required proposal sections are:

#### **Section 5.4.1 Table of Contents**

A table of contents providing a listing for each section of the proposal is required, including the Appendices and any additional material submitted.

#### **Section 5.4.2 Executive Summary**

The executive summary should provide a concise summarization of the products and services being proposed to meet the Assessor's Office needs and why it is the solution the Assessor's Office should decide to implement. The Vendor should also summarize their qualifications and similar experience in similar sized operations and how this experience indicates the Vendor's solution is suitable for the Assessor's Office.

#### **Section 5.4.3 – Company Overview**

This section should provide information about the Vendor's company, services, and corporate structure - including an organizational review, key contacts, and customer relations. This section must include the following information:

1. A brief description of the company
2. Company history
3. Current size of company
4. Company location
5. Length of time in business
6. Length of time providing type of service outlined in this proposal

7. Length of time in business with local government entities
8. Qualifications of the company to respond to this RFP
9. Description of the company's involvement, if any, with setting of standards in areas relevant to this proposal
10. Names, addresses, telephone numbers, email addresses of principal company contacts for this RFP response
11. Identify proposed key personnel to perform the following roles:
  - Project Manager: the individual identified by Vendor who will be responsible for the deliverables as described in the RFP
  - Back-up Project Manager: the individual who will be able to fulfill the project manager role in the event that the original named person is unavailable
  - Other key personnel including technical personnel
  - Brief resume of key persons, specialists and individual consultants that shall be assigned to this project

**NOTE:** Vendor background provided must apply to the company that is seeking the contract award, not Vendor's parent company, subsidiary, supplier, or agent. If partnering with another company, background must be supplied for both companies.

#### **Section 5.4.4 – Experience and References**

Provide at least three references where the proposed solution or similar solution is in operation. References must include:

- Contact Name
- Contact Address
- Contact Telephone
- Contact Number
- Contact E-mail Address

The submission of a proposal shall constitute the Vendor's authorization to contact the references.

#### **Section 5.4.5 Sample Digital Photos**

Provide five (5) CD's or DVD's each with five (5) sample digital photos (each sample must be of a different residential property) in JPEG file format, with the proposal. The images are to be captured approximately 10 megapixels and between .05 and 3MB each in size. All sample photo submissions will be viewed at actual size in Microsoft Windows operating system. Photo samples should include a variety of detached residential and commercial property types.

#### **Section 5.4.6 – Proposed Solution Overview**

A brief description of the proposed solution must be provided so the Evaluation and Selection Committee can gain a basic understanding of the standard capabilities of the solution. System strengths and weaknesses should be clearly noted.

### **Section 5.4.6.1 Alternative Solutions**

If alternative solutions are offered, please submit the information in the same format, as a separate proposal.

### **Section 5.4.6.2 Project Approach and Methodology**

The Assessor's Office expects the vendor to:

- Develop a detailed project plan, including dates and timelines for the completion of the project
- Communicate regularly with the Assessor's Office's project manager on the status of the project and any issues/constraints encountered
- Manage project issues and risks
- Ensure the quality of the deliverables

### **Section 5.4.7 – Response to Detail Requirements**

This section must include the responses to the requirements specified in Section 3 Services. The response forms will differ depending upon the requirements being responded to. In most cases the response will indicate how the Vendor meets the requirements. The response must include any exceptions, conditions, qualifications, or alternatives for meeting the specified requirements.

#### **Section 5.4.7.1 Response Guidelines**

- Describe how the Vendor will ensure that the Assessor's Office receives the best possible photo.
- Describe the resolution (in pixels) and file size (in MB) of photos produced.
- Describe what metadata for each photo will be captured and stored.
- Describe further metadata or attributes that are collected for each photo.
- Describe the file format used to store and deliver metadata.
- Describe whether the proposed method of capturing photos will be stationary method (i.e. photos captured at a standstill for each parcel/property) or mobile (i.e. several photos are taken from a vehicle moving down a street).
- Describe the accuracy and model of the GPS unit used.
- Describe whether the clarity and resolution of the photo is high enough to determine the condition and quality of subject properties.

#### **Section 5.4.8- Exception to Specifications**

Although the specifications in the requirements section represent anticipated needs of the Assessor's Office there may be instances in which it is in the best interest of the Assessor's Office to permit exceptions to specifications and accept alternatives. If such exceptions and/or alternatives are suggested they must be approved in writing by the Assessor's Office.



### **Section 5.4.9 Section– Additional Information**

All additional information the Vendor deems as pertinent to their proposal must be included in this section.

### **Section 5.4.10 Changes to Proposal**

Upon submitting bid proposal, the Vendor will not change the wording of its proposal nor will any words or comments be added to the proposal unless requested by the Assessor's Office for purposes of clarification.

### **Section 5.4.11 Section – Pricing**

The Vendor must provide detailed descriptions of the solution to be delivered as part of this contract.

All costs to the Assessor's Office must be specified in Appendix A. The schedule shall include all solution costs.

The Assessor's Office will not pay any costs associated with the preparation, transmittal, or presentation of any proposals or material submitted in response to this RFP.

## **Section 6: Proposal Evaluation and Selection Criteria**

### **Section 6.1 Proposal Evaluation and Selection Criteria**

The Assessor's Office will conduct a comprehensive, fair and impartial evaluation of all qualified proposals received in response to this RFP received by the proposal due date and time specified in this request.

The successful Vendor(s) will be selected on the basis of a comprehensive solution, pricing, and implementation plan as defined in this section.

#### **Section 6.1.1 Evaluation Process**

Each proposal received will first be reviewed in a pre-evaluation process to determine responsiveness and completeness of the proposal, and that the Vendor meets the minimum requirements of the project. Proposals that meet the minimum requirements listed below will be included in the full evaluation process. If any of the minimum RFP requirements are not met by the Vendor or not stated in their proposal, the Vendor's proposal will be rejected and not considered in the evaluation process.

#### **Section 6.1.2 Evaluation and Selection Committee**

Members of the Assessor's Office staff, IT staff and any other departments deemed necessary by the Assessor's Office, will serve as an Evaluation and Selection Committee. The Evaluation and Selection Committee will determine the responsiveness and acceptability of each proposal according to the pre-established criteria described below and develop an overall ranking.

### **Section 6.1.3 Evaluation Criteria**

The criteria upon which evaluation of the proposals will be based include, but are not limited to the following:

- The ability of the Vendor to provide a solution that best meets the business requirements described in Section 3 of this RFP
- References from persons knowledgeable of the Vendor's ability to fulfill the terms of the contract
- Economic feasibility and justification of all costs
- General and financial stability of the company and years in business
- Vendor willingness and ability to negotiate a contract acceptable to the Assessor's Office
- Quality of the proposal and demonstrations (if required)
- Ability for the vendor to provide quality training and documentation
- Small & Underutilized Business Enterprise Program (SUBP) compliance (if applicable) and insurance requirements
- Willingness to determine the best proposal submitted in the interest of the Assessor's Office **and ability and willingness to renew contract for additional optional years**

The evaluation panel reserves the right to reject any or all proposals should they be deemed unsatisfactory or to conclude that there are no satisfactory proposals and discontinue evaluations. The Assessor's Office reserves the right to determine the best proposal submitted in the interest of the Assessor's Office, in its sole discretion.

### **Section 6.1.4 Proposal Evaluation**

Each proposal will be evaluated in each of the major categories listed in section 6.1.3. The evaluation process will be used to determine the short list of Vendors who qualify for further evaluation.

The Assessor's Office in its sole discretion may require a Vendor to make a presentation of its proposal to the Selection Committee to be held at the Assessor's Office, at no cost to the Assessor's Office, to address the Vendor's ability to satisfy the requirements for this RFP. However, the Assessor's shall not be required to permit any Vendor to make such a demonstration.

Cost to the Assessor's Office is a material factor, but not the sole or necessarily the determining factor in proposal evaluation. The Assessor's Office may, in its sole discretion, award a contract resulting from this RFP to a person or entity other than the responsible and qualified Vendor submitting the lowest price. The contract will be awarded to the Vendor whose proposal the Assessor's Office determines, in its sole discretion, is the most advantageous to and in the best interest of the Assessor's Office.

Proposal Evaluation will include assessment of the Vendor's qualifications, technical solutions, cost proposals, and such other information and investigations as the Assessor's Office deems necessary and appropriate. The Assessor's Office in its sole discretion, may but shall not be required to, reject without further consideration or explanation, the proposal of any Vendor that

has not demonstrated, in the Assessor's office sole judgment, that it satisfies the qualifications criteria provided in the proposal format and submittals section of this RFP. The Assessor's Office may, at any time, investigate a Vendor's ability to perform the work. The Assessor's Office may ask for additional information about a company and its work on previous contracts.

The Assessor's Office may, at any time, investigate a Vendor's ability to perform the work. The Assessor's Office may ask for additional information about a company and its work on previous contracts.

Vendors may choose not to submit information in reply to the Assessor's Office requests; however, if failure to submit such information does not clarify the Assessor's Office questions concerning the ability to perform, the Assessor's Office may discontinue further consideration of a particular proposal.

Please be aware that the Assessor's Office may use sources of information not supplied by the Vendor concerning the abilities to perform this work. Such sources may include, for instance, current or past customers of the organization; current or past suppliers; articles from trade magazines; news releases and related publications; and/or articles from other published sources such as industry newsletters or from non-published sources made available to the Assessor's Office.

#### **Section 6.1.5 Oral Presentation**

Selected Vendors may be invited to make an on-site demonstration and presentation of the proposed solutions.

Prior to the on-site demonstrations selected vendors will be provided with an agenda. Presentations will be evaluated on how well they correspond to the agenda.

#### **Section 6.1.6 General Information about Proposal; Submission, Evaluation & Selection**

The Assessor's Office reserves the right, in its sole discretion, to reject all proposals and reissue this RFP at any time prior to execution of a final contract; to require, in any RFP for similar products and/or services that may be issued subsequent to this RFP, terms and conditions that are substantially different from the terms and conditions set forth in this RFP; and/or to cancel this RFP with or without issuing another RFP.

The Assessor's Office reserves and in its sole discretion may, but shall not be required to, exercise the following rights and options with respect to the proposal submission, evaluation and selection process under this RFP.

- To reject any proposals if, in the Assessor's Office sole discretion, the proposal is incomplete, the proposal is not responsive to the requirements of this RFP, the Vendor does not meet the qualifications set forth in the RFP, or it is otherwise in the best interest of the Assessor's Office's to do so
- To supplement, amend, substitute or otherwise modify this RFP at any time prior to

selection of one or more Vendors for negotiation and to cancel this RFP with or without issuing another RFP

- To accept or reject any or all of the items in any proposal and award the contract(s) in whole or in part if it is deemed in the Assessor's Office's best interest to do so
- To reject the proposal of any Vendor that, in the Assessor's Office's sole judgment, has been delinquent or unfaithful in the performance of any contract with the Assessor's Office or with others, is financially or technically incapable or is otherwise not an acceptable and responsible Vendor
- To reject as non-responsive or otherwise non-compliant with the requirements of this RFP any Proposal which, in the Assessor's Office's sole judgment, is incomplete, is not in conformity with applicable law, is conditioned in any way that is unacceptable to the Assessor's Office, deviates from this RFP and its requirements, contains erasures, ambiguities, or alterations, or proposes or requires items of work not called for by this RFP
- To waive any informality, defect, non-responsiveness and/or deviation **from this** RFP and its requirements that is not, in the Assessor's Office's sole judgment, material to the proposal
- To permit or reject at the Assessor's Office's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections of proposals by some or all of the Vendors following proposal submission
- To request that some or all of the Vendors modify proposals based upon the Assessor's Office's review and evaluation, at the Assessor's Office's sole discretion
- To request additional or clarifying information or more detailed information from any Vendor at any time; before or after proposal submission, including information inadvertently omitted by the Vendor
- To inspect and otherwise investigate projects performed by the Vendor, whether or not referenced in the proposal, with or without the consent of or notice to the Vendor
- To conduct such investigations with respect to the financial, technical, and other qualifications of each Vendor as the Assessor's Office, in its sole discretion, deems necessary or appropriate
- To waive and/or amend any of the factors identified in Section 5 Proposal Format and Submittals and elsewhere in this RFP as pertaining to the Vendor's qualifications.

### **Section 6.1.7 Recommendation for Award**

The Evaluation and Selection Committee will recommend that the award be made to the responsible Vendor whose best and final offer is determined by the Assessor's Office to be the most advantageous to the Assessor's Office taking into consideration the relative importance of price and other evaluation factors.

## **Section 7: Request for Proposal General Requirements**

The General Requirements are terms and conditions that the Assessor's Office expects all of its Vendors to meet. By proposing, the Vendor agrees to be bound by these requirements unless otherwise noted in the Proposal. The Vendor may suggest alternative language to any section.

Some negotiation is possible to accommodate Vendor's suggestions.

**Section 7.1 Assessor’s Office Rights**

The Assessor’s Office reserves the right to reject any or all proposals or parts of proposals, to accept part or all of proposals on the basis of considerations other than lowest cost, and to create a project of lesser or greater expense and reimbursement than described in the Request for Proposal, or the respondent's reply based on the component prices submitted.

**Section 7.2 Interest of Members of the Assessor’s Office**

The Vendor agrees that no member of the governing body, officer, employee or agent of the Assessor’s Office shall have any interest, financial or otherwise, direct or indirect, in the Contract.

**Section 7.3 Equal Opportunity Statement**

Vendor agrees to comply with the provisions of all applicable Federal, State and City of New Orleans’ statutes, ordinances and regulations pertaining to civil rights and nondiscrimination.

**Section 7.4 Non-Discrimination**

The Vendor will not discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, sex, national origin, affection preference, disability, age, marital status or status with regard to public assistance or as a disabled veteran.

**Section 7.5 Disability Compliance Requirements**

All Vendors hired by the Assessor’s Office are required to abide by the regulations of the U.S. Americans with Disabilities Act of 1990 (ADA) which prohibits discrimination against individuals with disabilities. The Vendor will not discriminate against any employee or applicant for employment because of their disability and will take affirmative action to ensure that all employment practices are free from such discrimination. Such employment practices include but are not limited to the following: hiring, promotion, demotion, transfer, recruitment or recruitment advertising, layoff, discharge, compensation and fringe benefits, classification, referral and training. The ADA also requires Vendors associated with the Assessor’s Office to provide qualified applicants and employees with disabilities with reasonable accommodation that does not impose undue hardship. Vendors also agree to post in a conspicuous place, accessible to employees and applicants, notices of their policy on non-discrimination.

In the event of the Vendor's noncompliance with the non-discrimination clauses of this Contract, this Contract may be canceled, terminated, or suspended, in whole or part, and the Vendor may be declared ineligible by the Assessor’s Office.

**Section 7.6 Insurance**

Insurance secured by the Vendor shall be issued by insurance companies acceptable to the Assessor’s Office and authorized to do business in the State of Louisiana. The insurance specified may be in a policy or policies of insurance, primary or excess. Such insurance shall be in force on the date of execution of the Contract and shall remain continuously in force for

the duration of the Contract. The Vendor and its sub-contractors shall secure and maintain the following insurance:

- (a) Workers Compensation insurance that meets the statutory obligations with Coverage B-Employers Liability limits of at least \$100,000 each accident, \$500,000 disease - policy limit and \$100,000 disease each employee.
- (b) Commercial General Liability insurance with limits of at least \$2,000,000 general aggregate, \$2,000,000 products - completed operations \$2,000,000 personal and advertising injury, \$100,000 each occurrence fire damage and \$10,000 medical expense any one person. The policy shall be on an "occurrence" basis, shall include contractual liability coverage and the Assessor's Office shall be named an additional insured.
- (c) Commercial Automobile Liability insurance covering all owned, non-owned and hired Automobiles with limits of at least \$500,000 per accident.
- (d) Professional Liability Insurance – Errors & Omissions coverage \$1,000,000 per claim and as an annual aggregate

Acceptance of the insurance by the Assessor's Office shall not relieve, limit or decrease the liability of the Vendor. Any policy deductibles or retention shall be the responsibility of the Vendor. The Vendor shall control any special or unusual hazards and be responsible for any damages that result from those hazards. The Assessor's Office does not represent that the insurance requirements are sufficient to protect the Vendor's interest or provide adequate coverage. A thirty (30) day written notice is required if the policy is canceled, not renewed or materially changed. The Vendor shall require any of its subcontractors, if sub-contracting is allowable under this Contract, to comply with these provisions.

### **Section 7.7 Hold Harmless**

The Vendor agrees to defend, indemnify and hold harmless the Assessor's Office, its officers, its employees and its contractor's from any and all liabilities, claims, damages, costs, judgments, and expenses, including reasonable attorney's fees, resulting directly or indirectly from any proven or alleged negligent act or omission of the Vendor, its employees, its agents, or employees of subcontractors, in the performance of the work or services provided by or through this Contract or by reason of the failure of the Vendor to fully perform, in any respect, any of its obligations under this Contract.

### **Section 7.8 Assignment or Transfer of Interest**

The Vendor shall not assign any interest in the Contract, and shall not transfer any interest in the same either by assignment or notation without the prior written approval of the Assessor's Office, provided, however, that claims for money due or to income due to the Vendor may be assigned to a bank, trust company or other financial institution, or to a Trustee in Bankruptcy without such approval. Notice of any such assignment or transfer shall be furnished to the Assessor's Office. The Vendor shall not subcontract any services under this Contract without prior written approval of the Assessor's Office.

### **Section 7.9 General Compliance**

The Vendor agrees to comply with all applicable Federal, State and local laws and regulations governing funds provided under this contract.

### **Section 7.10 Performance Monitoring**

The Assessor's Office will monitor the performance of the Vendor against goals and performance standards required herein. Substandard performance as determined by the Assessor's Office will constitute non-compliance with this Contract. If action to correct such substandard performance is not taken by the Vendor within a reasonable period of time as determined by the Assessor after being notified by the Assessor's Office, Contract termination procedures will be initiated. All work submitted by Vendor shall be subject to the approval and acceptance by the Assessor's Office. The Assessor's Office shall review each portion of the work when certified as complete and submitted by the Vendor and shall inform the Vendor of any apparent deficiencies, defects, or incomplete work, at any stage of the project.

### **Section 7.11 Independent Contractor**

Nothing contained in this Contract is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Vendor shall at all times remain an independent contractor with respect to the work and/or services to be performed under this Contract. Any and all employees of Vendor or other persons engaged in the performance of any work or services required by Vendor under this contract shall be considered employees or sub-contractors of the Vendor only and not of the Assessor's Office; and any and all claims that might arise, including but not limited to Worker's Compensation claims under the Worker's Compensation Act of the State of Louisiana or any other state, and/or any claims for injury or property damage on behalf of said employees or other persons while so engaged in any of the work or services to be rendered or provided herein, shall be the sole obligation and responsibility of Vendor.

### **Section 7.12 Accounting Standards**

The Vendor agrees to maintain the necessary source documentation and enforce sufficient internal controls as dictated by generally accepted accounting principles and practices to properly account for expenses incurred under this Contract.

### **Section 7.13 Retention of Records**

The Vendor shall retain all records pertinent to expenditures incurred under this Contract for a period of six years after the resolution of any and/or all audit findings, with the exception that such records shall be kept for a period of ten years after both the terms of a monitoring agreement have been fulfilled and all audit findings have been resolved for abatement programs. Records for non-expendable property acquired with funds under this Contract shall be retained for six years after final disposition of such property.

### **Section 7.14 Data Practices**

The Vendor agrees to comply with all applicable state and federal laws relating to data privacy or confidentiality. The Vendor must immediately report to the Assessor's Office any requests from third parties for information relating to this Contract. The Assessor's Office agrees to promptly respond to inquiries from the Vendor concerning data requests. The Vendor agrees to indemnify and hold the Assessor's Office, its officers, and employees harmless from any and all

claims resulting from the Vendor's actual or alleged unlawful disclosure or use of data protected under State and Federal laws.

All Proposals shall be treated as non-public information until the Proposals are opened for review by the Assessor's Office. At that time, the names of the responders become public data. All other data is private or non-public until the Assessor's Office has completed negotiating the Contract with the selected Vendor. At that time, the Proposals and their contents become public data under the provisions of the Federal Freedom of Information and Protection of Privacy Act and as such are open for public review.

### **Section 7.15 Inspection of Records**

All Vendor records with respect to any matters covered by this Contract shall be made available to the Assessor's Office or its designees at any time during normal business hours, as often as the Assessor's Office deems necessary, to audit, examine, and make excerpts or transcripts of all relevant data.

### **Section 7.16 Travel**

If travel by the Vendor is allowable and approved for this Contract, then Vendor travel expenses must be reimbursed in accordance with the travel policies and procedures of the Assessor's Office.

### **Section 7.17 Termination**

The Assessor's Office may cancel the Contract awarded as the result of this RFP for any reason with or without cause upon thirty (30) days written notice. Both the Assessor's Office and the Vendor may terminate this Contract if either party fails to fulfill its obligations under the Contract in a proper and timely manner, or otherwise violates the terms of this Contract. If either party believes that the other party has failed to fulfill its obligations in a timely manner said party shall send a written notice of default to the other party. The non-defaulting party shall have the right to terminate this Contract, if the default has not been cured after ten (10) days written notice has been provided. If termination shall be without cause, the Assessor's Office shall pay Vendor all compensation earned to the date of termination. If the termination shall be for breach of this Contract by Vendor, the Assessor's Office shall pay Vendor all compensation earned prior to the date of termination minus any damages and costs incurred by the Assessor's Office as a result of the breach and or necessary to cure the breach. If the Contract is canceled or terminated, all finished or unfinished documents, data, studies, surveys, maps, models, photographs, reports or other materials prepared by the Vendor under this Contract shall, at the option of the Assessor's Office, become the property of the Assessor's Office, and the Vendor shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents or materials prior to termination.

Notwithstanding the above, the Vendor shall not be relieved of liability to the Assessor's Office for damages sustained by the Assessor's Office as a result of any breach of this Contract by the Vendor. The Assessor's Office may, in such event, withhold payments due to the Vendor for the purpose of set-off until such time as the exact amount of damages due to the Assessor's Office is determined. The rights or remedies provided for herein shall not limit the Assessor's Office, in case of any default by the Vendor, from asserting any other right or remedy allowed.



### **Section 7.18 Ownership of Materials**

All work products and materials produced and/or utilized pursuant to this Contract will be the exclusive property of the Assessor's Office and will be surrendered to the Assessor's Office immediately upon completion, expiration, or cancellation of this Contract. The Vendor represents and warrants that the work does not and will not infringe upon any intellectual property rights of other persons or entities.

### **Section 7.19 Intellectual Property**

The Assessor's Office owns all rights, title, and interest in all of the intellectual property rights, including copyrights, patents, trade secrets, trademarks, and service marks in any "Work" created, in progress, produced or completed and paid for by this Contract. Work covered includes inventions, improvements, discoveries, databases, computer programs, reports, notes, studies, photographs, negatives, designs, drawings, specifications, materials, tapes, or other media.

All Work under this Contract will be the exclusive property of the Assessor's Office and will be surrendered to the Assessor's Office immediately upon completion or cancellation of this Contract. The Vendor represents and warrants that the Work does not and will not infringe upon any intellectual property rights of other persons or entities.

All finished or unfinished documents, data, studies, surveys, maps, models, photographs, reports or other materials resulting from this Contract shall become the property of the Assessor's Office. The Assessor's Office may use, extend, or enlarge any document produced under this Contract without the consent, permission of, or further compensation to the Vendor.

The Assessor's Office is the sole owner of all information, data, algorithms, policies or programs used by the Vendor in designing, developing and producing the "Work" that is the subject of this Contract.

## **Section 8: Appendix A: Proposal Pricing**

Pricing must address how the proposed solution meets all requirements outlined/described in this RFP.

### **Section 8.1 Pricing Structure**

Please explain the pricing structure for all items listed below and identify each. Please do not restrict your pricing to only the items displayed below, but include all direct and indirect fees associated with your proposed solution. All pricing related documents must be contained in separate documentation from the main proposal.

Category	Price
Price per structure image	\$
Total Price for contract to completion (2022) (based on an estimated number of 128,202 buildings/structures)	\$
Total cost for Data Import Process (Integration/Naming convention)	\$
Additional Costs (if Applicable) Include detailed explanation and/or information	\$

Total Cost of all services provided in this Proposal  
 Shall not exceed:

\$ \_\_\_\_\_

What value-added services, if any, are offered and/or recommended? Include the following information for value-added services: complete description of the service, cost of the service, and the value it presents to the Assessor's Office.