



International Association of Fire Chiefs

8251 Greensboro Drive, Suite 650 • McLean, VA 22102

Tel: 703.273.0911 • IAFC.org

Request for Proposal

Volunteer Firefighter Recruitment & Retention Suite of Tools

1. Summary and Background

The International Association of Fire Chiefs (IAFC) seeks competitive proposals from U.S. companies and consultants to build a web-based suite of three ArcGIS Online tools:

1. Community and Fire Department Composition Explorer Tool
2. Workforce Self-Assessment Tool
3. Workforce Planning Tool

These data-driven, interactive tools will empower fire departments to develop data-driven recruitment & retention strategies. This Request for Proposal (RFP) focuses solely on the technical build of the three ArcGIS Online tools. A separate workforce strategy contractor will develop the maturity model, data, and information needed for the tools.

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 has been awarded a FEMA SAFER grant to assist volunteer and combination (departments with career and volunteer members) fire departments improve firefighter recruitment and retention through data, education, and collaboration. These tools are being created using the funding the IAFC received from FEMA.

2. Proposal Guidelines & Timeline

The response period will be open until July 12, 2024. Submissions will be reviewed and evaluated upon receipt. Final selections will be made, and applicants notified no later than July 19, 2024.

The selected contractor will be provided with a contract and must agree to terms and conditions set forth by the IAFC.

Proposal Timeline:

1. June 28, 2024 – Questions due regarding the RFP (may be emailed to Kaitlin Lutz, klutz@iafc.org). Please allow two business days for response.
2. July 12, 2024- Proposals due back to IAFC (email to klutz@iafc.org)
3. July 19, 2024- Vendors will be notified of the acceptance/rejection of their proposal.
4. July 26, 2024 - Contract finalization with accepted vendor.

3. Project Timeline & Deliverables

The project is divided into three phases, with a total duration of approximately 26 months ending in December 2026.

1. Phase 1 Development (July 2024 – April 2025: 10 Months)

- July 2024 – August 2024:
 - Deliverable: Participate in kick-off meeting with IAFC staff and workforce strategy consultant.
 - Deliverable: Complete initial requirements gathering based on meetings and consultations. Selected contractor will participate in requirements gathering meeting that will be facilitated by the IAFC.
 - Deliverable: Develop and document technical requirements for the suite of tools (Community & Fire Department Composition Explorer, Workforce Self-Assessment Tool, Workforce Planning Tool).
- September 2024 – November 2024:
 - Deliverable: Develop and deliver functional prototypes of all three tools.
- November 2024- December 2024:
 - Deliverable: Conduct user evaluation and testing with target audience (fire departments) on prototypes. The IAFC will provide the target fire departments.
 - Deliverable: Refine prototypes based on user feedback.
- January 2025 – March 2025:
 - Deliverable: Develop final versions (Version 1.0) of all three tools with complete functionalities.
 - Deliverable: Create comprehensive user guides for each tool.
 - Deliverable: Conduct final internal testing and quality assurance (QA) of all tools and user guides.
 - Deliverable: Release version 1.0 of the tools and supporting user guides.

2. Phase 2 National Rollout (April 2025 – May 2025: 12 Months)

- April 2025 – May 2026
 - Deliverable: Provide ongoing technical support for the nationwide rollout of the tools to fire departments.
 - Potential travel to provide technical support for toolkit demonstrations.
 - Deliverable: Address any maintenance, technical issues, or bugs reported by users.
 - Deliverable: Monitor usage data and user feedback to identify areas for potential future improvement.
 - Deliverable: Document requested future improvements.

3. Phase 3 (June 2026 – November 2026: 6 Months)

- June 2026 – November 2026:
 - Deliverable: Develop and release updated versions of the tools based on user feedback and identified needs.
 - Deliverable: Update user guides to reflect any changes or functionalities introduced in the new version.

Project Notes:

The contractor is expected to maintain a consistent communication channel with the IAFC and the workforce strategy consultant throughout the project.

Monthly progress reports outlining completed tasks and upcoming milestones will be required.

The IAFC reserves the right to adjust the project timeline or deliverables based on unforeseen circumstances or project needs.

4. Project Purpose and Description

The International Association of Fire Chiefs (IAFC) seeks a qualified contractor to develop a suite of three web-based, interactive tools built on ArcGIS Online. These data-driven tools will empower fire departments across the nation to develop strategic recruitment and retention programs, ultimately strengthening their volunteer workforce.

1. **Community and Fire Department Composition Explorer Tool:** Analyzes community demographics alongside fire department staffing to inform recruitment efforts. This tool will allow fire departments to better understand their community's population demographics in context with their fire department's staffing composition. This will be the first tool fire departments will use within the suite and should be the least complex of the three.
2. **Workforce Self-Assessment Tool:** Enables fire department leaders to assess their workforce development practices for improved volunteer recruitment & retention. This tool will allow fire department leaders to conduct their own self-assessment on the current state of their workforce development maturity (maturity model to be developed by separate workforce strategy contractor) related to culture and climate to inform more effective recruitment and retention volunteer firefighters.
3. **Workforce Planning Tool:** Leveraging the results of the self-assessment and existing workforce data, this final tool assists local fire department leaders in planning for future staffing needs. This tool will facilitate the alignment of the department's target workforce composition with internal skills and talent mapping.

These suite of tools aim to provide fire departments with an empirical basis for developing recruitment and retention and workforce strategies. These tools will build upon one another and will be made available to all fire departments nationwide at no cost.

The contractor is responsible for the technical development only. Data and the maturity model will be provided by a separate workforce strategy contractor. Frequent collaboration with both contractors and IAFC staff is required.

All tools will be publicly available and built within the IAFC ArcGIS Online environment.

5. Qualifications & Expectations

Requirements Gathering Expertise:

- **Experience in eliciting requirements:** The contractor should have a proven track record of successfully gathering requirements from stakeholders with varying technical backgrounds.

- **Documentation skills:** The ability to clearly document the gathered requirements in a way that is easy for both technical and non-technical audiences to understand is crucial. This might include user stories, use cases, and system requirements specifications (SRS) documents.

Technical Expertise:

- Proven experience in building web-based, interactive tools.
- In-depth knowledge of ArcGIS Online, particularly ArcGIS Online tools like Dashboard and Experience Builder.
- Ability to develop user-friendly interfaces for data visualization and interaction.

Project Management Expertise:

- Proven ability to manage complex projects from inception to completion.
- Strong communication and collaboration skills to work effectively with the IAFC staff and the separate workforce strategy contractor.

Preferred Qualifications:

- **Experience with Similar Projects:**
 - A history of developing data-driven, interactive tools in a government or non-profit setting is a plus.
 - Experience with tools related to public safety or emergency response would be highly advantageous.
- **Understanding of Fire Department Needs:**
 - Familiarity with the challenges and considerations related to volunteer firefighter recruitment and retention would be beneficial.

Expectations of Contractor:

- **Project Kick-off Meeting:** Participate in a virtual kick-off meeting with IAFC staff and the workforce strategy contractor within the first month of the project. This meeting will establish clear project goals, communication channels, and roles for all parties involved.
- **Status Meetings:** Participate actively in regular status meetings (frequency to be determined jointly) throughout the project. These meetings will review progress on deliverables, address any issues or roadblocks, and ensure alignment with project goals. The IAFC will strive to schedule meetings at times that accommodate the contractor's availability within Eastern Standard Time (EST) working hours (9:00 AM to 5:00 PM).
- **Collaboration with Workforce Strategy Contractor:** The contractor will work closely with the selected workforce strategy contractor to ensure seamless integration of technical development with the data and maturity model provided. This collaboration may involve joint meetings, information sharing, and technical discussions.
- **Communication Responsiveness:** The contractor is expected to respond to inquiries from IAFC staff in a timely manner. This includes responding to emails within 2 business days and promptly addressing phone messages.

- **Project Documentation:** Maintain clear and concise project documentation, including meeting minutes, action items, and progress reports. Submit these documents to the IAFC project manager at designated intervals.
- **Invoicing:** Submit invoices in accordance with the IAFC's invoicing policy, which will be provided to the selected contractor upon contract finalization. Invoices should be detailed and clearly link charges to completed project deliverables.

6. Proposal Requirements

Please provide answers to the following questions in as efficient a manner as possible.

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 ArcGIS).
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.

Project Information

1. Provide a detailed, proposed work plan for building the suite of tools including design, review cycles, testing milestones and support structure.
2. Describe how the project would be managed and your process and response times for responding to project status updates.

Cost Information

1. Provide detailed cost information including labor category/personnel, fully burdened labor rates, hours, estimated travel costs, and any other direct charges (ODCs).
2. This contract is expected to have a not to exceed value of \$200,000.
3. Provide an itemized breakdown of fees for the project. Feel free to include optional add-ons for the project.

Other

1. Provide any additional information that you believe is pertinent to this RFP.

7. Proposal Evaluation Criteria

RFP responses will be evaluated on the following:

- History of the company
- Credentials of vendor backed by applicable references
- Experience of vendor developing similar projects
- Proposed timeline including management milestones
- Methods of project management including how the vendor intends to update the IAFC
- Proposed cost delineated by major features of the project
- Developer's availability during Eastern Standard Time working hours of 9:00 AM to 5:00 PM
- Since this project is funded by a FEMA SAFER grant we can only work with companies within the United States

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

8. Payment Terms

Contractor will submit invoices monthly and will be paid for work completed.

9. Submission Process

Proposals Due: July 12, 2024

Please email responses for this RFP to: Kaitlin Lutz, klutz@iafc.org