OCProcurement

Sole Source Request Form

Sole Source BidSync #002-C021011-KB

SECTION II – DEPARTMENT INFORMATION   (Complete in its entirety)

Department: **Assessor Department**	Date: **8/5/2019**		
Vendor Name: **Digital Map Products, Inc.**	Sole Source BidSync Number: **002-C021011-KB**		
Is the above named vendor a retired employee of the County of Orange? ☐ Yes ☒ No If "Yes", review and Approval is required from CEO Human Resource Services prior to contract execution.			
Contract Term (Dates): **10/1/2019 – 9/30/2021**	Is Agreement Grant Funded? Funding Source ☐ Yes ☒ No	Percent Funded:	Proprietary? ☒ Yes ☒ No
Contract Amount? **$370,000**	Is this renewable? If yes, how many years? **Yes.**		
Type of Request: ☒ New ☐ Renewal ☒ Multi-Year ☐ Amendment ☐ Increase			
Renewal Year: **2021**	Did vendor provide a sole source affidavit? ☒ Yes ☐ No If yes, please attach		
Board Date: **September 10, 2019**	ASR Number: **19-000861**	If not scheduled to go to the Board explain why?	
Does Contract Include Non-Standard Language? If yes, explain in detail. **No**			
Was Contract Approved by Risk Mgmt.? **Yes**	Was Contract Approved by County Counsel? **Yes**		
Were any exceptions taken? If yes, explain in detail. **No**			
☒ DPA certifies that they have read and verified that the information is true and satisfies the sole source requirements listed in the County Contract Policy Manual.			

ÓCProcurement
Sole Source Request Form

Sole Source BidSync #002-C021011-KB

SECTION III – SOLE SOURCE JUSTIFICATION

1. Provide a description of the type of contract to be established.

    Professional services IT sole source contract for 2 years, with an option to renew for a 2 year term (pending Board approval for renewal). Contractor is to provide Geo-Spatial Tools (GST) system module that interfaces with the Assessor's Assessment Tax System (ATS II).

2. Provide a detailed description of services/commodities and how they will be used within the department. If this is an existing sole source, please provide some history of its origination, Board approvals, etc. cd'

    The Assessor Department's GST system module that interfaces with the ATS II system provides Assessor Department staff with capability and functionality to view real property parcels on a base map with additional layers of aerial images and other geographical and community information. The ability to view the property at its specific neighborhood location and the aerial images saves field check trips and enhances the quality of the property records and valuation. In addition, the GST system is also a critical element of the market value analysis by displaying the subject parcel and other candidate comparable parcels on the base map that allows the appraisers to better review and analyze the comparison property and sales information to derive the appropriate market value considerations.

    Based on an outcome of Request for Proposal (RFP-002-614758) conducted in December 2013 for Geo-Spatial Tools and support, the Board of Supervisors approved a contract with Digital Map Products, Inc. on September 30, 2014.

    The approved contract included an upgrade of the Assessor Department Geo-Spatial Tools module, annual application maintenance and support (including orthogonal aerial images), and a new set of oblique images for the County, excluding the forest and uninhabited areas.

    This contract was renewed and approved by the Board of Supervisors as Amendment One on August 25, 2015; Amendment Two on September 27, 2016, Amendment Three on January 23, 2018 and Amendment Four on August 28, 2018.

3. Explain why the recommended vendor is the only one capable of providing the required services and/or commodities. How did you determine this to be a sole source and what specific steps did you take? Please list all sources that have been contacted and explain in detail why they cannot fulfill the County's requirements. Include vendor affidavit and/or other documentation which supports your sole source.

    For the past eight years, DMP has provided the Assessor Department with a GST system module that is unique and there are currently no other commercial off-the-shelf (COTS) applications as a viable replacement. DMP provides a mapping application that was successfully integrated and customized into the ATS II system. DMP provides a proven COTS solution for the Assessor Department without the high costs and risks of new application development.

OCProcurement
Sole Source Request Form

4. **How does recommended vendor's prices or fees compare to the general market?**
   Attach quotes for comparable services or supplies.

   DMP's rates for this contract are comparable to the general market rates. For example, other County vendors such as South Tech systems and Brainsharp, Inc., which also provide software services, offer rates that are comparable to DMP's negotiated rates. There are currently no other vendors that can provide the same application; therefore no comparable quotes are available.

5. **If the recommended vendor was not available, how would the County accomplish this particular task?**

   DMP provides a commercial off-the-shelf product that has been modified and integrated into the Assessor Department's Automated Tax System (ATS II). It is a specialized application customized as part of our automation process for the Orange County Assessor Department's daily production operations. If DMP does not provide the application, the Assessor Department will be required to conduct a solicitation and it will take years for a new vendor to gain the detailed business knowledge and understanding of how to integrate into the ATS II system, which will result in a decrease in production and a significant increase in costs to implement a functioning application.

6. **Please provide vendor history – name change, litigation, judgments, aka, etc. for the last 7 years.**

   DMP was acquired by Lightbox in 2018. DMP does not have a name change and there is no change to the Federal Tax ID number. There are no litigations or judgments related to the services DMP provides.

7. **If vendor is a retired, former employee, has the vendor previously been rehired as a contractor within the last three years?** ☐ Yes ☒ No

   If yes, provide explanation/support for hiring the retired, former employee as a vendor and provide contract dates, scope of work, and total amounts paid under each contract.

OCProcurement

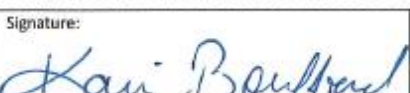## Sole Source Request Form

Sole Source BidSync #002-C021011-KB

SECTION IV – AUTHOR/REQUESTOR

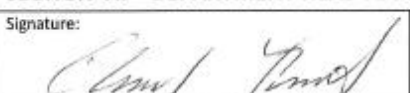| Signature:	Print Name:	Date:
	Mike Hannah, Admin Manager III	8/13/19

SECTION V – CEO Human Resource Services APPROVAL (Review and approval is required when vendor is a Retired, Former Employee.)

Signature:	Print Name:	Date:
n/a	n/a	n/a

SECTION VI – DEPUTY PURCHASING AGENT CONCURRENCE

Signature:	Print Name:	Date:
	Kari Bouffard, Deputy Purchasing Agent	8/13/19

SECTION VII – DEPARTMENT HEAD APPROVAL

Signature:	Print Name:	Date:
	Claude Parrish, Assessor	8-12-19

SECTION VIII – COUNTY PROCUREMENT OFFICE

Prior to execution of a contract, the County Procurement Officer or designee shall approve All Sole Source requests for Commodities that exceed $250,000, Capitol Assets and services exceeding $75,000, and All other Sole Source requests that require Board approval despite the amount. Approvals are obtained electronically through the County's online bidding system.

DIGITAL MAP | Beyond Mapping
PRODUCTS

Digital Map Products
5201 California Ave., Suite 200
Irvine, Ca. 92617

August 12, 2019

County of Orange, Assessor Department
George Singletary
Division Manager, Quality Assurance & Computer Systems
625 N. Ross St., BLDG. 11
Santa Ana, CA 92702

Reference: Sole Source Justification for DMP Geo-Spatial Tools

Dear Mr. Singletary,

This letter is to provide notification that Digital Map Products, Inc. (DMP) is the sole provider of the solutions proposed herein which include GovClarity™ and SpatialStream™. These solutions are manufactured, sold and distributed exclusively by DMP. DMP is the sole owner and provider of these solutions. No other entity is a provider or a distributor for these products.

In addition to the propriety software, DMP will be imbedding custom imagery from 3rd Parties to further differentiate the complete solution utilized by the Assessor today.

Founded in 2000, DMP is headquartered in Orange County, CA and has offices throughout the U.S. We serve more than 1,200 customers and more than 350,000 registered users in sectors including real estate, government and utilities, and reach millions of users with our innovative cloud-based solutions. Customers include State of California, Google, Microsoft, Zillow, TomTom, CoStar and Redfin, to name a few. Our product portfolio comprises our spatial development Platform-as-a-Service, Software-as-a-Service and Data-as-a-Service applications, and location data.

DMP is leading the next generation of mapping solutions. We are the pioneer in integrating data and property information on a single, easy-to-use map interface, with the ability for our clients to load and manage their own custom data, with access to it through our APIs and web services. The APIs and web services of SpatialStream™ offer access to sophisticated, easy-to-use spatial technology and spatial data sets to facilitate the rapid development of geospatial and mapping applications.

As a result of our investment in innovation, we have created a portfolio of intellectual property rights that include:
- Patented Technology
- Trademarks
- Copyrights

Below is an outline of how our comprehensive solution including GovClarity™ and SpatialStream™, and will be able to uniquely meet both your immediate and future requirements, allowing you to:
- Leverage shared services across government to increase value, eliminate unnecessary duplication, and reduce costs
- Realize countywide continuity and consistency in mission critical data

- Achieve interdepartmental collaboration
- Leverage innovative and cost-effective technology solutions to address the county's business problems by arming your in-house developers with:
    - SpatialStream for in-house app development
    - GovClarity™ as a Geo-Spatial Tool (GST) Application that interfaces with the Assessment Tax System via API
    - Assess to Premium Aerial Photography Imagery via GovClarity™ data layers
    - GST Application available at the users' desktop via "internet and the Assessor Department Local Area Network (LAN), while supporting the security and management of the Assessor Departmental assets (property/parcel data).

GovClarity™ will continue to be an essential part of your current 300+ department users' daily workflows and will give additional departments immediate access to all of the critical decision-ready property data, while also allowing users to store, create and maintain and their own custom content. SpatialStream™ will give you the development platform to spatially enable the GST applications with property boundaries, property information, Aerial Photography Imagery, as well as all the custom layers built within GovClarity™.

GovClarity™ is DMP's unique turnkey SaaS application, with embedded location technology and bundled content consisting of property boundaries, property information such as land use, owner information, structure, and transaction history. LandVision™ will give you immediate access to this critical data, and the ability to begin creating and maintaining your own custom data.

GovClarity is currently used by over 300 department users.

GovClarity™ "off the shelf" provides the following:

- *Extensible turnkey offering*
    - *Works 'out of the box' without any user configuration*
    - *Is configurable at user discretion*
        - *Connects with other software via Application Program Interface (API)*
        - *Is customizable via API*
- *Ability to integrate with the organization's content*
    - *Integrate end user data layers*
    - *Integrate third-party content*
    - *Attach, search and index user documents to the map*
    - *Ability to link documents (jpeg, excel, word, tiff, etc.) to specific key attributes on the map including parcels, projects, or customer data layers, creating quick business reference links by all users in the customer account.*
- *Ability for customer to load and extract unlimited content*
- *Ability for customer to edit content attributes within program*
- *Free unlimited import and export of the organization's content*
    - *Interactive data import / export*
    - *Bulk data import / export*

- *Custom and integrated content available through API*
- *Ability to manage a blend of content*
  - *Baseline content built into the application*
  - *The ability to import the organization's content into the application*
  - *The ability to import third-party data as required*
- *Robust baseline content built into the application including*
  - *Street centerline database*
  - *National aerial imagery*
  - *Satellite imagery*
  - *Supplemental local imagery*
  - *Parcel boundary and county property information*
  - *Weekly property record updates*
  - *20 years of transaction history*
  - *FEMA floodplain data*
  - *USFWS wetland data*
  - *School district boundaries*
  - *Natural hazards*
  - *Public school locations*
  - *Administrative boundaries*
- *Optional baseline content available at user request*
  - *Foreclosure data*
  - *Points of interest*
  - *Street center lines/parks/water*
  - *US Census boundaries*
  - *Integrated demographics data*
- *Training available both online and on demand*
- *Powerful analytics, and visualization capability, allowing LandVision™ end users to use markup tools for drawing points, lines, polygons, and annotating the map with labels, including radius measurements.*
- *LandVision™ is the first Web Based embedded mapping application allowing end users to manually upload and publish layers of data with custom thematic symbology tools.*

SpatialStream™ is DMP's turnkey web service platform that provides location technology and content, enabling customers to build internal location-based applications.

SpatialStream™ is a turnkey platform that provides the following:

- *Spatially enable your application in weeks, not months or years*
- *Comprehensive platform, offering both data and functionality*
- *Designed for high performance over the web*
- *SaaS model means no upfront capital expenditures or unpredictable costs*
- *Develop spatial applications without GIS expertise*

- *Built on common mapping applications like Bing Maps™*
- *Provides nationwide parcel data*
- *Provides more than 300 property attributes for each property where available*
- *Perform map-based search and spatial queries*
- *Style your data for visual display and analysis*
- *Integrate cutting-edge spatial visualization tools*
- *Load and link related data sets in your app*

Earlier this year, Digital Map Product announced the exciting news that it was acquired by LightBox. LightBox was formed in 2018 with the mission to empower decision makers through every stop of the real estate workflow. LightBox is backed by two of the largest technology investment firms, Silver Lake and Battery Ventures, and presents a very diverse real estate ecosystem; 50,000 Commercial Real Estate Brokers, 2,000 Appraisal Firms, 1,100 Banks and Lenders, and 5,000 Environmental Consulting and Engineering Firms. This new acquisition will enhance customer engagement, expanded data offerings, and accelerate innovation and new product development.

Digital Map Products is distinct in its ability to offer embedded mapping technology to the non-technical professional. Products are designed so that individuals and organizations with no mapping experience or knowledge are able to achieve the benefits of that technology with the minimal investment of time and money.

We look forward to continued success with your comprehensive GovClarity™ and SpatialStream™ solution, and our close client support partnership that allows you maximize the long-term value from your investment.

Sincerely yours,

Brian Roades
Director, Enterprise Solutions | Digital Map Products
office: 949.333.5160 | mobile: 949.351.2488
broades@digmap.com

8/14/2019   BidSync: Authorize Release Bid

BidSync

| Home | Search | Source | Contracts | Purchasing | Tools |

Release Bid Workflow

Name: Kari L Bouffard
Phone: 714-834-4748
Email: kbouffard@asr.ocgov.com
Status: Submitter Aug 14, 2019 10:12:08 AM PDT

Kari L Bouffard
Submitter
→
Ana E Figueroa
(for CPO BB Routing (Group))
Approved

Bid Information

Bid Number:
002-CB21011-KB

Bid Title:
SOLE SOURCE CONTRACT - DIGITAL MAP PRODUCTS, INC.

Status

Status:
Approved

View Workflow History

[Close]

| Home | Bid Search | Bids | Orders | Tools | Support | Privacy | Logout |