

# Request for Proposal (RFP)

## Emergency Services Planner & Data Analytics Support

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### A. Purpose and Introduction

The Mid-America Regional Council (MARC) is soliciting proposals from qualified firms or individual consultants to provide emergency services planning, data analytics, and situational awareness support for regional preparedness activities and major special events anticipated during summer 2026.

The selected contractor will work closely with MARC Emergency Services staff and partner agencies as an integrated project partner. Work is anticipated to begin following contract execution and conclude no later than September 18, 2026.

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### B. Background

MARC provides regional coordination and technical support for emergency management, public safety, and other emergency services planning across multiple jurisdictions. MARC supports planning efforts that integrate emergency operations, data-driven decision-making, and situational awareness tools to enhance regional preparedness, coordination, and response capabilities.

This project will support emergency services planning and preparedness activities related to complex, multi-jurisdictional operations and special events, including development of plans, analytical products, dashboards, and documentation aligned with federal and state requirements and best practices.

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### C. Scope of Services

The selected contractor shall provide emergency services planning and data analytics support. Tasks may include, but are not limited to, the following:

#### Task 1. Research, Planning, and Documentation

- Conduct research and collect operational data during meetings, exercises, planning sessions, and operations.
- Create and update general emergency services plans, procedures, and event-specific plans and operational documentation.

- Review relevant planning frameworks and applicable legal authorities to ensure plans align with required elements and best practices.
- Support reduction of redundancy while preserving jurisdiction-specific information where appropriate.

## Task 2. Data Analysis and Situational Awareness Products

- Develop reports, summaries, communication materials, and planning artifacts for technical and non-technical audiences.
- Support development, enhancement, and visualization of dashboards, common operating pictures, and GIS-based tools (ESRI platform preferred).
- Leverage Microsoft-based tools, ESRI GIS, and situational awareness platforms to support decision-making.
- Utilize existing MARC data services and develop new data integrations as needed to support dashboards and analytics.
- Integrate FEMA Community Lifelines and Essential Elements of Information (EELs) into visual products and analyses.

## Task 3. Technology Implementation and Sustainability

- Develop a technology implementation and adaptation roadmap that builds on existing MARC-supported platforms.
  - Develop a prototype dashboard demonstrating a regional common operating picture using MARC-supported tools.
  - Conduct system reviews in coordination with MARC Data and Digital Services staff.
  - Provide methodology documentation, metadata, and code repositories.
  - Conduct a structured hand-off to MARC staff for long-term maintenance and sustainability.
  - Participate in a lessons-learned process following implementation.
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## D. Project Deliverables

Key deliverables may include:

- Updated emergency services plans and planning documentation.
- Dashboards, GIS products, and visual analytics supporting situational awareness.
- Technology roadmap and prototype dashboard.
- Documentation, metadata, and hand-off materials for long-term use.
- Final summary report and lessons-learned documentation.

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## E. Time of Performance

The contractor shall begin work upon execution of the contract and complete all services to the satisfaction of MARC no later than September 18, 2026.

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## F. Compensation and Budget

The level of funding for this project will be based on the proposed scope of work and approach. Proposers shall submit a detailed, itemized cost proposal aligned with the tasks and deliverables described in this RFP.

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## G. Proposal Submittal Requirements

### Open Records Act and Proprietary Information

The Mid-America Regional Council (MARC) is a public organization and is subject to the Missouri Open Records Act (Chapter 610, RSMo). All records obtained or retained by MARC are considered public records and are open to the public or media upon request unless those records are specifically protected from disclosure by law or exempted under the Missouri Sunshine Law. All contents of a response to a Request for Bids, Qualifications, Proposals, or information issued by MARC are considered public records and subject to public release following decisions by MARC regarding the bid request.

If a proposer has information that it considers proprietary, a bidder shall identify documents or portions of documents it considers containing descriptions of scientific and technological innovations in which it has a proprietary interest or other information that is protected from public disclosure by law, which is contained in a Proposal. After either a contract is executed pursuant to the Request for Bids, RFQ or RFP, or all submittals are rejected, if a request is made to inspect information submitted and if documents are identified as “Proprietary Information” as provided above under Missouri Sunshine Law, MARC will notify the proposer of the request for access, and it shall be the burden of the proposer to establish that those documents are exempt from disclosure under the law.

To be eligible for consideration, one electronic copy (PDF) of the proposal must be received by MARC no later than 5 PM CDT on April 20, 2026. Late submittals will not be considered. Please submit proposals to Dan Manley ([dmanley@marc.org](mailto:dmanley@marc.org)) and John Davis ([jdavis@marc.org](mailto:jdavis@marc.org)).

It is the responsibility of the person submitting a proposal by email to ensure that the proposal has been received by the appropriate MARC staff and is not blocked by a spam filter or rejected because of large attachments. To confirm receipt, you may contact John Davis ([jdavis@marc.org](mailto:jdavis@marc.org)) or Dan Manley ([dmanley@marc.org](mailto:dmanley@marc.org)).

## Proposal Contents

Proposals must include:

- Name and address of the proposing firm or consultant and primary contact information.
- Description of relevant experience and qualifications.
- Proposed scope of work, methodology, and approach.
- Project staffing and qualifications, including resumes of key personnel.
- Examples of similar work products (e.g., plans, dashboards, GIS visualizations).
- Itemized cost proposal.
- References.
- Completed Affirmative Action Checklist (Attachment A), if applicable.
- Certification Regarding Debarment (Attachment B).

## Submission Instructions

One electronic copy (PDF) of the proposal must be submitted by the deadline specified. Late submittals will not be considered. Proposers are responsible for confirming receipt.

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## H. Selection Procedure

Proposals will be reviewed by a selection committee. MARC may conduct interviews or presentations if deemed necessary and reserves the right to negotiate scope and price with the selected proposer. MARC may reject any or all proposals or cancel this RFP if it is in the best interest of the organization.

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## I. Proposal Evaluation Criteria

Proposals will be evaluated based on the following factors:

- Relevant experience and technical competence, qualifications
- Demonstrated technical skills in data analytics, planning, and GIS
- Understanding of the project and proposed scope of work and methodology.
- Quality and clarity of the proposal.
- Qualifications of assigned staff.

- References and past performance.
  - Ability to meet schedules and deliverables.
  - Cost and overall value to MARC.
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## J. Interview / Presentation

MARC may request a virtual interview or presentation from short-listed proposers.

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## K. Contract Award

MARC will notify the selected proposer by email and telephone and will negotiate a standard professional services agreement. Unsuccessful proposers will be notified following contract award.

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## L. Protest Procedures

In the course of this solicitation for proposals and the selection process, a proposer (bidder or offeror whose direct economic interest would be affected by the award of the contract) may file a protest when, in the proposer's opinion, actions were taken by MARC staff and/or the selection committee which could unfairly affect the outcome of the selection procedure.

All protests shall be in writing and directed to the Executive Director, Mid-America Regional Council, 600 Broadway, Suite 200, Kansas City, MO 64105. Protests should be made immediately upon the occurrence of the incident in question, but no later than three (3) days after the proposer receives notification of the outcome of the selection procedure. The protest shall clearly state the grounds for such a protest.

Upon receipt of a protest, the MARC Executive Director will review the procedures followed during the selection process and the documentation available. If it is determined that the action(s) in question unfairly changed the outcome of the selection process, notification and contract execution with the selected proposer will cease until the matter is resolved.

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## Procurement Schedule (Tentative)

The following is a tentative schedule for the procurement process. Dates are subject to change at the discretion of MARC.

<b>Activity</b>	<b>Date</b>
<b>RFP Issued</b>	March 30
<b>Question deadline</b>	April 8
<b>Proposals Due</b>	April 20
<b>Interviews (if required)</b>	TBD
<b>Selection</b>	April 28
<b>Contract Execution</b>	Immediately following selection
<b>Project Completion</b>	September 18, 2026

## Attachment A: Affirmative Action Checklist

Federal regulations require that any firm of fifty (50) or more employees soliciting an assisted federally funded contract must have an affirmative action program. If applicable, proposers shall provide a brief response to the following items that would typically be covered in such a program. A copy of the firm's affirmative action program may be provided with references to appropriate pages.

- The date the affirmative action plan was adopted.
- Name of the Affirmative Action Officer.
- Statement of commitment to affirmative action by the chief executive officer.
- Designation of an affirmative action officer, assignment of specific responsibilities, and to whom the officer reports.
- Outreach and recruitment efforts.
- Job analysis and restructuring to meet affirmative action goals.
- Validation and revision of examinations, educational requirements, and other screening requirements.
- Upgrading and training programs.
- Internal complaint procedures.
- Initiating and ensuring supervisory compliance with the affirmative action program.
- Survey and analysis of entire staff by department and job classification, including a progress reporting system.

## Attachment B: Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion

This certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participants' Responsibilities. The regulations are published as Part II of the June 1985 Federal Register (pages 33,036–33,043).

The prospective proposer certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Where the prospective proposer is unable to certify any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

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Date Signed:

Signature of Authorized Representative:

Title of Authorized Representative:

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### **Instructions for Certification:**

By signing and submitting this certification, the proposer is providing the certification as set forth above. The certification is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the federal government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.