




Interoffice Memorandum

June 23, 2020

To: Mayor Jerry L. Demings
and the Board of County Commissioners

From:  Carrie Mathes, CFCM, CPPO, C.P.M., Manager, Procurement Division

Contact: Scott Skraban, Manager, Fiscal & Operational Support Division
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Subject: Approval of Purchase Order M101164, Enterprise Addressing System

ACTION REQUESTED:

Approval of Purchase Order M101164, Enterprise Addressing System, with Bradshaw Consulting Services, Inc., in the amount of \$135,550.

PROCUREMENT:

This procurement will implement a solution for the creation, maintenance, and publication of master street address information. This system is essential to 911 operations and is required to provide standardized address information to various audiences across County government, municipal and private stakeholders, and the citizens of Orange County.

FUNDING:

Funding is available in account number 0001-068-3132-3197.

APPROVALS:

The Planning, Environmental, and Development Services Department concurs with this recommendation.

REMARKS:

The County's current custom addressing system (CAS) is in need of a major upgrade and is no longer under support. A replacement system is required to ensure accuracy for systems dependent on this data.

The CAS must be tightly integrated with the County's Environmental Systems Research Institute based Geographic Information System (GIS). Address creation and maintenance are part of workflows that are decentralized across three County agencies. As a result, Bradshaw Consulting Services, developer and owner of *TheAddresser*™ for ArcGIS Enterprise, is the only addressing product that will meet the County's requirements and have minimal impact to other enterprise business systems such as the Land Development Management System, Utilities Department, Environmental Protection Division, and Code Enforcement Division databases.

There are only three known firms in this market. Firms who declined to quote on this requirement are as follows:

- GEOCOMM – Indicated they could not meet the requirements of the scope or services
- DATAMARK – Indicated that they could not meet the requirements of the scope of services without significant customization to their existing product.

Price reasonableness has been determined by comparing the implementation and software cost to the current annual maintenance cost for the existing addressing software and comparing the hourly rates for implementation to other similar procurements. Implementation of this system will provide a significant savings in maintenance costs, a reduction from \$95,000 annually to \$12,500 annually.