

**PHENIX CITY SCHOOL DISTRICT  
Request for Proposal (RFP)  
WEB HOSTING, MASS NOTIFICATION AND MOBILE COMMUNICATIONS APP  
SERVICES**

**Bid Opening Date & Time: November 2nd, 2017 at 3:00pm (Eastern Time)**

**I. MISCELLANEOUS**

<p>A. The Phenix City School District/Board of Education intends to contract for Web Hosting, Mass Notification and Mobile Communications App services with the most responsive bidder offering a proposal that is deemed the most acceptable and advantageous to the Phenix City School District. Only bids offering an integrated solution with all three solutions (Web Hosting, Mass Notifications and Mobile Communications App services) are requested.</p> <p>The Phenix City School District will accept sealed bids to provide the specified services beginning December 1, 2017 for a contract period of 36 months (December 1, 2017 - November 30, 2020)</p>
<p>B. Vendors with questions regarding bid specifications must submit their questions in writing to Jackie Sanes, at <a href="mailto:jsanes@outlook.com">jsanes@outlook.com</a> <b>not later than 5:00 p.m. (Eastern Time) on October 31, 2017</b>. Questions received by any other means or manner will not be accepted.</p> <p>All questions and responses will be posted to the district website for information purposes only.</p>
<p>C. Any changes, additions, or modifications to the bid request and any questions and answers (Q&amp;A) related to this solicitation will be posted to the Phenix City School District website at <a href="http://www.pcboe.net/bids">http://www.pcboe.net/bids</a>. It is the responsibility of the vendor to check the website periodically and before submitting a bid for any changes to the bid request.</p>
<p>D. If any vendor would like to display their product via a webinar, please contact Jackie Sanes at <a href="mailto:jsanes@outlook.com">jsanes@outlook.com</a> to schedule a time. All demos will be limited to 1-hour sessions and only scheduled on either <b>October 30, 2017 or October 31, 2017 between the hours of 9am and 4pm (Eastern Time)</b>. Vendors are responsible for setting up the demos via WebEx, GoToMeeting or other remote software. Webinars are recommended, but not required. This is an opportunity for potential bidders to highlight their products, prior to submitting a bid response.</p>
<p>E. <b>Sealed bids</b> must be submitted in two (2) printed copies and must arrive <b>prior to the bid opening scheduled for November 2<sup>nd</sup>, 2017 at 3:00pm (Eastern Time)</b>, at the Phenix City School District Board of Education, P.O. Box 460, 1212 9<sup>th</sup> Avenue, Phenix City, AL 36867.</p> <p>The envelope/container must be marked “<b>Bid No. GF 2018-01, Web Hosting, Alert Notification and Mobile Communications App Services</b>” on the front and “<b>SEALED BID DO NOT OPEN</b>” on the seal. If mailed or hand delivered, address to Attention: Marcia Farrar at the address listed above.</p> <p><b>Any late bids will not be opened or considered. No faxed or electronic bids will be accepted.</b></p> <p><i>Failure to provide the information requested in this RFP in the requested format is reason for disqualification, without consideration.</i></p>
<p>F. Specifications or qualifications are not intended to eliminate any reputable manufacturer, brand, or bidder. Reference to manufacturers, brand names, suppliers’ itemization numbers, specification of qualifications, etc. is intended to set quality and feature standards and does NOT exclude bids from others. Any bid containing the referenced products/services “or equivalent” will be accepted as long as the quality and features standards are met. When quoting equivalent products/services, the bidder must provide information substantiating the standards have been met.</p>
<p>G. Bid price is to be all-inclusive (including taxes, fees, licenses, etc.) with no allowable additional costs to Phenix City School District. Prices shall be good for the length of this contract.</p>
<p>H. The final awarding of this bid will be made by the Phenix City School District/Board of Education based on a recommendation from the Superintendent.</p>

I. Phenix City School District will review all proposals for service utilizing guidelines outlined by the Alabama State Bid Law.
J. The Phenix City School District reserves the right to reject any and all bid proposals, waive any technicalities, and award all or part of the contract in a manner that is in the District’s best interest.
K. It is the bidder’s responsibility to comply with all local, state and federal laws applicable within the context of this bid.
L. Phenix City School District is exempt from all sales and use taxes under the provisions of Title 40, Chapter 23, Section 4 (15), Code of Alabama, 1975.
M. Contracts over \$10,000 require compliance with Equal Employment Opportunity Regulations, The Clean Air Act, The Clean Water Act and Environmental Protection Agency Regulations.
N. The Phenix City School District is an equal educational opportunity agency and prohibits discrimination in any of its educational programs, including employment, on the basis of sex, race, religion, national origin, color, age or any handicapping condition. The Board of Education complies fully with the provisions of Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the appropriate Department of Education regulations.
O. The vendor shall protect all buildings, furniture, equipment, personal items, trees, shrubs, lawns and all landscaping on school property from damage. Any damaged property shall be repaired or replaced at the vendor’s expense. Labor shall include all restoration (leveling, sodding) of grounds broken up during the installation of the proposed services.
P. The vendor and his representatives shall follow all applicable school district regulations while on Phenix City School property, including the no smoking, no weapons, and drug free policies. No work shall interfere with school activities or environment unless permission is given by the Principal or person in charge. All vendor personnel shall be easily identified by the use of identification badges and uniforms or shirts with the vendor’s logo clearly visible.
Q. Vendor must have been in continuous business for a minimum of three (3) years and must be an exclusive provider, not a reseller, of services requested.
R. Phenix City School District reserves the right to cancel the contract with the vendor for nonperformance at any time during the contract period. Nonperformance includes, but is not limited to; failure to supply good quality service, failure to provide services for the full term of the contract, poor installation performance, poor billing and customer service services, and failure to maintain status as an authorized representative of services.
S. Vendor must be able to provide consolidated billing under a single billing account number with detailed breakdowns of charges for individual service type such as but not limited to maintenance, training, and charges over and above basic plan.
T. This bid and any resulting contract does not restrict Phenix City Schools from using other web hosting, alert notification or mobile communications app services from other vendors.
U. All requirements specified in this RFP and the vendors bid response become part of any awarded contract.

*Failure to provide any of the information requested in this solicitation, in the requested format, or to meet any of the criteria outlined herein is reason for disqualification without consideration.*

**II. REQUIREMENTS SPECIFICATIONS**

**A. Basic Description of Requirement:** The Phenix City School District requires interactive web hosting, alert notification and mobile communications app services for the purpose of communicating district, school, and classroom information with and between the central office, schools and the community via common Internet communications. The requested services should provide easy to use, attractive and flexible interfaces allowing central office personnel to post information to any and all school websites while extracting information from school websites to display on district website and enable school personnel to post information on the school websites and teacher websites, as appropriate. Proposed services will also establish a private network between schools and the central office/district website for the purpose of sharing and exchanging private and sensitive information.

**B. List of Sites Requiring Services:**

	<b>Site Name</b>	<b>Site Address</b>
1.	District Site Phenix City Schools – Board of Education Admin *	1212 9th Avenue Phenix City, AL 36867
2.	Central High School (CHS)	2400 Dobbs Drive Phenix City, AL 36870
3.	Central Freshman Academy	2800 Dobbs Drive Phenix City, AL 36870
4.	Lakewood Elementary School	3010 Silverlake Drive Phenix City, AL 36867
5.	Lakewood Primary School	18 Explorer Drive Phenix City, AL 36867
6.	Meadowlane Elementary School	709 Meadowlane Drive Phenix City, AL 36869
7.	Phenix City Elementary School	2307 South Railroad Street Phenix City, AL 36867
8.	Phenix City Intermediate School	2401 South Railroad Street Phenix City, AL 36867
9.	Ridgecrest Elementary School	1806 8th Place South Phenix City, AL 36869
10.	Sherwood Elementary School	906 Idle Hour Drive Phenix City, AL 36867
11.	South Girard School	521 Fontaine Road Phenix City, AL 36869
12.	Westview Elementary School	1012 Ingersoll Drive Phenix City, AL 36867

\*Phenix City Schools – Board of Education Admin (the District site) – Includes pages for all administrative divisions, departments, and/or activities (i.e. Bus Shop).

Phenix City School District reserves the right to add or remove sites as needed in the event of new schools, new administrative facilities, closures, etc. The District must be able to terminate services and discontinue payments, without penalty, at the time sites are removed and no longer receiving services during the term of the contract. The cost of adding sites during the contract term and any extensions will be charged according to the contracted rate.

- C. **Detailed Requirements:** The proposed services should provide the district, all schools, and all teachers with websites accessible to the public (Internet sites) and with secure internal sites (Intranet sites). The proposed services/solution must be fully operational, to all specified sites, within 24 hours prior to **January 18, 2018**, and provide the following services, capabilities, and features, as a minimum:
- a. Provide secure and non-secure hosting for the district and all schools (includes teacher websites)
    - i. Provide secure pages for the district and the schools to communicate internally and allow internal district and school information to be posted.
    - ii. Provide secure and non-secure private and public portals for district and all schools with UNLIMITED hosting space for video, audio, documents, images and text content
    - iii. Provide customizable professional page templates for District and school websites, allowing for individuality but providing a cohesive district presence
    - iv. Provide Individual URLs for the district and all schools within the district
    - v. Provide Integration with the District's Google Apps for Education
    - vi. Provide system calendar features that integrate with Google Calendars and Office 365/Outlook
    - vii. Provide ability to assign roles and permissions for users to share information at a highly granular level
    - viii. Provide ability for district content to be pushed/shared down to all or selected school sites easily (ex. emergency announcements, weather delays, parent notices, etc.)
    - ix. Provide ability to easily share posted information with social media sites, such as Facebook and Twitter
    - x. Provide Training and guidance documents and video tutorials accessible online
    - xi. Provide a front-end web editor with basic formatting and editing features required to include font, spell checking (English and Spanish), insert photo, insert table, insert documents and other related features to enhance the publication of information. The editing toolbar also should allow for embedded HTML code.
    - xii. Provide photo gallery capabilities and interactive slideshow feature for home page
    - xiii. Provide the ability to “push down” District calendar items, announcements, site messages and resources to the school pages
    - xiv. Must be Compatible with commonly used Internet browsers, including smartphone and tablet browsers
    - xv. Must be CIPA, FERPA and ADA Compliant.
    - xvi. Provide the ability to determine if all content and pages are ADA compliant as well as provide steps for correcting any content that is not ADA compliant.
  - b. Include an interactive calendar feature allowing for posting of up to twelve (12) months of information at any given time. It is desirable that the calendar have radio type buttons and/or hyperlinking type features for accessing information for each particular day of the month.

- c. Provide web pages for each teacher in the district with the ability to post Word (.docx), Excel (.xls), PowerPoint (.ppt), Adobe Portable Document Format (.pdf) documents, video/audio clips, and photo albums, at a minimum.
  - i. There are **approximately 500** teachers in the district.
  - ii. The solution must allow for the number of teacher pages to increase, as needed, without additional charges.
- d. Sites must be easy to use, attractive and provide flexible interfaces allowing the district personnel, school personnel, and individual teachers to easily post, update, and retrieve information on any and all district websites.
  - i. Provide user (nontechnical) ease in creating web pages, posting documents including Word documents, presentations, video/audio clips, photo albums, PDF file, and slide shows as a minimum.
  - ii. Provide toolbars to enhance user publication of information including format, font, spell checking, copy, paste and other related features.
- e. Provide secure survey and polling generation software that cumulatively tallies information in an open database format.
- f. Include a message center to allow posting of information by authorized users.
- g. Provide SIS integration and implementation service with PowerSchool iNow Database (Formally Chalkable)
- h. Provide a reliable mass notification system for sending messages via voice, text, email, push notification, website announcement, website alert and social media.
- i. Provide a custom, branded mobile communications app with access to news, calendars, social media, notifications and other vital school information.
- j. Provide a fully managed service to ensure reliable and robust websites are provided to all District locations. Services should:
  - i. Provide server/service reliability for maximum uninterrupted service time.
    - 1. Include multi location / multi server redundancy for maximum up-time or similar strategy for ensuring reliable services
    - 2. The servers/equipment used to provide the services should be monitored for and protected against possible hackers and other security threats.
    - 3. Include a verifiable integrated backup system and have recovery procedures in place.
  - ii. All vendor hardware and software used to provide the services must remain the property of the vendor and must be located at the vendor's facility.
  - iii. Vendor services should be of sufficient capacity to ensure loading, refreshing, and updating of pages, and uploading and downloading files occur in a timely manner consistent with those of most other commercial websites. Routine poor performance will be cause for contract cancellation and re-award of the contract to the next qualified bidder.

<p>k. Provide built-in analytics that show page views by site/school, social media shares/engagement, search keywords, user platform</p> <p>l. Provide the ability to authenticate login credentials with our district's Active Directory server to provide single sign-on access.</p> <p>m. Provide three (3) days of onsite training to district and school staff to assist with the use of the applications, features and launch of services. Provide pricing for additional training that might be needed throughout the contract period and/or any extensions.</p> <p>n. Provide an additional three (3) instructor-led "online" training sessions for district staff and website administrator for up to 15 attendees.</p> <p>o. During implementation of the proposed services, assist with converting data from the Phenix City School District and school existing web pages to the new sites, as appropriate.</p>
<p>D. The district is seeking managed services. Therefore, vendor services must include installation, maintenance, and configuration as part of their service. Responsibility for maintaining the services and any equipment, software, or components needed to provide the services rests with the vendor. The vendor will be responsible for maintenance and replacement, if necessary, of all equipment and components used to provide the leased services during the specified period of the contract and all extensions.</p>
<p>E. In the event vendor equipment, software, materials, etc. are necessary to provide services, they must be compatible with existing equipment, software, material, etc. The school system is not required to make any purchase of equipment, software, material, etc. to accept the vendor's services.</p>
<p>F. Except as otherwise specifically stated in this RFP, the vendor shall provide and pay for all materials, labor, tools, equipment, transportation, temporary construction of every nature and all other services and facilities of every nature whatsoever, necessary to execute, complete and deliver the work within the specified time. Licenses necessary for the execution of the work shall be secured and paid for by the vendor.</p>
<p>G. Websites must be available twenty-four hours daily, seven days per week, except for brief periods for scheduled maintenance which must be coordinated with and approved by the Phenix City School District Technology representative.</p>
<p>H. Service Level Agreement (SLA) will include uptime of 98.9%, on a site-by-site basis, with issue response time not to exceed four (4) hours.</p>
<p>I. Before starting implementation, the vendor must provide a toll free number and an email contact for technical support services Monday-Friday 7:00 a.m. to 5:00 p.m. (Eastern), as a minimum.</p>
<p>J. Vendor must provide a management/organization structure chart with their bid containing contact information (email, office phone, fax, cell phone, and business address) for each level to be used in the event escalation of customer issues is needed.</p>
<p>K. The vendor must provide a detailed description of the proposed services identifying how the solution meets the requirements stated in this RFP with a description of the vendor's management capability.</p>
<p>L. The vendor must provide a description of the resources vendor will use to monitor, manage and repair equipment used to provide the services. The description should also explain vendor's strategy used to ensure reliable services for maximum up-time (i.e. redundancy, etc.) and an explanation of the vendor's backup and recovery procedures.</p>

<p>M. The vendor must provide a transition plan defining and describing the activities and timelines necessary to provide a seamless and accurate implementation, transition, and conversion of the existing data/web pages. The transition plan should include transition timelines for each site and anticipated down times.</p> <p>Vendor must identify any actions required during the transition and implementation that will be the responsibility of Phenix City School District personnel and provide the estimated time needed by district personnel to complete these actions.</p>
<p>N. Vendor must provide information on any Specializations and/or Certifications of their company and employees to design, implement, and maintain the services proposed in your solution.</p> <p>A copy of any and all certifications deemed relevant by the vendor to be given consideration should be included in the bid package. If relevant certifications are not available, vendor should provide a narrative description of the vendor's past experience with designing, implementing, and maintaining the proposed services.</p>
<p>O. Vendor must provide three (3) references of comparable size and scope for Alabama school systems using the vendor's services.</p> <p>All references shall include the services provided, the scope of the services provided, names, addresses, and phone and email contact information for each reference and if currently providing the web hosting, alert notification and mobile communications app services, the reference's website address.</p>
<p>P. System and services must be installed, tested and fully operational to all specified sites at least 24 hours prior to <b>January 18, 2018</b>. If the services are not operational by this time Phenix City School District reserves the right to terminate the contract and award services to the next qualified vendor.</p> <p>Service activation must be transparent and down time, if any, must be at a time determined by Phenix City School District.</p>
<p>Q. Act No. 2012-491 now requires school boards to include the following clause in all contracts or agreements: "By signing this contract, the contracting parties affirm, for the duration of the agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the state of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom."</p>

*Failure to provide any of the information requested in this solicitation, in the requested format, or to meet any of the criteria outlined herein is reason for disqualification without consideration.*

**III. BASIS OF AWARD**

In keeping with the guidelines of Alabama State Bid Law, a contract will be awarded to the most cost effective provider who submits a complete and accurate submittal that meets the stated requirements. Price of the eligible products and services will be the primary factor, but not necessarily the sole factor, in evaluating the bids. Other factors of consideration may be but are not limited to quality of proposed solutions; prior experience, including past performance, personnel qualifications, including technical excellence; management capability, including schedule compliance; environmental objectives; and flexibility of leasing terms and arrangements. Phenix City School District does not guarantee award of a contract and reserves the right to reject any and all bids.

**These factors as well as others may be utilized in weighing the RFP responses as follows:**

<b>Factor</b>	<b>Weight</b>
Price of Eligible Services	30%
Quality of Proposed Solution/Ease of Use and Support	25%
Prior Experience and References	20%
Transition & Implementation Plan	15%
ADA Compliance Solutions	10%
<b>TOTAL</b>	<b>100%</b>

**IV. REQUIRED CONTENTS OF BID AND ATTACHMENTS**

The following checklist is only a guideline; it is the responsibility of each bidder to read and comply with the Request for Proposal in its entirety.

- A) Completed Bid Response
- B) A management and organizational structure chart with the requested contact information
- C) A detailed description of the proposed services identifying how the solution meets the requirements stated in this RFP and describing the vendor’s management capability.
- D) A description of the resources vendor will use to monitor, manage and repair equipment used to provide the services, including a description of vendor’s strategy for ensuring reliable services and the vendor’s backup and recovery procedures.
- E) Transition Plan with timelines and estimated outage times
- F) Any Specializations and/or Certifications of your company and employees to design, implement, and maintain the proposed services or a narrative description
- G) References of a minimum of three (3) customers located in Alabama for whom company has provided similar size and scope of services

*Failure to provide any of the requested information or to meet any of the criteria outlined in this solicitation is reason for disqualification.*