

## REQUEST FOR PROPOSALS

**ITEM DESCRIPTION: Social Media Software—Rebid (FY25) (option years FY26 & FY27)**

**DATE AND TIME TO BE OPENED: Thursday Sept 19, 2024 at 1:00PM**

**PRE-BID CONFERENCE (IF APPLICABLE): None**

**SUBJECT MATTER EXPERT (NAME): Suzanne Ouellette**

**SUBJECT MATTER EXPERT (EMAIL): [Suzanne.ouellette@ppsd.org](mailto:Suzanne.ouellette@ppsd.org)**

**QUESTION DEADLINE: September 3, 2024**

### Instructions

1. Bidders must submit sealed proposals in an envelope clearly labeled with the Item Description shown above on the outside of the envelope. The proposal envelope and any information relative to the proposal must be addressed to:

**Purchasing Department, Suite 206  
ATTN: Thomas Morgan  
797 Westminster Street  
Providence, RI 02903**

2. Bidders must include **at least** one original, one copy, and a digital PDF copy on a flash drive.
3. Proposal responses must be in ink or typewritten.
4. Bidders are advised that all materials submitted to Providence Public Schools for consideration in response to this Request for Proposals shall be considered to be public records as defined in [R.I. General Law Section 38-2 et seq.](#), without exception, and may be released for public inspection. All proposals submitted become the property of Providence Public Schools.
5. Bid proposals that are not present in the Providence Public Schools Purchasing Department at the time of opening for whatever cause will be deemed to be late and will not be considered. Postmarks shall not be considered proof of timely submission.
6. Questions regarding this request for proposals must be submitted to the Subject Matter Expert via email by the question deadline listed above. Questions will be answered via addendum to be posted publicly on the Providence Schools website. Bidders are responsible for checking the website for all addenda distributed in response to questions and requests for additional information.

## **Notice to Vendors General Terms**

1. Providence Public Schools reserves the right to award the contract on the basis of the lowest responsible evaluated bid proposal.
2. In determining the lowest responsive evaluated bid proposal, cash discounts based on preferable payment terms will not be considered.
3. No proposal will be accepted if it is made in collusion with any other bidder.
4. Providence Public Schools reserves the right to award to a single vendor, to split the award between multiple vendors and to reject any and all proposals. Unless otherwise specified, Providence Public Schools reserves the right to make the award by item or items or by total as may be in its best interest.
5. As Providence Public Schools is exempt from the payment of Federal Excise Taxes and Rhode Island Sales Tax, prices quoted are not to include these taxes.
6. In case of error in the extension of prices quoted, the unit price will govern. In the event there is a discrepancy between the price written in words and written in figures, the prices written in words shall govern.
7. Awards shall be subject to the General Terms set forth herein, which terms shall be deemed accepted by the Bidder upon submission of the bid proposal, subject to the provisions of this paragraph, and shall be further deemed to be incorporated into the contract upon issuance of the award. Any proposed exceptions, modifications, or deviations from the terms, conditions, and specifications contained herein must be listed and fully explained on a separate sheet attached to the Bidder's detailed conditions and specifications and referred to separately in the Bids. Such proposed exceptions, modifications, or deviations shall be an additional variable for consideration by the Providence Public School District in addition to vendor qualifications, price, quantity, and/or scope of services. In all cases not indicated by Bidders as an exception, modification, or deviation, it is understood that the terms, conditions and specifications of the Providence Public School District shall apply. No exception, modification, or deviation shall be deemed accepted, approved, or otherwise incorporated into the contract unless expressly set forth in the award notice.
8. Proposals must meet the attached specifications. Bids may be submitted on an "equal in quality" basis. Providence Public Schools reserves the right to decide equality and determine whether bids are responsive. Bidders must indicate brand or make offered and submit detailed specifications if other than brand requested.
9. A bidder who is an out of-state corporation shall qualify or register to transact business in this State, in accordance with R.I. General Law [Section 7-1.2-1401](#) et seq. as amended)
10. Delivery dates must be shown in the bid. If no delivery dates are specified, it will be assumed that an immediate delivery from stock will be made.

11. Only one shipping charge will be applied in the event of partial deliveries for blanket or term contracts.
12. For contracts involving construction, alteration and/or repair work, the provisions of State Labor Law concerning payment of prevailing wage rates apply (See R.I. General Law [Section 37-13-1](#) et seq. as amended).
13. All proposals will be disclosed at the opening date and time listed above.
14. Awards will be made within ninety (90) days of the proposal opening. All proposal prices will be considered firm, unless qualified otherwise. Requests for price increases will not be honored.
15. No goods should be delivered and no work should be started without a Purchase Order from Providence Public Schools.
16. Prior to commencing performance under the contract, the successful bidder (the “Contractor”) shall attest to compliance with provisions of R.I. General Law [Section 28-29-1](#), et seq. If exempt from compliance, the Contractor shall submit a sworn Affidavit by a corporate officer to that effect, which shall accompany the signed contract.
17. Prior to commencing performance under the contract, Contractor shall, submit a certificate of insurance, in a form and in an amount satisfactory to Providence Public Schools.
18. The Contractor will not be permitted to: assign or underlet the contract; or assign either legally or equitably any monies or any claim thereto without the previous written consent of the Director of Purchasing.
19. The Contractor shall not be paid in advance.
20. The contract shall be in effect from the date of award through **June 30, 2025 (with two one year options)** or for such other duration as may be agreed to in writing and signed by the parties, unless terminated by either party at any time, with or without cause.
21. In the event of termination by District or the Contractor prior to completion of the contract, compensation shall be prorated on the basis of hours actually worked, and the Contractor shall only be entitled to receive just and equitable compensation for any satisfactory work completed and expenses incurred up to the date of termination.
22. Failure to deliver within the time quoted or failure to meet specifications may result in default in accordance with the general specifications.
23. The Contractor must conduct a criminal background check, at the Contractor’s expense, of all employees employed under the contract who interact with students, except District employees. The Contractor shall provide a copy of the background check report(s) to the District, upon request.

24. The Contractor is not an employee of District and is not entitled to fringe benefits, pension, workers' compensation, retirement, etc. District shall not deduct Federal income taxes, FICA (Social Security), or any other taxes required to be deducted by an employer, as this is the responsibility of the Contractor.
25. The Contractor understands products produced as a result of the contract are the sole property of the District and may not be used by the Contractor without the express written permission of the District.
26. The Contractor agrees to hold District and the City of Providence harmless from any and all damages incurred by District or the City by reason of the Contractor's negligence or breach of contract, including without limitation, damages of every kind and nature, out-of-pocket costs, and legal expenses.
27. The contract may not be modified or amended in any way except by mutual agreement in writing and signed by each party. Notwithstanding the foregoing, and subject to the provision concerning exceptions, modifications, or deviations set forth in Paragraph 7 hereinabove, the General Terms shall not be modified or amended in any way by subsequent agreement. In the event of a conflict between the General Terms and any subsequent modification or amendment to the contract, the General Terms shall control.
28. The Contractor expressly submits itself to and agrees that all actions arising out of or related to the contract or the relationship between the parties shall occur solely in the venue and jurisdiction of the State of Rhode Island.
29. District agrees and acknowledges that Company and its licensors own all intellectual property rights in and to the Products including, without limitation, all trademarks, trade names, service marks and copyrights in the Products and all underlying software programs and related documentation. District agrees and acknowledges that District and any school shall not acquire any right, title or interest in or to any Company's intellectual property (IP), including, without limitation, software, trademarks, copyrights and other intellectual property of Company and no other rights are granted by Company to the District or any school in Company's IP by implication, estoppel or otherwise. District further acknowledges and agrees that Company shall continue, during the term hereof, to expand and modify its Products, in its sole discretion.
30. Data and Release (Representations and Warranties):
  - a. In connection with Company's provision of the Products to District and to allow for the proper functioning and purpose of the Products, the District agrees to and shall release certain data to the Company and agrees to permit the Company to collect certain data from District's users of the Products (collectively, "**Data**"). Certain of this Data may be subject to the Family Educational Rights and Privacy Act ("**FERPA**") (20 U.S.C. § 1232g; 34 CFR Part 99), in which case it will be known as FERPA Data ("**FERPA Data**"). Certain portions of the Data may be considered Personally Identifiable Information ("**Personally Identifiable Information**"). De-Identified Data ("**De-Identified**

**Data**”) is data generated from usage of Company Products from which all Personally Identifiable Information has been removed or obscured so that it does not identify an individual student and there is no reasonable basis to believe the remaining information can be used to identify a student. For the purposes of this agreement De-Identified Data will not be considered Personally Identifiable Information and, thus, shall not be deemed FERPA Data, as defined above, or COPPA Data, as defined below. Personally Identifiable Information may be collected from students under the age of 13 during the normal course of such students’ use of the Products and thus may be subject to the Children’s Online Privacy Protection Act, in which case it will be known as COPPA Data (“**COPPA Data**”), but with respect to both COPPA Data and FERPA Data, such Data may only be used for the purpose of facilitating and enhancing the use and functionality of the Products and in connection with Company’s providing the Products to District and its users. Company will access, use, restrict, safeguard and dispose of all FERPA Data and COPPA Data related to this Agreement in accordance with FERPA and COPPA, respectively. Notwithstanding such release or collection, the FERPA Data, COPPA Data, and Personally Identifiable Information remain the property of the District.

- b. Company in providing Products to the Customer may use external service providers as required to facilitate a variety of operations, known as Third Party Service Providers. Outsourced operations may include, but are not limited to: web hosting, assisting with providing customer support, database reporting, analytics, and assisting with marketing or billing. As a result of this relationship, Third Party Service Providers may have access to Personally Identifiable Information. Company Partners are obligated to take appropriate commercially reasonable steps to maintain the confidentiality of all District information they receive in connection with Company Product and are subject to other legal restrictions that prohibit the use of District information for any purpose other than that described below for specific Company purpose. Any data exchanged with Third Party Service Providers will be deleted or transferred, per District request, when no longer needed, or at contract expiration. Company Partners should be submitted when bidding.
- c. Company assures that data is secured and protected in a manner consistent with industry standards at a minimum and has attached documentation reflecting Company’s existing data privacy and security guidelines and/or policies. The guidelines and/or policies will apply to both Personally Identified Information and De-Identified Data. Company’s use of Personally Identifiable Information shall be for the exclusive use of the District and/or third parties identified and approved by the District. Company may use De-Identified Data for the following purposes: to improve the Product, to demonstrate the effectiveness of the Product, and for research or other purposes related to developing and improving the Product. Company’s use of such De-Identified Data may survive termination of this Agreement.
- d. “Personally Identifiable Information” or “**PII**” means information provided to Company in connection with Company’s obligations to provide the Products under the Agreement that (i) could reasonably identify the individual to whom such information pertains, such

as name, address and/or telephone number or (ii) can be used to authenticate that individual, such as passwords, unique identification numbers or answers to security questions or (iii) is protected under Applicable Laws. For the avoidance of doubt, PII does not include aggregate, anonymized data derived from an identified or identifiable individual

- e. District represents and warrants that:
  - i. any such FERPA Data released to Company has been released pursuant to, among other things, a limited exception under FERPA acting for the District as a “**School Official**” with a legitimate educational interest for the purposes of providing the Products; and
  - ii. District has complied fully with FERPA and, among other things, has specified at least annually in a FERPA notification to parents/guardians that it uses outside contractors/consultants as “School Officials” to provide certain institutional services and functions such as those set forth in this Agreement.
- f. Company shall function as a school official of the District and agrees to the following conditions, as required by 20 U.S.C. Section 1232g and 34 C.F.R. Section 99.31:
  - i. Company is performing a service or function for which the District would otherwise use employees;
  - ii. Company is under the direct control of the District with respect to the use and maintenance of education records;
  - iii. Company is subject to the requirements of 34 C.F.R. Section 99.33(a) governing the use and re-disclosure of personally identifiable information from education records; and
  - iv. Company represents that it has the knowledge, skill and resources necessary to provide and maintain a web-based educational product or platform that is sufficiently secure and encrypted to protect confidential information.
- g. Company and District each represent and warrant that any COPPA Data and FERPA Data released and/or shared by Company and/or District for the purposes of this Agreement shall be covered by that party's respective agreement with the other party regarding FERPA Data and COPPA Data and no further agreement shall be needed by the other party for such release or sharing.
- h. Company and District agree that all such FERPA Data is provided on an "as is" basis and neither party shall be liable for any express or implied warranties, including but not limited to implied warranties of merchantability, non-infringement, and fitness for a particular purpose. Further, absent gross negligence or willful misconduct, neither party shall be liable to the other for any damages in whatever form or under any theory of liability for the "as is" data, even if advised of such.

**31. Data Transfer Protocol.** The District will assign a team representing technical and academic expertise (“District team”) to work with Company to establish the automated data transfer. The



project timeline, services provided by Company, and tasks required of the District Team will be finalized in a Statement of Work provided by Company and agreed upon by the District. Company will need to provide a detailed data definition and layout document that the District team will use to map their data system(s) to Company's data feed specification. At that point, Company will work with the District team to establish scheduled, automatic data transfers between the District student data system(s) and a secure file transfer protocol ("SFTP") site hosted by Company. Company will provide their data validation rules to the District team. Every time new data is published to the SFTP, Company will validate the data, load the successful records into the Company data system, and send an email to the District team notifying them of potential errors.

### 32. Ownership and Protection of Confidential Information

- a. By virtue of this Agreement and providing District with the Products, the parties may have access to information of the other party that is deemed confidential ("**Confidential Information**"). Confidential Information includes information, ideas, materials or other subject matter of such party, whether disclosed orally, in writing or otherwise, that is provided under circumstances reasonably indicating that it is confidential or proprietary. Confidential Information includes, without limitation, all business plans, technical information or data, product ideas, methodologies, calculation algorithms and analytical routines; and all personnel, customer, contracts and financial information or materials disclosed or otherwise provided by such party ("**Disclosing Party**") to the other party ("**Receiving Party**"). For the purposes of this agreement De-Identified Data will not be considered Confidential Information. Confidential Information does not include that which (a) is already in the Receiving Party's possession at the time of disclosure to the Receiving Party, (b) is or becomes part of public knowledge other than as a result of any action or inaction of the Receiving Party in violation of this Agreement, (c) is obtained by the Receiving Party from an unrelated third party without a duty of confidentiality, or (d) is independently developed by the Receiving Party.

Confidential Information means any and all information of either party disclosed or otherwise made available to or learned by the parties under this Agreement, which is designated as "confidential" or "proprietary" or which, under all of the circumstances, ought reasonably to be treated as confidential, and includes, but is not limited to, school data and, all school student records and personnel records of both parties.

Company, the District, and each school partner will maintain the confidentiality of any and all Personally Identifiable Information exchanged as part of the Agreement. Confidentiality requirements will survive the termination or expiration of this Agreement. To ensure the continued confidentiality and security of student data, Company and school security plans will be followed

- b. Ownership. Confidential Information of either party (and any derivative works thereof or modifications thereto) is and will remain the exclusive property of that party or its licensors, as applicable. Neither party shall possess nor assert any lien or other right against or to Confidential Information of the other party. No Confidential Information of either party or any part thereof, will be sold, assigned, leased, or otherwise disposed of to third

parties by the other party or commercially exploited by or on behalf of Company, its employees or agents.

- c. Method of Transfer. Company will employ industry best practices, both technically and procedurally, to protect the Data from unauthorized physical and electronic access during transfer.
- d. Restrictions on Use. The Receiving Party shall not use Confidential Information of the Disclosing Party for any purpose other than in furtherance of this Agreement, with the understanding that the Company also retains aggregate, de-identified, anonymized information for improvement, research and development purposes. The Receiving Party shall not disclose Confidential Information of the Disclosing Party to any third parties except as otherwise permitted hereunder. The Receiving Party may disclose Confidential Information of the Disclosing Party only to those employees, subcontractors or agents who have a need to know such Confidential Information and who are bound to retain the confidentiality thereof under provisions (including, without limitation, provisions relating to nonuse and nondisclosure) no less restrictive than those required by the Receiving Party for its own Confidential Information. The Receiving Party shall maintain Confidential Information of the Disclosing Party with at least the same degree of care it uses to protect its own proprietary information of a similar nature or sensitivity, but with no less than reasonable care under the circumstances. Each party shall advise the other party in writing of any misappropriation or misuse of Confidential Information of the other party of which the notifying party becomes aware.
- e. Exclusions. Notwithstanding the foregoing, this Agreement shall not prevent a party receiving a judicial order or other legal obligation from disclosing Confidential Information of the other party, provided that the other party is promptly notified and cooperates to allow intervention to contest or minimize the scope of the disclosure (including application for a protective order). Otherwise, neither Company nor any of its personnel may release confidential data or results if such data or results include individual person, District- or state-identifiable data or results, either directly or inferentially, unless agreed by the parties in writing on a case by case basis. Notwithstanding the foregoing, nothing in this Agreement shall limit Company's ability to use De-Identified Data for product development and research purposes as permitted under FERPA.
- f. Destruction of Confidential Information. At no cost to the party that owns the Confidential Information, the other party shall upon (a) written request by the owner at any time, and (b) upon termination or expiration of this Agreement, securely eliminate or return promptly in the format and on the media in use as of the date of the written request, all or any requested portion of Confidential Information that may be in the other party's possession or control.
- g. Breaches and Misuse. A Security Incident is a suspected, attempted, or imminent threat of unauthorized access, use, disclosure, breach, modification, disruption or destruction to or of District Data. In the event of a Security Incident, Company shall investigate the Security Incident, identify the impact of the Security Incident and take commercially reasonable



actions to mitigate the effects of any such Security Incident. If the Security Incident results in a Security Breach, a documented, unsecured disclosure, access, alteration or use of the data, not permitted in this Agreement, which poses a significant risk of financial, reputational or other harm to the affected End User or the District, Company shall, (i) timely provide any notifications to individuals affected by the Security Breach that Company is required to provide, and, (ii) notify District of the Security Breach, subject to applicable confidentiality obligations and to the extent allowed and/or required by Applicable Laws. Except to the extent prohibited by Applicable Laws, Company shall, upon District's written request, provide District with a description of the Security Breach and the type of data that was the subject of the Security Breach.

The parties will each cooperate fully in resolving any actual or suspected acquisition or misuse of Confidential Information.

33. In the event of termination by District or Company prior to completion of the contract, only the segment of fees attributable to non-licensing shall be subject to proration. Compliance with FERPA and COPPA is subject to survival of any provisions in accordance with their specific terms. Company obligations to comply with FERPA requirements will survive the expiration or termination of this contract.

**BID FORM 1: BIDDER INFORMATION**

**Agrees to Bid on: Social Media Software (1 Year Agreement with two one year options)**

**DATE AND TIME TO BE OPENED: Thursday, Sept 19, 2024 at 1:00PM**

Name of Bidder (Firm or Individual): \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Delivery Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Representation

\_\_\_\_\_  
Title

Providence Public School District

## **Request for Proposals**

RFP Title: Social Media Software

2024-2025

Funding Source (Contingent on Funding): Local

## **I. Background**

The Providence Public School Department (PPSD) is inviting prospective vendors to submit a proposal to supply a Social Media Management Platform (SMMP) to the Providence Public School District Communications Department. The RFP provides vendors with the relevant operational, performance, application, and architectural requirements of the system.

The Providence Public School District (PPSD) serves approximately 19,403 students attending our 37 schools. PPCSD employs more than 3,600 professionals who work in and provide support to our schools, which include 19 elementary schools, 7 middle schools, 10 high schools and 2 public district charter schools. Of our employees, approximately 2,000 are educators, and more than 600 others directly support students and families in our schools.

We are looking to raise awareness about our school's accomplishments, services and programs as well as keep families and the community informed about the latest news. We also hope to grow our followers on our primary social media platforms: Facebook, Instagram, YouTube, Twitter, and LinkedIn.

Primary objectives of our social media efforts include:

- Strengthen PPCSD brand awareness and storytelling through social media
- Promote the achievements of our students and staff
- Keep parents informed
- Promote District and school events
- Attract Providence families to the District schools

To ensure that we effectively and efficiently manage proactive and emergency communications to our families and stakeholders, our department is seeking to continue use of a social media management platform. We are interested in deploying a social media management platform to achieve the following:

- Simplify the process for three (3) staff members to track, monitor, and listen to mentions and conversations on multiple social media channels.
- Streamline the creation, scheduling, and management of social media content and digital assets on multiple social media channels.
- Improve engagement capabilities and tracking of customer service requests.
- Increase our ability to improve advanced social media analytics to more effectively direct communication strategies.

## **II. Scope of Work & Key Deliverables**

The Communications Department is soliciting a vendor to provide a social media management platform (SMMP) that performs the following:

- Monitor and manage multiple social media channels from one platform with an easy-to-navigate dashboard (Facebook, Twitter, LinkedIn, Instagram, and YouTube).

- Provide time-delayed posting of different types of content to multiple social networks.
- Notify users of scheduling conflicts for posts created on the same channel.
- Customize image sizes based types of posts (stories, reels, etc.) on specific platforms.
- Upload videos of varying lengths and customize thumbnails for posts and reels.
- Track assign conversations to team members and respond in-platform to social interactions.
- Post the same content to multiple social networks at once from a single interface.
- Mine, aggregate, and summarize actionable information from social media.
- Monitor frequency (e.g. trends about follower numbers, impressions, engagement rates, video views, etc.).
- Monitor and report follower demographics.
- Retroactively mine data.
- Measure the sentiment of what is being said in the social cloud.
- Identify influencers. Please specify the level of control the company has over defining influencers.
- Archive social interactions for analysis and compliance purposes (e.g. time stamp for e-discovery).
- Mobile access compatible with all popular mobile browsers.
- Smartphone and tablet application for Apple and Android devices.
- Access the platform through a PC web browser.
- Integrate with social media services through web services/dedicated API connectors. Vendor to provide API reference documents.
- If the solution can integrate with any customer relationship management (CRM) solutions.
- Define user groups for different roles and responsibilities within the SMMP.
- Easily extend the system in the future with new functionality or modifications to existing functionality.
- If the solution can exchange data and interoperate with existing enterprise systems. • Provide how vendor addresses data security.
- Provide technical assistance for customer support at least Monday through Friday during business hours, implementation support, training/onboarding sessions for staff prior to go-live, access to an online training library for users.
- A copy of the vendor's standard Service Level Agreement.
- A copy of any supplementary information and service levels provided by relevant partners (hosting, customer service, support, etc.)

### **Technical Specifications**

The District desires a solution with:

- Modern capabilities for interfacing third-party systems including APIs, web services, and upload/download.
- Configurable security, user, and transaction audit capabilities.
- Role-based security and segregation of duties.
- Robust workflow and reporting capabilities through all components of the solution.
- Central, cloud-based, secure, and accessible data storage systems..

PPSD communications office manages five social media accounts at this time:

- Facebook <http://www.facebook.com/ProvidenceSchools>
- Twitter X <https://twitter.com/pvdschools>
- Instagram <http://instagram.com/pvdschools>
- LinkedIn <https://www.linkedin.com/company/providence-public-schools>
- YouTube <https://www.youtube.com/user/provschools>

**Our audience base includes:**

- Twitter: 6,565 followers
- Facebook: 10,000 followers
- Instagram: 2,706 followers
- LinkedIn: 6,090 followers

### III. Required Qualifications

PPSD requires a vendor to meet the qualifications and specifications listed below.

#### Technical Specifications

The District desires a solution with:

- Modern capabilities for interfacing third-party systems including APIs, web services, and upload/download.
- Configurable security, user, and transaction audit capabilities.
- Role-based security and segregation of duties.
- Robust workflow and reporting capabilities through all components of the solution.
- Central, cloud-based, secure, and accessible data storage systems

### IV. Timeline for Implementation

Address all expectations listed in the Scope of Work section of this RFP, and describe the method and procedures you will use to meet a two (2) to three (3) week implementation schedule by providing specifics regarding the following project milestones:

Project Milestones	Vendor Team	Communications Team	Time Required
Planning Solution and Setup			
PPSD Team Training for Go-Live Launch Date			
Launch Date			

September 2024 to June 30, 2025 with option years to renew.



Option year 1: July 1, 2025 to June 30, 2026  
Option year 2: July 1, 2026 to June 30, 2027

## **V. Proposal Requirements**

**Include an executive summary and vendor qualifications in your proposal.**

### **Executive Summary**

Please include an executive summary, which will summarize your proposal in 2-5 pages that will introduce you company, outline your proposal, and address your understanding of our needs, goals, and challenges.

### **Vendor Qualifications**

#### **Legal Status of the Candidate and Signers**

- State the full, exact name of the candidate
- State whether the candidate is an individual, corporation, limited partnership, general partnership, limited liability company, professional corporation, professional association, etc.
- If it is anything other than an individual or a general partnership, specify the State under which the entity is organized. If the State under which the entity is organized is not North Carolina, specify whether the candidate has received a certificate of authority from the NC Secretary of State to transact business in North Carolina.
- State whether the entity is in existence at the time the proposal is submitted, and if not, whether and when the candidate intends to officially form the entity. State the number of years the candidate has been in business.
- State the names and titles of the individuals who will sign the agreement with the City.

#### **Company History**

- Provide a brief company history including the ownership structure.
- Is there a parent company? Is the organization public or private?
- Describe any ongoing mergers or acquisitions and how they might potentially impact the business/relationship with PPSD.
- If you have undergone a merger with another business in the past five years, describe that merger and how it impacted your customer base.
- What challenges were overcome during the merger and how did they impact clients?
- Are you currently sun-setting or forcing a move to a new product version due to retirement of a previous version?
- Are you making plans to end support for any previously available deployment models? If so, what does that transition look like for clients?
- How is risk mitigated specifically in the transition between deployment models?

#### **References and Licenses**

- Define your target industries including experience with similar projects for government agencies.
- What is your client retention rate?
- Why does your current client list make you a good fit for the Providence Public School District?
- Provide the names of three (3) to five (5) references, including how to contact them.
- It is expected that the candidate that will be awarded the contract will have experience implementing SMMPs for municipalities or educational entities.
- Specify current licenses that are pertinent to this project.

#### **Evidence of Financial Stability**

- If you are a publicly traded firm, please provide the stock symbol and a copy of your annual reports for the past three (3) years.
- If you are a privately owned company, please provide attestation to your fiscal solvency and/or financial good standing.

#### **Work, Project Team, and Subcontracting**

- Where are you located?
- Is your hosting facility cloud-based or located at a specific location? Please provide the location of all offices that will impact our organization.
- State the names and qualifications of the individuals who will have responsibility for this project. How many SMMP implementations have your project team members performed?
- Please list all third-party subcontractors that you use to implement your software. If you are awarded a contract with the City of Durham, will any part of the work be contracted? If so, what? Please describe the measures and actions taken to mitigate the inherent risk of a third-party implementation.

### **VI. Limitations**

This Request for Proposals (RFP) does not commit the Providence School Department to award any contract or pay for the preparation of any proposal submitted in response to this RFP. The Providence School Department may withdraw or amend this RFP in its entirety or in part, at any time if it is in the best interests of the organization to do so. This award is contingent upon the receipt of funding.

### **VII. Questions**

Questions concerning this solicitation should be emailed to [suzanne.ouellette@ppsd.org](mailto:suzanne.ouellette@ppsd.org); all questions are due by September 5, 2024 4:30 PM . All questions and answers will be addressed via addendum.

## VIII. Evaluation of Proposals

Each vendor proposal will be reviewed and scored against the criteria in the table below. A review committee with at least three members will evaluate the proposals. Each member of the committee will conduct a thorough, independent evaluation of each proposal. The committee will then meet for a discussion after which members will have the option to revise their scores. The technical score will be determined by averaging each member's score in each category.

The maximum number of points scored is 100. The threshold to advance to cost proposal review is 75 points. Proposals scoring below 75 points will be deemed technically unacceptable and will not be considered in the cost proposal review.

The award will then be made to the lowest cost, technically acceptable proposal(s).

Vendor Name	
Technical Proposal Category	Score
<i>Executive Summary (0 - 10 points)</i>	
<i>Previous Experience and Background (0 -10 points)</i>	
<i>Capability, Capacity, and Qualifications of the Vendor (0 -40 points)</i>	
<i>Work Plan/Approach Proposed (0-40 points)</i>	
<b>Total Score</b>	

Providence Public Schools may choose to seek clarifications from vendors with regard to their proposals. All responses will be provided in writing, and incomplete and/or unclear responses may result in a proposal being deemed technically unacceptable. Providence Public Schools reserves the right to make a selection without requesting clarification. Additionally, Providence Public Schools may not necessarily seek clarifications from all vendors submitting proposals.