

Tahoe Truckee Unified School District

December 17, 2008

Request for Proposal #2009-04
Website Hosting of a District and School Site Content Management System
E-Rate - Form 470 Application Number: 789190000699525

The Tahoe Truckee Unified School District (TTUSD) is seeking to purchase a qualified web content management system (CMS) and hosting service to support the district in the consultation, design, hosting, and maintenance of new District, School, and Teacher websites. TTUSD spans 720 square miles throughout parts of three counties: Placer, Nevada, and El Dorado. It is located along the west and north shore of Lake Tahoe.

**Vendors should also review related addendums to this proposal at
<http://www.ttusd.org/technology/RFP-Addendum-2009-04.pdf>**

I. DEADLINE FOR SUBMITTING PROPOSALS

Date/Time: Friday, January 14, 2009 11:00 am (PT)
Location: Tahoe Truckee Unified School District
Purchasing Office
11839 Donner Pass Road, Truckee, CA 96161

II. INTRODUCTION/BACKGROUND

The Tahoe Truckee Unified School District (District) serves an enrollment of approximately 4,000 students on 11 campuses.

The Technology Department is responsible for administering the development, design, and hosting of the district, school, and teacher websites.

Website design services shall include, but not be limited to the criteria listed in the System Capabilities Matrix (Appendix 1). All proposers are to fill out the matrix completely.

This project is eligible for E-Rate Funding as an Internet Web Hosting Service. Proposers must participate in E-Rate program and submit a SPIN number as part of the RFP process.

III. SCOPE OF WORK

The scope of work shall include, but not be limited to, the following tasks:

1. TASK – Development and maintenance of district website
 - a. Planning and implementation support for the web content management system
 - b. Training of key staff on utilization of system features including: authoring, use of templates, updating content, roles and security, archiving content, sharing and group resources, and backing up content
 - c. Technical support for all CMS functions, hosting, and authoring services
 - d. Consultation on design development for the district, site, and teacher pages
 - e. Guidance on porting existing content to the CMS
 - f. Time frame/schedule of development, training, and hosting

- g. Maintenance/update support

2. TASK – SCHEDULE

The proposer shall provide a proposed implementation time line including time for district review for tasks 1 through 4 with the submission.

- a. Training should be provided during the spring of 2009
- b. Development should begin in the spring of 2009
- c. Hosting shall begin on July 1, 2009

3. TASK – DELIVERABLES

This includes, but is not limited to, a description of functional and design specifications; user interface requirements; software descriptions; training materials and documentation; network accessibility information such as passwords; interactive elements; information-capturing capabilities; browser and platform compatibilities; audio/video format requirements; linking structures; database structure requirements; code standards; screen and file layouts; general "look and feel" elements.

The proposing firm shall submit one (1) original, and four (4) copies, of RFP responses. Although an electronic version of the attachments is available to assist vendors in preparing proposals, the proposal must be submitted in hard copy.

4. TASK - SUBMITTAL REQUIREMENTS

The preliminary evaluation of interested firms will be based on the criteria listed below. The proposal should address these items succinctly and specifically in the order presented. Proposals, which do not follow this format, will not receive consideration.

- a. Understanding of the Tahoe Truckee Unified School District and its unique characteristics, the scope of work, and proposer's methodology and approach to each task.
- b. Responses provided in the System Capabilities Matrix (Appendix 1) included in this document.
- c. Conformance to all TTUSD Board Policies specifically those related to websites and information privacy (BP 1113.a and AR 1113.a).
- d. Conformance to the Districts need for a safe and secure website for students, staff and parents. This includes the ability to eliminate and prevent intrusive web postings, inappropriate language, unauthorized shut-downs, illegal threats and harassment, etc.
- e. District users are requesting a "User Friendly" system and to assist evaluate this criteria, vendor finalists will be invited to demonstrate their system in the January 20-23 timeframe (see additional information on page 4).
- f. Experience of the firm in the previous five years in the hosting and maintenance of websites of similar function and of similar size. Demonstration of understanding of the most recent website technologies. Documentation of installed base of customers using the product(s) proposed.
- g. Listing of all programming languages used in proposers system and database backend languages and structure.
- h. Proposers should provide examples of a minimum of three recent school district clients for whom they have provided services including planning, implementation, hosting, training and maintenance of similar sized websites. Proposers should also provide references including contact person and telephone numbers for a district representative who was involved in the process for each project listed.

- i. Cost of services. The proposer must submit a fee proposal in a separate, sealed envelope. The proposal should include the total cost of services broken down by services rendered (clearly indicating which costs are eligible for E-Rate reimbursement as described at www.sl.universalservice.org), and a cost summary of the total expected costs of the project (including setup charges, hosting costs, training costs, and maintenance/update support thereafter). Proposer Response Forms are provided beginning on page 10. The menu of services should include, but not be limited to the following:
 1. All one-time start-up costs (set-up, training, consulting, and programming fees)
 2. A breakdown of all annual fees (Indicate the number of meetings and workshops the implementation team will be willing to attend within each development stage.
 3. A breakdown of costs for all training options for project leaders, trainer-of-trainers, and end-user training (both initial and refresher trainings) and formats (face-to-face on site, synchronous online or phone training, canned or asynchronous online training, etc.)
 4. This cost proposal shall be all-inclusive. No reimbursable costs will be accepted for consideration at a later date.
 5. The District intends to provide service to all 11 schools plus the district office, but reserves the right to determine the number of sites for initial implementation and may reduce or expand the number of sites during the course of the contract with 30 days written notice.
- j. Qualifications and recent website experience of the staff to be assigned to the project.
 1. Include resumes showing experience with school district/site implementation and background relevant to project work.
 2. Clarify which project personnel are on staff and which are contracted employees.
- k. Qualifications and recent website experience of other consultants (if utilized) to be assigned to the project (if applicable). Provide an "experience matrix" demonstrating projects on which consultants and staff have worked together.
- l. Location of firm and any consultants if utilized.
- m. Three complete copies of the proposal, as noted in Task Deliverables, shall be submitted. The System Capabilities Matrix (Appendix One) and the Proposer's Response Form (Appendix Two) must be filled out and submitted electronically and in hard copy as part of the proposal.

IV. EVALUATION OF PROPOSALS

The District will screen all proposals for compliance with this Request for Proposals, and will select the top three (3) to five (5) finalists from among proposals submitted, based upon, but not limited to, the following criteria (in priority order):

- a. Cost will be evaluated and given the highest weight for proposals deemed to be responsive to the RFP.
- b. Degree of alignment of proposer's product/services to the features listed in the System Capabilities Matrix (Appendix 1) and an analysis of the gaps between proposer's services and the needs listed.
- c. Overall responsiveness of the proposal, clearly stating the understanding of the work to be performed, and demonstrating a good practical approach to accomplishing the project and maintenance thereafter.
- d. Technical Proposal - Comprehensiveness of the methodology proposed for accomplishing the project and maintenance thereafter.
- e. Technical expertise and viability of the firm, including experience of principles and staff, and availability of resources to meet anticipated schedule and project requirements.

- f. Business Proposal - Proposer's compensation requirements and alternatives.
- g. Past performance of the proposer on relevant similar work previously accomplished for other clients, school districts preferred.
- h. Client references and their satisfaction regarding prior projects.

If further evaluation is necessary, district staff will conduct oral interviews and participate in vendor demonstrations their product with the short listed firms. Proposer's staff who will be managing the project will be expected to attend and participate in the interview and demonstration. If firms are invited to interview and demonstrate, they should expect to be available between the dates of January 20, 2009 through January 23, 2009.

District staff will prepare an evaluation report and award the contract to the selected vendor under the direction of the Governing Board.

The District reserves the right during the selection process to inspect the Proposer's activities and financial statements to ensure the company's competence and ability to perform the specified services. The Vendor's proposal may be rejected if the above inspection discloses information demonstrating that the vendor is not qualified or able to perform the specified services.

V. AWARD OF CONTRACT

The District reserves the right to accept or reject any and all proposals, or any portion or combination thereof, to contract services with whoever and in whatever manner the District decides, to abandon the services entirely, to award on the basis of the total proposal, and to waive any informality or non substantive irregularity, as the interests of the District may require in compliance with the Public Contract Code.

The District reserves the right to award a contract any time up to 60 (60) days from the date of proposal opening. The award of a contract is at the sole discretion of the District, acting through the Governing Board.

VI. DISPOSITION OF PROPOSALS

All proposals become the property of the District and may be returned only at the Districts' option and at the proposers' expense. Information excluding proposer's financial information or information which the Proposer has clearly indicated as PROPRIETARY, contained therein shall become public documents subject to the Public Records Act. One copy of the proposal shall be retained for District's files.

VII. REQUESTS FOR INFORMATION

Questions regarding this RFP should be submitted by email only to: erate@TTUSD.org. Please include the RFP number 2009-04 in your email subject line. Replies will be sent to all vendors who indicate their interest in participating and who provide an email contact address. This document is available electronically at <http://www.ttusd.org/technology/RFP2009-04.pdf>.

David Inns, Assistant Superintendent
Tahoe Truckee Unified School District
11839 Donner Pass Road
Truckee, CA 96161
dinns@ttusd.org
530-582-2500

System Capabilities Matrix

	Current	Future Plan	Describe how you meet this need. Be specific and thorough.
REQUIREMENTS	Available in Baseline Product (yes or no)	Are there plans to meet requirement if yes, when	
GENERAL			
Successful on a WAN consisting mostly of T-1 circuits. A one gigabit connection provides Internet access via the California K-12 High Speed Network for schools			
Compatible with current "District and School Web Sites" Board Policy and Administrative Regulation (BP and AR 1113a as posted online at http://www.ttusd.org/technology/BP1113a.pdf and http://www.ttusd.org/technology/AR1113a.pdf			
Compatible with multiple Browsers/Cross Platform Security/Encryption			
Student Information System (SIS) integration.			
Backup/Restore			
Announcements			
User Security permission levels			
Document Library			
Supports District, Department, School, Classroom, and Club pages			
Administrative Training			
Site level administrative training			
Remote monitoring			
Professional Design templates			
Spell Checker			
Design changes supported across entire site(s) (i.e. CSS, linked templates, etc.)			
Integration with Active Directory/LDAP (automated import and export)			

Appendix One

System Capabilities Matrix

	Current	Future Plan	Describe how you meet this need. Be specific and thorough.
REQUIREMENTS	Available in Baseline Product (yes or no)	Are there plans to meet requirement if yes, when	
Administrative alerts of improper language or misuse of account			
User Manuals/Documentation (updated as software is updated)			
Allow public and private groups (facilitates Intranet use)			
E-Mail support: • Staff • Students • Parents			
Information can be posted to District Site and also flow to School and Teacher sites			
Integrated Calendaring (District, Site, Classroom events)			
Help System Online			
Cascading Style Sheets (provides manageability and similar look & feel across pages/sites)			
SIF Compliant/Certified (School Interoperability Framework)			
Validate and Repair Links (to support content authors)			
RSS Feeds (multiple layers or feeds supported)			
Site statistics/reporting capability			
Provide Implementation Project Manager			
Customizable (interactive) Surveys and Forms with analysis and import/export tools			
Content Expiration			
Unlimited Technical support/Toll Free			
Event Registration (email confirmation?)			
Video/Audio Broadcasts (w/file uploads and/or file			

Appendix One

System Capabilities Matrix

	Current	Future Plan	Describe how you meet this need. Be specific and thorough.
REQUIREMENTS	Available in Baseline Product (yes or no)	Are there plans to meet requirement if yes, when	
conversion capabilities?)			
Search and Replace			
Language Translation (e.g. English/Spanish)			
Live help (phone, chat, etc.)			
Custom page error messages			
No client software (Plug-ins) required (If so, list all required/recommended for Mac/PC w/OS versions supported)			
E-commerce capability (online sales, w/multiple stores or sections supported)			
Personal Space Calendars (Individual's events)			
Hosting of sites provided on vendor's servers			
TEACHER			
Unlimited Sites (no charge for extra sites that are part of a district or school)			
Post Announcements			
Post Assignments			
Grade Posting (student/parent login required)			
Archive Classes			
File Up/Download (file management)			
Links to pages/sites			
Integrate Lesson Plans			
Integrate Standards and Benchmarks			
User-Friendly Site Management Tools			
Integrated Calendaring (District, Site, Classroom events)			
Custom Pages designed in Dream Weaver or other web tools			
Scheduling of Announcements/Posts			
Online Testing			
Standards Based Testing			

Appendix One

System Capabilities Matrix

	Current	Future Plan	Describe how you meet this need. Be specific and thorough.
REQUIREMENTS	Available in Baseline Product (yes or no)	Are there plans to meet requirement if yes, when	

Online Surveys and Forms			
Sharing of Teacher Class Pages			
Exchange Class Assignments, Files, Homework Teacher/Student			
Discussion Forum/Chat			
Image editing tools/optimization			
Blogs			
Podcasts			

PARENT			
Calendars (configurable, integrated with District, Site, Classroom, Clubs, etc.)			
Opt-In Email Updates			
Access to Homework Assignments			
Access to Grades			
Teacher Email Links			
Single Sign-on for multi-school families			

STUDENT			
Calendars (Integrated as for parents)			
Access to Homework Assignments			
Access to Grades			
Teacher Email Links			
Blogs			
Podcasts			
Student Email Accounts			
Digital Lockers (file up/download to turn in assignments)			

System Capabilities Matrix

	Current	Future Plan	Describe how you meet this need. Be specific and thorough.
REQUIREMENTS	Available in Baseline Product (yes or no)	Are there plans to meet requirement if yes, when	
TECHNICAL			
Hosted solution on secure, industry standard server facility			
FTP data transfers			
SIS Integration (for automated regular updates)			
Proposer has a large installed base			
Proposer uses industry standard software			
List: • Client Software (Mac/PC) • Web software tools used • Database software tools used			
Online documentation provided for all features/services and changes/updates			
Planned, scheduled, predictable upgrade process			
Customer references (Provide three utilizing hosted solution)			
Student Information System (SIS) integration			
Integration with Active Directory/LDAP			
SIF Compliant/Certified (School Interoperability Framework)			
Compliant with Web Content Accessibility Guidelines-Section 508			
Single Sign-on (able to authenticate users for other systems (SIS, Library server, AR, etc.)			

Tahoe Truckee Unified School District

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E-Rate - Form 470 Application Number: 789190000699525

Proposer's Response Form

Please use the following form to provide information responding to the RFP. Tables will expand to fit the content provided. No limit on pages has been set, but a concise summary of the information will be appreciated. Please submit five bound proposal copies to the contact on page 4 of this proposal. Attachments should include proposer's responses to the Submittal Requirements listed in the RFP. Three hardcopies of the entire response package must be submitted by the deadline to the address listed in the RFP.

Company Name:			
Contact Name/Title:		Phone:	Fax:
Email			

REFERENCES WHO ARE USING YOUR SYSTEM AS PROPOSED FOR THIS PROJECT: (THREE REQUIRED)

District Name:			
Contact Name:	Phone:		
Email:	Fax:		
District Name:			
Contact Name:	Phone:		
Email:	Fax:		
District Name:			
Contact Name:	Phone:		
Email:	Fax:		

Appendix Two

COSTS:

Description	Unit Cost	Quantity for 12 Sites	Monthly Cost for 12 sites	Year 1 Cost for 12 sites	Year 2 Cost for 12 sites	Year 3 Cost for 12 sites	Total Over 3 Years	Notes
Software								
Software Costs (itemize as necessary)								
Cost of any Client Software (plug-ins) if needed (both PC and Mac versions)								
Any Other Software Costs (please specify)								
Training								
Initial Technical Training								
Initial "Train the Trainer" Training								
Additional Training Options and Costs (please detail)								
Implementation								
Set-up and Implementation Costs (Including technical support, porting data from existing sites, etc.)								
Design Costs (Include options for customization of district, school, and teacher sites)								
Taxes								
California Sales Tax (Excludes Labor)								
Other Costs (Please Specify)								
Total Costs								

Appendix Two

Description	Unit Cost	Quantity for 12 Sites	Monthly Cost for 12 sites	Year 1 Cost for 12 sites	Year 2 Cost for 12 sites	Year 3 Cost for 12 sites	Total Over 3 Years	Notes
Qualifying E-Rate Costs								
Identify Which Costs are allowed under E-Rate Reimbursements								
Provision of web site traffic (bandwidth)								
Provision of disk space for storing applicant provided content								
Provision of File Transfer Protocol (FTP) transfer or a Web interface to upload files								

OTHER COMMENTS/EXPLANATIONS:

SOFTWARE REQUIREMENTS:

Client Plug-In Software (if required)	
For PC Clients:	
For Mac Clients:	
Programming Languages Utilized	
Web Delivery:	
Database Management:	
Other:	

Appendix Two

STAFF QUALIFICATIONS: (Please provide information in the form below or attach information on each staff member to be assigned to the project.)

Staff Person	Description of Role	Qualifications

E-Rate SPIN Number: _____

_____ Date

Submitted by: _____ Name

_____ Signature

Title/Position

_____ Phone