



METROPOLITAN SCHOOL DISTRICT
LAWRENCE TOWNSHIP

Dr. Shawn A. Smith
Superintendent

Lawrence Education & Community Center
6501 Sunnyside Road
Indianapolis, IN 46236
(317) 423-8200

October 31, 2019

RE: Request for Proposals (RFP) for Public Address Systems

Dear Sir or Madam,

The Metropolitan School District of Lawrence Township (MSDLT, the District) desires to gather information, procure and subsequently install new public address (PA) systems at two schools, Amy Beverland Elementary and Sunnyside Elementary.

I cordially invite you to respond to MSDLT's attached request for proposals (RFP) for Public Address Systems.

Sincerely,

Michael S Bottorff
Chief Technology Officer
Metropolitan School District of Lawrence Township



METROPOLITAN SCHOOL DISTRICT OF LAWRENCE TOWNSHIP RFP FOR PUBLIC ADDRESS (PA) SYSTEMS

REQUESTING: **Proposal** (1 original and one electronic; delivered as described in sections 1.4 and 4.2)

Issue Date: October 31, 2019

Bid opening: November 26, 2019 at 12:00 pm local time (EST)

Procurement Time Frame: Request for Proposals Issued: October 31, 2019
Request for Proposals Response Date: November 26, 2019
Award and Contract Execution: December 16, 2019 (tentative)

Requested Services: Public Address Systems and Installation

Enclosures: 1.0 Purpose and Background
2.0 Scope of Procurement
3.0 Evaluation Criteria and Vendor Selection
4.0 Proposal Format and Content

Response Documents: Mailing Label
Response Cover Page
Vendor Response Forms
Detailed Pricing Forms
Reference Form
Functional and Technical Requirements (Attachment A)
Product Invoice/Order Form
Proposed Agreement
Additional Documentation

QUESTIONS: Vendors may submit any questions concerning this solicitation in writing by 12:00 pm (Noon) EST on Friday, November 15, 2019. Vendors should send inquiries via email to Mike Bottorff, MSDLT's Chief Technology Officer at michaelbottorff@msdl.t.k12.in.us. The District will post written answers to questions, in the form of amendments to the RFP, on the official web site for this solicitation. Contact with anyone other than the Chief Technology Officer for matters pertaining to this solicitation during the solicitation process is prohibited. The bidder is solely responsible for reviewing all amendments and related documents.

Contact for this request:

Mike Bottorff
Chief Technology Officer
317-423-8340
michaelbottorff@msdl.t.k12.in.us

1.0 PURPOSE AND BACKGROUND

1.1 Purpose of this Request for Proposals (RFP)

Metropolitan School District of Lawrence Township (MSDLT, the District) desires to purchase and install new public address (PA) systems at Amy Beverland Elementary school and Sunnyside Elementary school that will meet these schools' needs for 10+ years. The District anticipates these modern PA systems will consist of network-based (e.g., IP/Internet Protocol) communication endpoints and an associated software system/platform which provides master clock, public address and emergency system functionality. MSDLT seeks proposals from qualified and experienced vendors.

The purpose of this Request for Proposals (RFP) is to solicit sealed proposals and establish a contract through fair and competitive negotiations. This RFP represents a statement of desired products and services and will assist MSDLT in gathering information regarding products and services available, whether or not the District is currently aware of this availability, and to identify vendors capable of delivering these products and services.

This document does not commit the District to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to make any agreements in relation to the services and/or goods described in this RFP. Metropolitan School District of Lawrence Township reserves the right to request clarification, conduct discussions with vendors and/or request additional information.

1.2 General Background

The ninth largest and fastest growing school district in the state, Metropolitan School District of Lawrence Township serves approximately 16,000 students across four Early Learning Centers, eleven Elementary Schools, two Middle Schools, two High Schools, a Center for Innovation and Technology, and an alternative setting high school. MSDLT strives to be the district of destination, a reputation built over the years based on the district's award-winning staff, accomplished administrators, high-achieving students, supportive community, and innovative educational programs. Visit our website at www.LTschools.org.

1.3 Procurement Objectives

MSDLT seeks vendor proposals for purchase and installation of new public address systems at Amy Beverland Elementary and Sunnyside Elementary. This request includes all implementation and installation services.

1.4 Request Timeline and Important Dates

The anticipated timeline for this RFP is as follows:

Issue Date	October 31, 2019
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Pre-proposal Conference	November 15, 2019 10:00 am local time (EST)
Deadline for Written Questions	November 15, 2019 12:00 pm local time (EST)
Proposal Response Deadline	November 26, 2019 12:00 pm local time (EST)
Vendor Selection and Contract Award (tentative)	December 16, 2019

MSDLT will conduct a pre-proposal conference on November 15, 2019 at 10:00 am EST at the Lawrence Education and Community Center (LECC), 6501 Sunnyside Road, Indianapolis, IN 46236. To register, contact Kim Wiggins via email at kimberlywiggins@msdl.k12.in.us no later than 5:00 pm EST on November 14, 2019. Vendors may participate in person or online.

2.0 SCOPE OF PROCUREMENT

Metropolitan School District of Lawrence Township seeks to procure new public address systems and associated implementation services. The District seeks a robust IP Mass communications system that incorporates the latest advances in communications technology to provide a safe and secure environment for staff and students. This section describes MSDLT's requirements.

2.1 Current State

Both Amy Beverland and Sunnyside Elementary Schools currently utilize aging Dukane MCS 350 public address/paging systems. MSDLT shall replace these systems based on the results of this selection process and as part of building renovations currently underway.

2.2 Implementation Timeline

For Sunnyside Elementary, MSDLT anticipates a system implementation to take place on an aggressive timeline between December 17, 2019 and January 6, 2020. After hours work, software installation/configuration and some onsite work can begin on Tuesday, December 17, 2019. The remaining onsite work may begin on Friday, December 20, 2019.

For Amy Beverland Elementary, MSDLT anticipates system implementation to take place between March 27 and April 5, 2020. After hours work, software installation/configuration and some onsite work can begin a few weeks prior to those dates. The remaining onsite work may begin on Friday, March 27, 2020.

Proposing vendors must commit to delivering, installing and successfully testing the new system during these time frames. MSDLT's anticipated implementation dates may shift based on changes in the respective building renovation schedules. Any subsequent shifts, however, will only move the timelines later rather than earlier.

2.3 Project Outline

The PA system implementations at both Amy Beverland and Sunnyside will take place as part of building renovations already underway. As such, MSDLT will assume responsibility for the following tasks.

- Network cable (e.g., Cat 5e), network switch, patch panel and UPS/battery backup installation.
- Internal IP address assignment and network assistance.
- Phone system programming for integrated paging functionality.

The following table provides a high level summary of MSDLT's Public Address Intercom System requirements. Attachment A provides detailed functional and technical requirements. Attachments B and C (available only by request) include building diagrams with anticipated endpoint locations. MSDLT currently uses Cisco Call Manager to manage IP phones. Vendors should include associated equipment warranties and software licenses as well as all of the following items.

Summary Requirements

Equipment and Hardware
1. Communication endpoints (e.g., speakers, clocks, displays) in all designated locations, including classrooms, halls, public areas, gyms, cafeterias, etc.
2. Headend equipment (if applicable) and a dedicated management/administrative console for each building.
System Functionality
3. Two-way communication capability between classrooms, offices and other areas.
4. Individual room and zone paging capability.
5. Audible bell schedules, alerts, and emergency alerts.
6. Music on air capability.
7. System integration with present or future IP phone system for paging purposes.
Implementation Services and Ongoing Maintenance
8. Comprehensive system programming/configuration, installation and testing.
9. Staff training for use and maintenance of the system.
10. Five years of vendor support and software updates/maintenance.
11. A minimum five year hardware warranty.

The District identified six broad categories of endpoints for potential use with this system. The table below lists the anticipated quantities for each endpoint category.

Anticipated Endpoint Quantities

Endpoint Type	Amy Beverland	Sunnyside	Total
Classroom Speakers (including visual display)	72	72	144
Classroom Speakers (audio only/alternate)	72	72	144
Classroom Call Buttons	72	72	144
Hallway/Common Area Speakers (audio only)	45	45	90
Hallway/Common Area Visual Displays (optional/alternate)	10	10	20
Outdoor/External Speakers	7	7	14

MSDLT expects all classroom speakers to provide, at a minimum, the following functionality.

- Hands-free intercom
- Microphone for two-way communication
- Call button

The District prefers classroom speakers with visual displays and more advanced features. However, vendors should provide an alternate, audio-only classroom speaker price in case budget constraints limit MSDLT's choices. Attachment A provides detailed functional and technical requirements for the various endpoints. Part 5 Detailed Pricing Forms includes space to provide pricing for both types of classroom speakers as listed in the previous table.

Similarly, MSDLT maintains interest in audio/visual displays for hallways and common areas, but this selection process accounts for that equipment as an alternate bid option as well.

In summary, MSDLT will select either the visual display or the audio only option for classroom speakers and may select the Hallway/Common Area Visual Displays in addition to the audio only speakers.

MSDLT reserves the right to adjust quantities prior to purchasing to meet the needs of the corporation and **retains the right to select all, none or any selected portion of the proposed equipment and services.**

3.0 EVALUATION CRITERIA AND VENDOR SELECTION

3.1 Evaluation Criteria and Process

The District’s selection team will identify a preferred vendor based the following evaluation criteria.

Criteria		
Phase	Weight	Criterion
Proposal Evaluation	450	Cost
	250	Software System Functionality
	200	Endpoint Features
	100	Vendor Qualifications
	1,000	Total Points

MSDLT’s evaluation team will assign vendors a score for each criterion. The District will then combine these component scores into a total score to identify a preferred vendor.

3.2 Administrative Screening

Prior to evaluation, MSDLT’s selection team will review proposals for completeness, adherence to the required response format as described in Section 4.0 of this RFP, and compliance with minimum requirements as listed in Form 2: Minimum Requirements of the Vendor Response Forms (Part 4). The District may reject proposals that fail this administrative screening

3.3 Response Evaluation

The District will evaluate all responsive proposals using the criteria described below.

- Cost (450 Points)

MSDLT seeks the best value solution. The District will evaluate proposals based on the total project cost. MSDLT will use information provided by vendors in Detailed Pricing Forms (Part 5) to assign a Cost score. See the example below.

EXAMPLE

Vendor A: \$840,000

Vendor B: \$720,000

The vendor with the lowest total cost will receive the total number of points allotted for Cost (500 points). Vendors with a higher total cost will receive a proportional percentage of the total possible points for Cost, based on their deviation from the lowest total cost. See the example continued below.

EXAMPLE

Vendor A:

$$\frac{\$720,000 \text{ (lowest total cost)}}{\$840,000 \text{ (Vendor A's total cost)}} \times 450 \text{ (total possible points)} = \mathbf{386 \text{ points}}$$

Vendor B:

$$\frac{\$720,000 \text{ (lowest total cost)}}{\$720,000 \text{ (Vendor B's total cost)}} \times 450 \text{ (total possible points)} = \mathbf{450 \text{ points}}$$

- Software System Functionality (250 Points)

The District seeks highly functional, flexible, widely regarded public address system solutions capable of meeting both MSDLT's current and future needs. Vendor responses should describe why their proposed equipment represents a best-fit solution for MSDLT. The District will use information provided by vendors in Attachment A – Functional and Technical Requirements Forms and additional documentation to assign scores for this criterion.

- Endpoint Features (200 Points)

MSDLT desires modern, IP-based public address system equipment capable of meeting both the District's current and future needs. Vendor responses should describe why their proposed equipment represents the best long-term investment for MSDLT. The District will use information provided in Forms 7-8 of the Vendor Response Forms (Part 4) and Attachment A – Functional and Technical Requirements Forms to assign scores for this criterion.

- Vendor Qualifications (100 Points)

The District seeks relationships with vendors that are viable, stable, and committed to long term support of the proposed public address systems. MSDLT's selection team will evaluate the vendor's revenue and operating history, changes in ownership, level of resources allocated to network equipment service and support, client base, terminations for default, current or recent experience with similar organizations and standard terms and conditions.

This District will also base a portion of this evaluation category's score on vendor references. MSDLT's selection team will consider the similarity of reference clients' demographics, size, scope of services and support history as well as overall client satisfaction. The District may conduct in-depth phone interviews to gather additional information. MSDLT prefers references from similarly situated clients (e.g., large scale, K-12 educational organizations).

MSDLT will use information provided in Form 3: Executive Summary and Form 4: Company Profile of the Vendor Response Forms (Part 4), as well as completed Reference Forms (Part 6), to assign scores for this criterion.

3.4 Competitive Negotiation

Metropolitan School District of Lawrence Township reserves the right to request clarification, conduct discussions with vendors, to request revisions and/or waive minor informalities. The District also retains the right to negotiate the final contract terms and conditions with one or more of the most responsive vendors as solely determined by the District. Finally, MSDLT may discard all vendor responses if none meet the stated minimum requirements or if none are deemed in the best interests of the District.

3.5 Best and Final Offer

The District may issue a written request for Best and Final Offers (BAFO). The request shall set forth the date, time, and place for the submission of the BAFO. In this case, if vendors do not submit a notice of withdrawal or a BAFO, MSDLT will construe their immediate previous offer as the Best and Final Offer. The BAFO process may include an interview and/or a presentation to the District's evaluation team.

4.0 PROPOSAL FORMAT AND CONTENT

4.1 General Directions

This RFP contains all the information and forms necessary to complete and submit a formal proposal. All responses and accompanying documentation submitted will become the property of Metropolitan School District of Lawrence Township at the time responses are opened.

4.2 Required Response Format

Vendors must submit one original and one electronic copy of the proposal by the due date indicated on the cover page of this RFP. To assist in the evaluation process, all responses must follow the format outlined below. Proposals in any other format may be considered non-responsive and may be rejected.

4.2.1 Response Cover Page

This form must be completed and signed by a person authorized to make a binding offer for the vendor. Proposals that fail to include an originally signed Proposal Cover Page may be deemed non-responsive and may be rejected from further evaluation.

4.2.2 Vendor Response Forms

Vendors must complete the vendor response forms in their entirety and submit them in their native electronic format (Microsoft Word). Instructions for completing these forms are included within the document.

4.2.3 Detailed Pricing Forms

Vendors must complete the detailed pricing proposal forms in their entirety and submit them in their native electronic format (Microsoft Excel). Instructions for completing these forms are included within the document.

4.2.4 Reference Form

Vendors must complete and submit reference form in its native electronic format (Microsoft Word). Vendors must provide references from at least three (3) organizations for which they have provided similar services.

4.2.5 Functional and Technical Requirements (Attachment A)

Vendors must complete and submit Attachment A in its native electronic format (Microsoft Word). Instructions for completion are included within the document.

4.2.6 Product Invoice/Order Form

Vendors must submit a completed sample product invoice/order form.

4.2.7 Equipment Technical Specifications

Vendors must provide technical and functional specifications for all proposed equipment. To meet this requirement, vendors may submit relevant equipment information sheets from the manufacturer.

4.2.8 Proposed Agreement

Vendors must provide a copy of their proposed warranty, maintenance and/or services agreement. However, vendors do not need to submit a separate document if their product invoice/order form contains a complete list of relevant terms and conditions.

4.2.9 Additional Documentation

Vendors must separately provide the additional documentation indicated in the Vendor Response Forms, such as equipment user manuals/documentation