School District of Elmbrook
Voice and Telecommunications Services Request for Proposal

This document identifies multiple areas of telecommunications service that the School District of Elmbrook (SDE) will consider individually. Suppliers may respond to an individual proposal area or all proposal areas listed. Each area will be awarded separately. Proposal Areas identified in this document are:

- Proposal Area A: Voice Telephone Service – Local Service
- Proposal Area B: Voice Telephone Service – Long Distance
- Proposal Area C: Cellular and Two-Way Communication

Proposals are due Friday, March 16th, at 9am

Please submit two copies of your proposal with a signed **Cover Sheet** located at the end of this RFP, along with applicable **cost sheets** and other specifications outlined in the **Vendor Requirements** to:

Elmbrook School District
Central Administrative Office – Business Department
Attn.: Pat Felde or Chris Thompson
13780 Hope Street
Brookfield, WI 53005
For more information call or e-mail: Chris Thompson at 262-781-3030 x1163
thompsoc@elmbrookschools.org

Background

SDE encompasses the City of Brookfield, Village of Elm Grove and parts of the Town of Brookfield and City of New Berlin. Current enrollment is approximately 7,200 students who are supported by 535 faculty and 600 staff. SDE has 12 locations, although the closing of Hillside Elementary (June, 2012) will significantly reduce telecommunication needs at that location. All sites are listed below:

School District of Elmbrook Locations

Central Administrative Office (Location may change during the length of the 3-year contract)	13780 Hope Street, Brookfield 53005
Brookfield Central High School –	16900 West Gebhardt Road, Brookfield 53005
Brookfield East High School	3305 North Lilly Road, Brookfield 53005
Pilgrim Park Middle School	1500 Pilgrim Parkway, Elm Grove 53122
Wisconsin Hills Middle School	18700 West Wisconsin Avenue, Brookfield 53045
Fairview South School	3525 Bermuda Blvd, Brookfield 53045
Brookfield Elementary School	2530 North Brookfield Rd, Brookfield 53045
Burleigh Elementary School	16185 Burleigh Place, Brookfield 53005
Dixon Elementary School	2400 Pilgrim Square Drive, Brookfield 53005
Swanson Elementary School	305 N. Calhoun Rd, Brookfield 53005
Tonawanda Elementary School	13605 Underwood River Parkway, Elm Grove, 53122
Hillside School (closed in June, 2012)	2250 Lynette Lane Brookfield, WI 53045
North Avenue Maintenance Location	16945 W. North Avenue, Brookfield, 53005

Requirements pertaining to all services requested

Vendor Requirements:

The vendor must meet or exceed all minimum qualification requirements. In order to submit a proposal, the vendor:

1. Must be registered as a service provider with the School and Libraries Division (SLD) of the Federal Communications Commission (FCC), have a Service Provider Identification Number (SPIN) and comply with all SLD service provider requirements.
2. Must have a minimum of five years of experience in the area of expertise of this RFP.
3. Proposals submitted by the vendor must comply with the competitive bidding requirement of the SLD for Universal services and support, along with state and local bid laws.
4. Vendors must be able to provide at least four references from prior installations where equal services have been provided for projects of similar size and complexities. Reference information must include company name/project, contact name, address and telephone number.
5. The vendor must provide their standard Service Level Agreement (SLA).
6. Vendor must complete Appendix A – Appendix C, Cost Spreadsheets.
7. Vendor must provide implementation timeline.
8. The vendor must provide a history of the company, strengths and stability, including years in business, licensing information, years in providing the type of proposed service, and existing customer satisfaction.

Pre-Proposal Conference

There will not be a pre-proposal conference in conjunction with this RFP. However vendors are encouraged to schedule informational meeting(s) with the District as needed to submit a high quality and complete proposal. The District will make every attempt to accommodate meeting requests.

Questions

Vendors who have questions about this RFP must direct them to the Chris Thompson, Chief Information Officer via e-mail (thompsoc@elmbrookschools.org) or phone (262-781-3030 x1163). The District must receive questions by March 14th, 2012 to enable the District to respond. Failure to request clarification of any inadequacy, omission or conflict will not relieve the vendor of any of its responsibilities under this RFP or any subsequent contract.

Selection Criteria:

SDE reserves the right to reject any or all proposals and select the bid that offers the best overall benefit to the school district. Along with price, special consideration will be given to the proposal of components/services that we believe offer the highest quality, usability, as well as ease of implementation and service. Price is the primary consideration but not the only consideration per FCC E-Rate evaluation rules. Special consideration will be given to the following:

1. Costs, including unit prices, equipment costs, other charges or fees, etc. See **Appendices A – C Cost Spreadsheets**
2. Extent to which specifications and requirements are met.
3. Provide a clear plan to implement the services they offer in a timely manner.
4. Demonstrate that they have sufficient local resources to implement and maintain the services in a timely manner.
5. Client references.
6. Quote preparation, thoroughness, and responsiveness. Provide a copy of the contract they would ask be signed if their offer is accepted.

Proposal Area A: Voice Telephone Service – Local Service

Contract and Timeline SDE would like to enter into a 3-year agreement with two, one-year options (up to 5 years total). The District has a mixed environment of Cisco VoIP and Centrex. The District employs a Cisco VoIP network at its Central Administrative Office location which is integrated with Microsoft Unified Messaging for voicemail. Centrex services are currently provided by AT&T, in addition to T-1 lines provided at each middle and high school. Each building has an internal telephone system which varies in age and connectivity capability.

The quantity of phone numbers and features used will vary during the resulting contract. The district currently uses approximately 220 assigned telephone numbers. Service quantities are expected to reduce under the new agreement due to facility closings and staff reductions. At any time before a contract is signed, the district may elect to participate in state contract pricing, and proposals are expected to match or better current state pricing.

Proposals must be based on continuation of existing assigned telephone numbers. The District will reject proposals which require renumbering.

The resulting agreement must include provisions which allow the District to shrink or grow the quantity of services during the life of the agreement. Agreement provisions that would allow portions of the service to migrate to VOIP during the term of the agreement will be considered.

Paper invoicing is required; bill images, usage data, and detailed charge data must be available as electronic records. A single monthly master invoice is needed for payment and universal service records.

Cost Sheet and Contract

Proposals must include a completed an **Appendix A - Local Service Cost Sheet**.

1. Optional cost features may be listed with the single phone cost. Offers must clearly distinguish between included features and optional cost features within the pricing. Components, services or features which are ineligible for E-Rate support must be clearly labeled as ineligible
2. Proposed pricing should identify unified messaging and voice mail services as optional service features which can be added as needed. The district currently uses 700 voice mail accounts.
3. Proposals which require changing connections or components of the currently installed services must include information which lists all conversion costs, customer responsibilities and a timeline to complete all changes.

The selected vendor must be prepared to issue a signed contract by March 19, 2012, in order to meet the E-Rate form 471 filing requirement.

Proposal Area B - Long Distance Service

SDE seeks to identify a preferred supplier for Long Distance telephone service. We seek a three-year master agreement with two additional one-year extensions. The District is eligible to participate in State of Wisconsin Contract rates provided the contract meets the Universal Service program requirements.

1. Supplier must provide a single detailed billing for all phones covered by the agreement.
2. All usage and billing detail must be available online for a period not less than 12 months.
3. Vendor must provide one primary contact number for all billing inquiries.

Responses must include an Appendix B – Long Distance Cost Sheet. The selected vendor must be prepared to issue a signed contract by March 19, 2012, in order to meet the E-Rate form 471 filing requirement.

Proposal Area C - Cellular and Two-Way Communications Devices

SDE currently has 45 Sprint Smart Phones, 15 US Cellular standard cellular phones, and 3 Sprint Nextel Direct Connect Smart Phones. SDE seeks one vendor with outstanding local coverage, quality support, and superior technology in phones.

General Considerations:

SDE is requesting pricing under the E-Rate category of Telecommunications and Internet Access.

4. An approved contract for cellular service will cover the period between July 1, 2012 and June 30, 2014. SDE seeks a two-year contract with two, one-year extension options.
5. Cellular access will cover the billing period of July 1, 2012 and June 30, 2014.
6. Allows individual plan adjustment as needed without penalty.
7. Does not restrict, require or limit the number of cellular services that can be associated with the agreement.
8. Vendor must provide Master Bill for accounts payable.
9. Electronic Records - All usage and billing detail must be available online for a period not less than 12 months.
10. Vendor must provide one primary contact number for all billing inquiries.
11. The supplier must provide account management capability and reporting via the Internet.
12. The Universal Service Fund eligibility of each cost proposed must be clearly labeled.
13. Vendor is responsible for all cellular transfer costs incurred as a result of change of service from present provider, including any penalties or early termination fees. Vendor must provide all service and support for maintenance of access point established.

Migration

Proposals which require migration from the existing service or equipment must identify a migration strategy and fully disclose an associated timeline with costs. Migration proposals at minimum must identify the following information:

1. Clearly state all one time or non-re-occurring charges
2. At least three proposed models of equipment required for connection to the service with detailed technical specifications and cost per unit
3. Propose a strategy for migration of existing users to new handsets, including logistics of address book porting.
4. Identify a strategy which allows payment from a master billing with monthly departmental courtesy copies of usage and cost details.
5. Upon receipt of the contract, vendor must be willing to conduct a coverage analysis at each school within 90 days. Vendor should include in its proposal a strategy to respond to areas of weak coverage and identify all potential costs to the district to employ that strategy. The proposal should also include a strategy to boost signal strength at the homes of cellular users in the Greater Waukesha County where coverage is weak, as well as any associated costs.

Responses must include an Appendix C - Cellular Cost Sheet. The selected vendor must be prepared to issue a signed contract by March 19, 2012, in order to meet the E-Rate form 471 filing requirement.

School District of Elmbrook – Voice and Telecommunications Services Request for Proposal Cover Sheet

The attached proposal is a detailed response to the Vendor Requirements in the Areas of:

_____Local Phone Service _____Long Distance Service _____Cellular Service

The individual signing this cover sheet acknowledges that they have read the School District of Elmbrook's Voice and Telecommunications Services Request for Proposal and certifies that the named organization agrees to and is able to meet the requirements listed in this request for proposal.

The individual signing this proposal also certified that information contained herein is true and correct to the best of his/her knowledge.

Company Name _____

Address _____

City, State, Zip _____

Phone Number _____

Email Address _____

The undersigned agrees to furnish the items described at the net price quoted subject to the above conditions.

Print Name _____

Signed By _____

Title _____

Date _____