



Technology Services Middleton–Cross Plains Area School District inclusive. innovative. inspiring.

REQUEST FOR PROPOSAL

CONSULTING SERVICES -

**Develop a Request for Proposal for
Integrated Platform - Website, Mobile Application, Social Media, and
Search Engine Optimization**

Prepared by:

Middleton-Cross Plains Area School District
7106 South Avenue
Middleton, Wisconsin 53562

January 13, 2020

I. Purpose/Overview

The Middleton-Cross Plains Area School District (herein referred to as “District” or “MCPASD”) intends to implement a new integrated platform to include the district website, mobile application, social media, and search engine optimization. The District is seeking a consultant to work with MCPASD to write a Request for Proposal for the integrated platform project and to develop a vendor selection process. This project will provide the District with a more manageable and sustainable platform that will meet the current needs of MCPASD and can grow and evolve, as the District’s needs change.

The purpose of this Request for Proposal (RFP) is to obtain proposals from qualified design/engineering firms (hereafter referred to as “Firm”) interested in contracting with the Middleton-Cross Plains Area School District to provide desired services as outlined in this RFP.

The selected consultant will assist the District in assessing specific needs and requirements for the integrated platform; writing and publishing an RFP; coordinating the solicitation and selection process.

II. Background

The Middleton-Cross Plains Area School District, located in Dane County, Wisconsin, serves approximately 7,600 students in grades PreK-12. MCPASD has six elementary schools (a seventh will be added in 2020-21), two middle schools, a large high school (MHS: 2,300+ students) and small charter high school (CSCS: 100+ students). MCPASD also maintains a District Services Center (DSC), a Transportation Center (DTC), and an Operations Center (DOC).

III. Submittal Format and Requirements

A. Proposal Organization and Format

Submit four (4) complete sets (1 original + 2 printed copies + 1 electronic format) of the proposal. Proposals should be typed and submitted on 8.5 x 11 inch paper and bound securely. The use of color and graphics will not be part of the evaluation process and the District encourages Firms not to overuse these presentation pieces.

B. RFP Clarification/Questions

Any Firm contemplating submitting a proposal and in doubt as to the true meaning of any part of the scope of services being requested by the District, may submit an email request for an interpretation thereof. Requests for clarification, interpretation and/or questions regarding this RFP shall be directed to James Blodgett. All such requests must be made via email to jblodgett@mcpasd.k12.wi.us.

Please do NOT contact the District by phone regarding this RFP.

The final date and time to submit questions via email is 11:00 a.m. on January 27, 2020. District responses to requests for interpretation will be provided to all Firms who receive a copy of the RFP.

The District will not be responsible for any other explanations or interpretations of the proposed documents. In case of any doubt or difference of opinion as to the true intent of the scope of services and in case of any dispute between the parties under the contract to be entered thereunder, the decision of the District shall be final and binding. Under no circumstances will a request for clarification alter the submission deadline.

Any questions concerning this RFP must be submitted via email on or before Monday, January 27, 2020 at 11:00 a.m. to:

James Blodgett, Director of Technology Services
Middleton-Cross Plains Area School District
Email: jblodgett@mcpasd.k12.wi.us

C. Proposal Submittal Due Date/Time

All response to this RFP shall be received by the District no later than 3:00 p.m. on Friday, February 14, 2020.

Responses to this RFP should be delivered to:

Amy Runde, Procurement Specialist
Middleton-Cross Plains Area School District
7106 South Avenue
Middleton, WI 53562

Proposals shall be marked "Proposal for Consulting Services - Develop RFP for Integrated Platform" and shall clearly identify the Firm submitting the proposals.

Proposals received after the date and time specified will be returned unopened.

D. General Submittal Information

The Firm's response to the RFP should be succinct but comprehensive, including suggested approaches related to the Firm's ability to achieve the District's project objectives. The Firm may propose modifications to the suggested scope of services if it believes it will better achieve the project objectives.

E. Required Submittal Format/Information

Proposal submittals must demonstrate a thorough understanding of the scope of services required/requested by the District, the ability to deliver these services successfully, and shall include information that will enable the District to determine the

Firm's overall qualifications. Proposals shall also include any other information that the Firm believes is significant in making an informed decision relative to its proposal.

1. Executive Summary

The Firm shall include a brief summary that includes the factual, core aspects of basic services offered, experience and qualifications of the Firm, staff, consultants, sub consultants, a list of relevant projects in the last three (3) years (in particular in Wisconsin) and the timeliness in which they were completed.

2. Qualifications

a) Qualifications Overview

Describe the Firm's organization and size in relation to providing RFP consulting services. State the location of the office from which this engagement will be serviced and the range of activities performed at that office.

b) Organization Management Approach

Describe the responsibilities of the management and staff personnel that will perform services on this engagement; describe method employed to ensure prompt service, customer satisfaction, and timely initiation and completion of all work.

c) Key Staff

Describe the composition of the Firm's team assigned to the District's projects. Include names of key personnel to be assigned as advisors and analysts, their roles, titles, experience, and period of service with the Firm. Identify the Firm's contact person who will serve as manager on this project.

3. Experience, Past Performance, Innovation and Litigations

a) Overall Experience

Describe your Firm's experience as a proposal writer. Indicate the number of and type of requests for proposals your Firm has participated in during the last three years.

Please break out proposals in the K-12 Education space or proposals for Integrated Platforms/Websites as separate line items. Be specific and identify projects, dates, and results wherever possible.

b) Disclosure of Contract Failures, Litigations

Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending which involves the consultant or in which the consultant has been judged guilty or liable. Any other past or pending litigation which may affect the performance of the services to be rendered herein, in which the Firm, any of its employees, subcontractors, or sub consultants is or has been involved within the last three (3) years.

c) Approach

(1) Organizational Approach:

Describe how the Firm will coordinate with the District staff for this project.

(2) Required Scope of Services

The following is a list of the services the District expects to receive from the selected Firm. The proposal should include a discussion of how the services are to be provided; experience in providing such services to school districts and other governmental entities; and innovative methodologies or presentations to be used.

(a) Develop a Request for Proposal for an Integrated Platform to include:

(i) Website

(a) District level

(b) School level

(c) Student and Staff Intranet

(ii) Mobile Application

(iii) Social Media

(iv) Search Engine Optimization

(b) Assist District with Grading Responses

d) Fee and Cost Proposal

All fees, prices, costs, and conditions outlined in this proposal shall remain fixed and valid for the life of this agreement. The Firm shall

submit their fee and reimbursable expense schedules necessary to accomplish the scope of services. Please identify all fees/costs that would be incurred by the District for base services.

IV. RFP Timelines

Finalize and Issue Consultant RFP	January 13, 2020
Final Date to Submit Consultant RFP Questions	January 27, 2020 by 11:00 a.m.
Due Date for Proposals	February 14, 2020 by 3:00 p.m.
Review/Evaluate Proposals and Complete Reference Checks	Week of February 17-21, 2020
Select Firm (subject to agreeable contract terms) and Issue Purchase Order and/or Contract	February 24, 2020

The anticipated timeline for development of the Integrated Platform RFP by the selected consultant is:

Kickoff Integrated Platform RFP Development	March 11, 2020
Publish Integrated Platform RFP	March 30, 2020
Final Date to Submit Integrated Platform RFP Questions	April 15, 2020 by 11:00 a.m.
Due Date for Proposals	April 29, 2020 by 3:00 p.m.
Review/Evaluate Proposals and Complete Reference Checks	April 30 - May 8, 2020
Select Firm (subject to agreeable contract terms) and Issue Purchase Order and/or Contract	May 11, 2020

V. Proposal Evaluation/Selection Process

The responses will be reviewed by an evaluation panel consisting of individuals selected by the District. Responding Firms will bear all costs of this RFP and interviews, if any.

Proposals will be reviewed using the following criteria/elements:

Qualifications	15
a. Organization and Management b. Availability and Qualifications of Key Staff c. Leadership and Commitment of Principals	
Experience	15
a. Depth and breadth of experience b. Quality of Firm's past performance	
Approach	30
a. General, organization, project approach b. Response to scope of services c. Innovation d. Required services	
Fee Schedule/Cost	35
Optional Services	5

Upon the completion of the selection process, the District shall notify the Firms of the selection and the successful Firm to enter into an agreement. At the District's discretion, it may directly negotiate with the best qualified Firm on final scope and budget.

The District reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities that, at the District's discretion, are determined to be in the best interest of the District.

Further, the District makes no representations that a contract will be awarded to any Firm responding to this request. The District expressly reserves the right to reject any and all responses to this invitation without indicating any reasons for such rejection(s).

The District reserves the right to postpone the due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

The initial phase of Request for Proposal does not obligate or commit the District to award a contract, pay any costs incurred in preparation of these applications, or to procure or contract for any services.

The District may investigate the qualifications of any individual or Firm under consideration, require confirmation of the information furnished, and require additional evidence of qualifications to perform the services described in this RFP. The District also reserves certain rights, including, but not limited to, the following:

- Reject any or all of the proposals
- Issue subsequent Requests for Proposals
- Cancel the entire Request for Proposal
- Remedy technical errors in the Request for Proposal process
- Seek the assistance of outside technical experts in evaluation
- Approve or disapprove the use of particular subcontractors
- Negotiate with any, all, or none of the Firms
- Solicit best and final offers from all, some, or one of the Firms
- Award a contract to one or more Firms (required vs. optional services)
- Waive informalities and irregularities in Request for Proposal
- Award without discussion

Selection will be based upon a determination as to which proposal is in the best interest of the Middleton-Cross Plains Area School District. Any decision made by the District, including the selection of the Firm(s), shall be final and is NOT subject to appeal. In submitting a proposal, the Firm understands that the District and its representatives will determine which proposal is accepted. The Firm waives any right to claim damages of any nature, whatsoever, based on the selection process, and any communications associated with selection or non-selection. All completed proposals and supporting documentation submitted shall be the property of the District.

VI. Acceptance of Terms

By submitting a proposal, the Firm affirms its acceptance of the terms and conditions of this RFP, without exception, deletion or qualification, and without making its offer contingent.