

December 6, 2010

PROPOSAL REQUEST LETTER

To: Prospective Respondents - **RFP No. 1011-01T**
Broadband Anywhere

From: Michael Grattan.
Purchasing/Contracts Supervisor

The San Diego County Superintendent of Schools/San Diego County Office of Education requests that your firm submit a proposal as follows:

PROPOSAL CLOSE DATE: January 7, 2011 @ 5:00 P.M., In Room 201

Proposal Document Location & Delivery: San Diego County Office of Education, 6401 Linda Vista Rd., San Diego, CA 92111, **In Room 201**

Project Manager: Stephen Clemons, srclemons@sdcoe.net.

Contract Type: Broadband Connectivity

Contract Start Date: Upon award

Contract completion date: End dates for the delivery of each product and other deliverables proposed within the provided solution.

Site Location: San Diego County Office of Education

Notification of intent to apply should be in Microsoft Word or PDF format and due no later than December 15, 2010, 5:00 p.m. PST and shall be submitted via e-mail only to: Steve Clemons, Assistant Superintendent, Chief Technology Officer- srclemons@sdcoe.net.

Faxed Proposals: Proposals submitted by **Fax** will be rejected as nonresponsive

Overnight Mail: Mail at least ONE DAY in advance to insure on-time receipt

Proposal List Continuance: A response must be received by proposal close date or your company will be dropped from the list

NOTICE: No calls or faxes will be acknowledged **three (3) days** prior to due date

I may be reached at (858) 292-3768.



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OFFICE OF EDUCATION

Request for Proposal For Broadband Anywhere



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Introduction

The San Diego County Office of Education (SDCOE) is embarking on a project to enable school districts within San Diego County to provide a portable device with integrated broadband connectivity for every student in their district.

We are at a tipping point in education with the opportunity to provide individualized instruction supported by the tools our students need to succeed in an increasingly competitive global economy. We also have the opportunity to provide students access to these tools anytime, anywhere. When 96% of all households have the ability to utilize a broadband Internet connection, it is unacceptable that some communities have less than a 50% adoption rate. We will never be able to bridge the achievement gap if some students have access to all the tools necessary to learn, and others do not.

The numbers outlined below show the opportunity gap that many of our students face when it comes to being able to access the rich learning resources available via the Internet.

- **Low-Income:**
Americans living in households whose annual income is \$20,000 or less have a 35% broadband adoption rate
- **Upper-income:**
Households with incomes of over \$75,000 have a broadband adoption rate of 85%
- **Rural:**
Rural Americans have a 46% adoption rate
- **African Americans:**
46% of African American's have broadband at home
- **Latinos:**
37% of non- or limited-English speaking Latinos have broadband or dial-up Internet connections

There are 42 school districts in the county of San Diego (500,000+ students), and several additional student programs are run by the SDCOE. Each school district/charter have Internet access to their school sites. However, students do not necessarily have an Internet connection at home or other locations outside the school sites. The SDCOE has obtained an FCC Letter of Agency (LOA) from 45 school districts and charters from within San Diego County. This LOA allows these school districts and charters to use the pricing model that results from this RFP process as their purchasing vehicle without having to complete their own RFP. However, this LOA does not bind these educational agencies to any pricing model. They are within their rights to use their current pricing structure or complete their own RFP process.

The SDCOE is seeking proposals for a complete package that ensures students and school districts have the resources needed to improve student achievement and prepare students for *their* world. This package includes a computing device with a broadband connection that will allow for fast and reliable access to critical learning resources like SDCOE's CloudConnect



project. This RFP specifically outlines the requirements for a solution that will address the device and connectivity needs of San Diego County schools.

The SDCOE seeks responses from vendors that address how and in what manner the vendor will support the school districts’ ability to provide low-cost broadband access and devices to their students while also ensuring the districts’ ability to support and manage the system and devices after the project goes live. Responses shall include documentation pertaining to project planning, methodology, software/hardware architecture, implementation, training, and all related costs.

Only providers that demonstrate forward thinking solutions that will sustain school districts serviced by SDCOE over the long-term will be considered. Proposals will be scored based on coverage areas, quality of service, cost, and other criteria.

Acknowledgement and Intent to Apply

Please acknowledge that you have received this document and intend to apply by emailing a formal written letter of receipt to the SDCOE.

Notifications of intent to apply should be in Microsoft Word or PDF format are **due no later than December 15th 2010, 5:00 p.m. PST** and shall be submitted via *e-mail only* to:

Steve Clemons, Assistant Superintendent, Chief Technology Officer –
“srelemons@sdcoe.net”

If you do not formally submit intent by December 30th, we may be not be able to review any subsequent proposal.

Process

The RFP process will be undertaken as follows:

1. Vendors/providers are encouraged to acknowledge receipt of the RFP documentation, provide a statement of intent, and prepare a formal vendor/provider proposal to be sent to the delegated contact within the SDCOE.
2. The SDCOE will review the vendor/provider proposal against a set of pre-defined criteria and rate the proposal on its ability to satisfy the requirements stated in this RFP.
3. A preferred vendor/provider will be chosen (with the highest awarded rating) and formally notified.
4. A formal contract will be negotiated with the preferred vendor/provider and, if endorsed, the vendor/provider then will begin supplying the requisite product to the project. The following timeframes will be adhered to during this process:

- Release RFP *12/1/2010*
- Closure date for receipt acknowledgements *12/15/2010*
- Closure date for vendor/provider proposals *1/7/2011*
- Review of vendor/provider proposals complete *1/15/2011*
- Preferred vendor/provider notified *1/20/2011*
- Unsuccessful vendor/providers notified *1/20/2011*



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- Draft vendor/provider contract formed *1/27/2011*
- Vendor/provider contract signed *2/01/2011*
- Vendor/provider contract initiated. *As needed*

Rules

- The vendor/provider response must be accurate at the time of print and remain valid for the remainder of the RFP process (as per the above timeframes).
- Vendor/providers may work together to formulate one joint response; however, the full details of each vendor/provider must be included in the vendor/provider proposal.
- The vendor/provider must keep all RFP information confidential at all times.
- Formal vendor/provider proposals should electronically sent in adherence to the following:

Proposals in Microsoft Word or PDF format are **due no later than 1/7/2011, 5:00 p.m. PDT** and shall be submitted via *e-mail only* to:

**Steve Clemons, Assistant Superintendent, Chief Technology Officer -
"srclemons@sdcoe.net"**

Questions

Questions regarding this RFP shall be submitted in writing by e-mail to Greg Ottinger and Chris Brawner at gottinger@sdcoe.net, and cbrawler@sdcoe.net. Questions will be answered by e-mail as addenda to the original RFP. Any submission in response to the RFP becomes the property of the SDCOE. Accordingly, questions shall NOT contain proprietary or classified information. The SDCOE will not respond to questions received after **5:00 PM PDT, January 3rd, 2011**.

Requirements of the New System

The SDCOE is looking for proposals from vendors to provide end-user access devices and broadband connectivity to access their learning resources from outside the school premises.

The system and structure shall allow students in San Diego County to access their academic resources through a device and Internet connection outside the school walls. The system shall allow all end-user traffic to be routed to SDCOE and/or district equipment for Internet filtering consistent with federal Children's Internet Protection Act (CIPA) requirements.

Please give a descriptive overview of your proposed solution to our requirements for a Broadband Anywhere solution that meets the SDCOE's requirements. Sections 3.1 through 3.3 provide a high-level overview of desired system functionality.

As an intermediate agency, the SDCOE will broker the Broadband Anywhere as a means to acquire consortium solutions for the 42 school districts. The proposal must take into account



that each school district is autonomous and has their own budgeting methods and revenue streams. Additionally, the proposal must allow districts to contract and pay for the proposed solutions independently and directly. Moreover, pending E-Rate policy changes may have implications for the amount education institutions possess to pay for broadband services. This furthers to requirement that proposed solutions include a direct billing mechanism between the provider/vendor and school district.

The SDCOE is seeking solutions that meet the requirements listed below. Please identify how your proposed solution meets these requirements in your response to **Vendor Information Required (Section 4)**.

The requirements in Sections 2.1 through 2.3 below are *not intended as a detailed functional specification*. The information is intended to provide vendors with some background of the functionality desired.

Broadband Anywhere Requirements:

- Each school district must be able to provide a device and broadband Internet connection to their students at a low cost to the school district. The cost calculations should not include any E-rate implications or calculations.
- The solution shall provide at least 2Mbps download and 1Mbps upload to allow students the ability to download and upload documents, images, and other media files along with access streaming video content for educational purposes.
- The system must allow for thousands of simultaneous users without degrading service to individuals.
- The solution shall allow district-specific content filtering. Filtering through existing school district solutions is preferred.
- The respondent must provide detailed scalability and performance benchmarks which ensure usability of the system across San Diego County. Responses shall included current geographic coverage, density of coverage, network upload and download speeds, and future plans for infrastructure and improved coverage/service.
- Vendors will provide coverage information for street addresses provided by school districts in San Diego County.
- The proposed system must be capable of supporting a data transfer of no less than 2 GB per month per device. Proposals offering 3+ GB per month or unlimited data service will be rated higher by the SDCOE.
- Vendors will provide for data “pooling¹” and data “rollover²” for devices within a school district.

¹ Data pooling refers to a large quantity or “pool” of data allocated to a school district instead of setting limits on individual users.



- Proposals must include documentation regarding migration to 4G or LTE in the future. For example, how will schools be able to upgrade from their 3G devices to 4G or LTE devices without having to wait for the end of a contract. All upgrade costs should be included in the proposal.
- Proposals must detail all additional costs if a district exceeds its allocation of data for a given month.

Other suggested functionality

- Vendors will provide each district the ability to remotely manage the type of connections allowed on the device. For example, a management tool that allows the district to block a device from accessing WiFi networks when off-campus.
- Vendors will provide a GPS device tracking system to allow a school district to verify the location of a particular device and enabled solely for theft recovery purposes.
- Remote desktop management of devices to allow for technical support. Functionality could include remote software management, user support, screen takeover, shutdown, software updating, etc.

Hardware/Device Guidelines

- All devices should be portable and sufficiently rugged to withstand day-to-day use by students in a K-12 school environment.
- Vendor proposals shall include terms for maintenance of devices including hardware, software, battery replacement, and device refresh.
- Device(s) must include wireless hardware capable of receiving broadband connection (3G, 4G, WiMax, etc.) along with Wifi.

Minimum device specifications:

- OS: Windows 7
- Processor Speed: 1.5GHz +
- Memory: 1GB+ RAM
- Hard Drive: 100GB+
- Broadband Ready
 - WiFi Capable (802.11 b/g)
 - 3G Capable
- Internet Explorer 7+
- 9" +LED 1024x600+ Resolution (Touch screen devices are encouraged but not required)

² Rollover should be referenced as the ability to pass any unused data for a specific month to the next month for consumption.



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- Webcam w/Integrated microphone
- Audio: HD Audio, two stereo speakers, with integrated microphone.
- Qwerty Keyboard
- Touch Pad
- External Ports: 2+ USB 2.0, 1 Headphone out, 1 Microphone in, 1 Ethernet (RJ-45) port, 1 ext. display port (VGA)
- 6+ Cell Lithium-Ion Battery

Submission Format

Please provide the following information organized in the order listed below:

- Section 1:** Overview of your company
- Section 2:** Overview of your proposed solution
- Section 3:** Costs and Budgetary Estimates
- Section 4:** Clients Similar to the SDCOE

Section 1: Overview of your Company

Section 1 of the response shall contain an overview of your company and include the following:

- Name, mailing address, overnight delivery address (if different from mailing address), phone number, fax number, and e-mail of designated point of contact.
- Business information, including company size, whether private or public, number of years in business, number of employees, annual revenue and net income, number of customers in production, California-based customers and corresponding references. List references of small and large districts Kindergarten through 12th grade, population 50 to 30,000
- An overview of how the respondent has demonstrated expertise in providing broadband solutions and have a record of accomplishment in the deployment, implementation, and maintenance of broadband solutions to small and large organizations.
- The respondent should have demonstrated success with clients in the deployment of the tools and products proposed.
- The vendor must be financially stable and have a proven track record of client satisfaction.

Section 2: Overview of your Proposed Solution

Please give a descriptive overview of your proposed solution to our requirements for the Broadband Anywhere proposal that you believe meets the SDCOE's requirements. Marketing materials may be used where appropriate to convey the requested information. This includes product demo CD's / brochures / literature, etc.

- Proposals may include, but are not limited to: Netbook or laptop devices with an embedded or removable broadband card.
- Indicate any and all subcontractors or partners involved with your proposed solution.
- Identify all product names and version numbers.
- For any products / tools you will provide:
 - Describe the product release frequency (historically and planned).



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- Describe how future enhancements are identified and prioritized (improved network speeds, connectivity).

Section 3: Costs and Budgetary Planning

The SDCOE requests information on estimated software and service costs in terms of license fees, maintenance and support costs, and other related costs listed below.

- Specify both license fees and annual maintenance and support fees.
- Please include all required and recommended training costs
- Specify network, hardware, implementation, training
- Specify estimated consulting services required
- Specify implementation time period – Typically, how long from beginning to “go-live” and if this would vary based on the size of the district.

Section 4: Clients Similar to the SDCOE

List organizations similar to SDCOE with which you have conducted similar business within the last two years.

Solution

Products

Submitted proposals may include specific hardware or products. Please list the information required to provide the SDCOE with a detailed understanding of the products involved with the proposed solution.

- Product name
- Product description
- Product components
- Product quantity
- Product purpose (i.e. its use)
- Product capabilities
- Product quality.

Training

List the information required to provide the SDCOE with a detailed understanding of the training offered to the SDCOE or school districts by the vendor/provider.

- Products for which training is required
- Method of training proposed (e.g. one-to-one, classroom, train-the-trainer)
- Level of training to be given (e.g. beginner / intermediate / senior)
- Proposed number of trainees to be given training.

Documentation

List the information required to provide the SDCOE with a detailed understanding of the documentation offered by the vendor/provider.

- Products for which documentation will be provided



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- Actual documents (to be generated)
- Purpose (of each document provided)
- Depth (of each document provided)
- Target audience (for each document provided).

Support

List the information required to provide the SDCOE with a detailed understanding of the support offered by of the vendor/provider.

- Products for which support is provided
- Levels of support provided (e.g. 1st, 2nd, 3rd level support)
- Response times (for each level)
- Hours (for support provided)
- Organizations (involved in providing support)
- Any fees included or additional to the proposal.

Implementation

Approach

The proposal shall describe:

- The method for delivery and distribution of the products listed
- The activities involved with training, documentation and support
- The activities involved with undertaking project deliverables.

Timeframes

List the information required to provide the SDCOE with a detailed understanding of the timeframes proposed by the vendor/provider for the delivery of the solution. The proposal shall include the following:

- Likely start and end dates for the delivery of each product and other deliverables proposed within the above solution.
- The date the product must be ordered by to ensure that it is dispatched within the timeframes required.

Pricing

List the information required to provide the SDCOE with a detailed understanding of the pricing proposed by the vendor/provider for the delivery of the solution. The following types of information may be required:

- Price of each device
- Price of any additional components or materials
- Price of training, documentation and support
- Any other requisite costs (e.g. tax, freight, administration charges).
- Any minimum number of participant to qualify for pricing tiers.*



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*Proposal must include a clause or language that guarantees first-tier pricing for the first year of the contract, even if the minimum number of users is not met.

Other

Confidentiality

- During the course of this process you may acquire confidential information relating to our office or school districts.
- You agree to keep this information strictly confidential at all times (even after the project has been completed).
- You will not use or attempt to use it for your personal gain or the gain of any other person.
- You may disclose confidential information only to the extent that such disclosure is necessary for the submission of a formal vendor/provider proposal.
- This does not apply to information that must legally be disclosed or becomes available to and known by the public.
- Proposals that include basic cellular telephone service as part of any tiered offering will be considered rated higher.

Documentation

List any other information required to provide the SDCOE with the confidence that the vendor/provider can meet the procurement requirements stated within the RFP. Examples of other documentation requested may include:

- Product specifications or marketing brochures
- Web site addresses for product listings
- Profiles of staff providing services.

Scoring Rubric

Broadband Anywhere

Proposal Evaluation Rubric

Applicant:	Total Score:
	Reviewer Initials:

Rating Guidelines:

- Very Good - Specific and comprehensive
- Good - Adequate information as to how the criterions are met, but some areas are not fully explained and/or questions remain
- Fair - Criterion appear to be minimally met
- Poor - Does not meet the criterion



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N/A - Does not address the criterion

	Very Good	Good	Fair	Poor	N/A
1. Cost (30) points):					
• Initial	10.00	7.50	5.00	2.50	0
• Monthly	20.00	15.00	10.00	5.0	0
Sub-total	() out of 30 points				

2. Device (10) points)	Very Good	Good	Fair	Poor	N/A
	10.00	7.50	5.00	2.50	0
Sub-total	() out of 10 points				

3. Coverage/Network Speed (10) points)	Very Good	Good	Fair	Poor	N/A
• Speed (Upload)	3.00	2.25	1.50	.75	0
• Speed (Download)	3.00	2.25	1.50	.75	0
• Coverage	4.00	3.00	2.00	1.00	0
Sub-total	() out of 10 points				

4. Warranty (5) points)	Very Good	Good	Fair	Poor	N/A
	5.00	3.75	2.50	1.25	0
Sub-total	() out of 5 points				

5. Features (15) points)	Very Good	Good	Fair	Poor	N/A
• CIPA Compliance	3.00	2.25	1.50	.75	0
• Device Tracking/Recovery Software	3.00	2.25	1.50	.75	0
• Pooling & Rollover	3.00	2.25	1.50	.75	0
• Cell phone service available as part of included service or a separate service.	3.00	2.25	1.50	.75	0
• Device Inventory Software/System	3.00	2.25	1.50	.75	0



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Sub-total () out of 15 points

6. Sustainability & Scalability (10 points)	Very Good	Good	Fair	Poor	N/A
• Sustainability	6.00	4.5	3.0	1.5	0
• Scalability	4.00	3.00	2.00	1.00	0
Sub-total	() out of 10 points				

7. Implementation (10 points)	Very Good	Good	Fair	Poor	N/A
• Timeline	3.00	2.25	1.50	.75	0
• Training	4.00	3.00	2.00	1.00	0
• Approach	3.00	2.25	1.50	.75	0
Sub-total	() out of 10 points				

8. Contract (10 points)	Very Good	Good	Fair	Poor	N/A
• Anytime opt out for schools (financial)	6.00	4.5	3.0	1.5	0
• Overage plan	4.00	3.00	2.00	1.00	0
Sub-total	() out of 10 points				

Total Score: () out of 100

Comments by Section
1.
2.
3.
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8.