REQUEST FOR INFORMATION NO. 12-13- 04 Parent/Emergency Notification System

Notice is hereby given that the Moreno Valley Unified School District ("District") is inviting proposals vendors to provide   Parent/Emergency Notification System RFI Specifications Services as required by the District.

A proposal may be obtained from:

> Purchasing Department www.mvusd.net/purchasing
> Moreno Valley Unified School District
> **Purchasing Department**
> 25634 Alessandro Blvd.
> Moreno Valley, CA 92553

Proposal must be emailed to jripoly@mvusd.net   by noon on Tuesday, October 30, 2012 and marked with the proper proposal number on the email subject line, plus on the proposal information attachment. Proposals received after the above stated time and date will be returned to vendor unopened.

Request for information will be emailed only to jripoly@mvusd.net with a copy to abarnett@mvusd.net before 3:00 p.m. on Friday, October 19, 2012.

The District may conduct interviews with the 4 lowest companies based on price, service and performance reliability, references, delivery timetables, and product that fit the needs of the District. Interviews will require a presentation on the product and must be available the week of November 1, 2012 – November 9, 2012.

Each proposal shall be in accordance with Scope of Service, instructions and information contained in the proposal request package.

The District reserves the right to accept or reject any or all proposal or any items therein, to waive any irregularities or informalities, and to contract in the best interests of the District. Responses shall remain valid and subject to acceptance anytime within sixty (60) days after the submission deadline, unless a longer period of time is mutually agreed to by the parties. Proposing firms are hereby made aware that the District will reimburse no costs for the preparation of the proposal to any proposing firm for any reason.

The District reserves the right to accept or reject any or all proposal or any items therein, to waive any irregularities or informalities, and to contract in the best interests of the District.

The District is an Equal Opportunity Affirmative Action Employer.

MORENO VALLEY UNIFIED SCHOOL DISTRICT
By authority of the Governing Board of Moreno Valley Unified School District, Riverside County, State of California.

Date: October 2, 2012
Website: October 3, 2012

Moreno Valley Unified School District

25634 Alessandro Blvd
Moreno Valley CA. 92553
Phone 951-751-7500 ext. 17238

Request for Information No. 12-13-04

Moreno Valley Unified School District, MVUSD, is requesting information on the following:

Parent/ Emergency Notification System RFI Specifications

The District currently services 41 school sites and departments consisting of a 3260 employees and with an estimate of 35,143 students.

The District is looking for a piggyback bid that can provide the information in the instructions to vendors.

Please supply MVUSD with the Piggyback Bid(s), CMAS numbers, and or GSA information for your company's proposal. Also provide and attach any additional discounts."

_____Warranty period – attach

_____ Attach an implementation plan with timeline with a training start date of January 1, 2013 for all 41 sites and District office. Please provide a timeline that will not cause in breach of contract moving forward. If the District has a delay in training start date, District twill notify vendor to update the implementation plan.

_____A dedicated team of company-employed installers with fingerprint clearance is required. (Please see attached form) The District will be notified immediately of any new employees prior to ANY contact with school site.

_____Vendor to provide a dedicated representative to coordinate, through Purchasing, site assistance, supervision of training and support to District during the implementation process.

_____Copy(s) of your Piggyback Bid(s), CMAS or GSA must be attached.

_____Provide certificates of required insurance. Auto, General Liability and Workers Comp.

_____Terms and Price must be valid through February 2014.

_____ Complete Cost of Proposal

Information Supplied by_____   _____
                          Please Print Name   Signature and Date

Parent/Emergency Notification System RFI Specifications

I. Scope of Work: The Moreno Valley Unified School District is seeking proposals for a Software as a Service (SaaS) mass notification service for communication in the K-12 school district environment. The service should include daily attendance, emergency communication, community outreach communications and survey management providing designated users the ability to call, email, and text message parents, faculty, and all school community stakeholders in minutes.

II. Mandatory Requirements for a District our size: The mandatory requirements for the Moreno Valley Unified School District's Mass Notification System are listed below.

A. Company Experience & Stability

   1. Describe company background, including years of experience providing a web-based, hosted, mass notification system to clients.

   2. The provider must demonstrate a strong company background in providing mass notification systems for K-12 schools. Indicate the provider's focus on the unique needs of education as a customer base in their development and services roadmap.

   3. The provider may be required give evidence of the long-term fiscal stability of the service provider. If the company is publically traded, provide SEC 10-K reports or other annual fiscal audits. If the company is privately traded, provide audited financials, D & B reports, or other annual fiscal audits that demonstrate evidence of financial security. Documents may be for the most recent closed fiscal year (e.g. 2011).

   4. Provide customer references for five completed projects at educational institutions of similar size and mission currently serviced by the provider.

      Each reference must include:

      • the institution name and business address;
      • the name, title, and telephone number of the company contact knowledgeable about the project work;
      • the number of annual messages sent for each of the listed institutions

B. System Delivery

   1. The proposed system must not require the purchase or installation of any hardware, software, or phone lines, whether onsite or offsite.

   2. *?The provider must have secured Service Level Agreements or equivalent that guarantee that will fit the need of our District i.e. with a call capacity of at least 3 million 60-second voice messages, 1.8 million text messages via SMS, and 1.8 million email s and text messages via email gateways per hour.*

   3. The provider must have system redundancies to ensure call delivery, such as multiple telecommunications providers. Please describe.

4. The provider must have system delivery throttling capability so that both emails and phone calls can be throttled to avoid overflowing the local switch network. Describe in detail this functionality.

5. State the highest volume of voice messages delivered to unique phone numbers through your SaaS application within a concurrent 24-hour period.

6. State the monthly average volume of calls and text-based messages through your system.

7. State the annual volume of calls and text-based messages through your system in 2011.

8. Cite evidence of experience in successful call delivery during times of highly impacted capacity (e.g. hurricane, flood, tornado, fire, or snow storm) and metrics around it.

9. The provider must state uptime for the system for the past 3 (three) years. Uptime must include scheduled maintenance.

10. The provider must describe its disaster recovery plan. Please describe.

11. The provider must describe any failures in the past 3 (three) years.

C. System Security

1. The provider information security policies are documented and available to clients upon request.

2. The provider must provide a description of their policy regarding storage, retention, and distribution of data. The provider must state the company data non-release policy

3. The provider must provide a detailed description of internal and 3rd party audits. The provider must document and disclose its most recent audit rating.

4. The provider must be able to warrant that they provide background checks on all employees, and that only employees who have undergone said background checks will have access to client data.

5. The provider must explain internal company protocols regarding the handling of client data. The provider must require all employees to sign data handling agreements at hire.

6. The provider must certify that it employs and will continue to employ a dedicated CISSP certified security manager or the equivalent in certification to test the system and run ongoing checks/improvements.

7. The provider must offer a call authorization feature that enables two or more authorized personnel to grant permission prior to a district-wide notification being sent.

8. The provider must offer a PIN feature that allows the user to confirm that the correct message recipient is listening before the message is delivered.

9. The provider must be able to provide access limitations based upon district roles, and give the site system administrator a tool to modify access rights at the individual level. The

provider's system must be configurable to provide specific user rights and roles and to restrict data access and administrative oversight to the appropriate personnel.

D. Data Integration

1. The provider must be able to facilitate unattended, automated and secured contact data upload and update from the institution's existing Student Information System which is Infinite Campus. Please describe.

2. Place no limitations on the number of times data transfers can be performed from the district's SIS and HR system. Describe and provide any associated fees, if required.

E. System Features

1. The system must be able to send multi-modal messages – phone, email, and text message – to multiple types of devices, including landlines, cell phones, Smartphones, email inboxes, fax machines, and pagers.

2. The system must be able to deliver to third party devices such as digital signage, campus alert systems, etc… via RSS and/or CAP.

3. The provider must allow external systems to integrate via APIs. Describe this functionality.

4. Allow for secure and direct publishing to Facebook and Twitter.

5. Allow for rich-text HTML enabled e-mails.

6. Allow the user to attach documents within e-mails. Describe this functionality.

7. Allow users to select the type of message to send – voice, text, or voice and text. The system must offer the ability to deliver messages in the user's own voice, via text-to-speech, or a blend of the two that allows for the seamless, interlaced integration of user provided voice content with text-to-speech content.

8. Permit users to include personalized contact information such as contact's name, school name, date, library balance, cafeteria balance, grades, periodic attendance or whatever customized "flexfield" content users need to deliver to recipients. Describe this "flexfield" functionality.

9. Provide the ability to extract home language from a client database field and enable the automatic distribution of messages in a contact's preferred home language. Describe this process.

10. Allow for the quick and easy translation of English-language content into other languages for both text-based and voice messages. Describe this functionality.

11. Record and archive messages for future delivery.

12. Provide ability to create message templates allowing for the quick or one-click send of messages.

13. Provide ability for authorized users to easily access different schools for messaging purposes, with only one user account.

14. Provide the ability for users to create multiple custom Caller ID profiles that can be selected during the message creation process, allowing for multiple messages to be sent simultaneously, each with its own Caller ID.

15. Provide the ability for users to create multiple custom Email ID profiles than can be selected during the message creation process, allowing for multiple messages to be sent simultaneously, each with its own Email ID.

16. Provide a toll-free number for recipients to retrieve previously sent phone messages.

17. Allow for the manual creation and automatic import of an unlimited number of recipient groups.

18. Allow for the construction of dynamic groups that will select all contacts meeting user-designed dynamic criteria at the time of message delivery, ensuring the most up-to-date and accurate message delivery.

19. Provide a call cancellation button that allows the user to stop an outgoing call in process.

20. Automatically retries unsuccessful phone attempts in order to maximize the number of successful phone deliveries. Describe this functionality.

21. Provide a zero retry option.

22. Provide ability to schedule a recurring message.

23. Provide or suggest a calling based upon district-provided GIS coordinates.

24. Provide/suggest ability to upload GIS-created shape files save them for future use.

25. Contain pre-loaded K-12 specific scripts tied to the district's calendar.

26. Automatically de-duplicate phone numbers to ensure the same number is not called more than once for a given call.

27. Provide the ability to send voice and text-message (SMS) notifications to international phone numbers.

28. Allow the distribution of NOAA severe weather warnings to all available contacts or to specified groups of contacts.

29. Allow a phone message preamble so that the user can append a message prior to a NOAA severe weather warning.

30. Allow teachers to communicate with parents and guardians, automatically in their home language, with important information regarding their child or children.

31. Provide anti-bullying functionality via a two-way communication channel.

32. Provide two-way messaging tools that include send-receive functionality, incoming messages inbox rules, groups and address book tools, and robust reporting functionality.

F. Reporting

1. Provide graphical and informational reports documenting notification results.

2. Provide adequate reporting to demonstrate that usage of the notification system supports administrative standards for community outreach, safety plans, and other annual mandated reporting.

3. Allow for the building of customized, post-message reports to better meet the needs of each and every user.

4. Provide at-a-glance, real-time reports of currently sending messages.

5. Provide time of completion of all first call attempts, indicating the speed at which the message reached the majority of phone recipients.

6. Provide history of contact data imports including date, time, a high-level results view and in-depth, downloadable results.

7. Provide recipient-specific message history, delivering results by mode for each message along with a downloadable report that provides comprehensive information for every call and delivery mode for a given recipient.

8. Provide contact data metrics during the message creation process informing users of the number of modes (phone, email, etc…) and number of languages associated with the currently selected contacts.

G. Call Send Process

1. Provide an intuitive and user friendly web interface that allows users to quickly create a multimodal message from one screen, without requiring a multi-step "wizard" process.

2. Provide the ability for the call send process to work from any web-enabled computer.

3. Provide a telephone-only access method to send calls if the client is unable to access the web interface for any reason. This process should be simple, secure, and must not require operator intervention.

4. Provide an iPhone and Android application that combines the best features of the web-interface with the speed and convenience of a Smartphone app.

5. Provide a two-click ability to send messages to the desired recipients and modes.

6. Provide one-click resend option that allows the user to easily pick-and-choose from several options as to which results are retried for resending unsuccessful calls.

H. Customer Implementation, Training and Support

1. Present a detailed implementation plan with a timeline from contract signature through user training with clearly identified roles and responsibilities for both provider and client. The plan must be able to be completed within 30 days of the date the contract is signed.

2. Present (during the implementation and training phase) an articulated plan for best practices for use and how the system adheres to existing client protocols for communication.

3. Include initial training for authorized users in stated cost.

4. Provide printed training manuals as well as suggestions for use and best practices as part of the training process.

5. Offer unlimited 24/7/365 support through a toll-free phone number at no additional cost.

6. Provide full-time, company-employed customer service professionals who are trained specifically to support the needs of K-12 public schools.

7. Require background checks for all support personnel before hiring.

8. Provide assurance that your company does not outsource customer support.

9. Articulate specific examples of assistance provided throughout the year to meet the needs of educators.

10. Provide redundant client care personnel available across multiple time zones and locations.

END OF REQUEST FOR INFORAMTION NO. 12-13-04