



REQUEST FOR PROPOSAL 16-008

DIGITAL SIGNAGE SOLUTION

ISSUE DATE:	May 5, 2016
LETTER-OF-INTENT-TO-RESPOND DUE:	May 13, 2016
QUESTIONS DUE:	May 13, 2016
PROPOSALS DUE:	June 2, 2016

Return Proposals To:
Central Washington University
Procurement Office-7480
400 E. University Way
Ellensburg, WA 98926-7480

Note: This RFP document and subsequent associated information will be posted on CWU's Internet Site and the State of Washington's WEBS site:

CWU Procurement: <http://www.cwu.edu/contracts/current-bid-opportunities>

State of Washington's WEBS:
<http://des.wa.gov/services/ContractingPurchasing/Business/Pages/WEBSRegistration.aspx>

OFFEROR'S RFP CHECKLIST

The 10 Most Critical Things to Keep in Mind When Responding to an RFP for Central Washington University

1. _____ **Read the *entire* document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; contract requirements (i.e., contract performance, insurance requirements, performance and/or reporting requirements, etc.).
2. _____ **Note the procedures for communication with the University during the RFP process.** All communication during the RFP process must be in writing. Offerors should not contact University personnel outside of the opportunity provided in the document.
3. _____ **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify the University of any ambiguities, inconsistencies, or errors in the RFP.
4. _____ **Take advantage of the “question and answer” period.** Submit your questions to the Buyer by the due date listed in the “Applicable Dates” sections and view the answers given in the formal “addenda” issued for the RFP. All addenda issued for an RFP are posted on the University’s website and will include all questions asked and answered concerning the RFP.
5. _____ **Follow the format required in the RFP** when preparing your response. Provide point-by-point responses to all sections in a clear and concise manner.
6. _____ **Provide complete answers/descriptions.** Read and answer **all** questions and requirements. Don’t assume the University or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with the University. The proposals are evaluated based solely on the information and materials provided in your response.
7. _____ **Use the forms provided**, e.g., bidders submittal page, reference forms, attachment forms, etc.
8. _____ **Before submitting your response**, check the University’s website at: <http://www.cwu.edu/contracts/current-bid-opportunities> to see whether any addenda were issued for the RFP.
9. _____ **Review and read the RFP document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
10. _____ **Submit your response on time.** Note all the dates and times listed in the Applicable dates section and be sure to submit all required items on time. Late proposal responses are *never* accepted.

This checklist is provided for assistance only and should not be submitted with Offeror’s Response.

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CAMPUS MAP

SECTION #1 RESPONSE SUBMITTAL SHEET

The undersigned has carefully examined all instructions and specifications and hereby proposes to furnish the services described herein, in accordance with the bid instructions and specifications. (Note: Signature must be that of an individual authorized to act in such capacity for the firm represented.)

- 1.1 Bidder is a company in good standing for the products/services offered. _____(Initial)
- 1.2 A Letter-of-Intent-to-Respond has been submitted on or before 3:00 p.m. on the date indicated in Section 3.1 Applicable Dates, as required in order to qualify for participation. _____(Initial)
- 1.3 Bidder has responded to all items in section #5 “Required Responses.” _____(Initial)
- 1.4 Bidders under consideration may be asked to provide current, audited financial statements or the equivalent to include at a minimum: an income statement, statement of cash flows, and a balance sheet. This information is subject to disclosure if it is deemed to be a determining factor in the award decision. Bidder agrees to provide this information upon request of the University. _____(Initial)
- 1.5 In preparing this RFP, bidder has not been assisted by any current or former employee of the state of Washington whose duties relate to this bid and who was assisting in other than his or her official capacity. Neither does such a person or any member of his or her immediate family have any financial interest in the outcome of this RFP. _____(Initial)
- 1.6 In preparing this Request for Proposal, this bidder has not been assisted by any current or former employee of the State of Washington whose duties relate to this Request for Bid and who was assisting in other than his or her official capacity. Nor does such a person or any member of his or her immediate family have any financial interest in the outcome of this Request for Bid. _____(Initial)
- 1.7 Bidder agrees to make purchases available to other WIPHE members per terms and conditions of Appendix B of this solicitation. (Bidders will not be penalized for a ‘no’ answer to this section). (Initial yes or no) Yes _____
No _____

SUBMITTALS:

The following documents must be included in your response:

1. Completed and signed Response Submittal Sheet
2. Section #5: Required Responses
3. One complete copy of the proposal. Note: If mailed or hand-delivered, one complete hard copy and one electronic copy. If emailed, one electronic copy.

Any official correspondence related to this Request for Proposal solicitation shall be directed to the owner, Central Washington University, Procurement Office, Attn: Stuart Thompson, 400 E University Way; Ellensburg, WA 98926-7480; and to the Contractor as noted below:

Name and Title of Signing Officer (**print**)

Company Name and Address

Telephone Number

Fax Number

E-mail Address

Tax I.D. Number

WA State Business License Number

Signature

Date

SECTION #2: GENERAL INFORMATION

2.1 Purpose of Proposal: Central Washington University (CWU, the University) is requesting proposals to assist in implementing an enterprise managed digital signage infrastructure. The goal is to provide a single system that will allow for centralized management and control of the system while providing end users with the ability to add content for displays in their “domain”.

2.2 Background: Central Washington University is a publicly assisted university located in Ellensburg, Washington, 100 miles east of Seattle. It is one of 6 four-year higher educational institutions in Washington State. The University serves central Washington with the main campus located in Ellensburg. About 10,900 students are enrolled at CWU, 7200 of whom attend Ellensburg. Ninety-two percent of CWU students are Washington residents; half of CWU students transferred from another institution and nearly 30 percent are people of color. About 70 percent of CWU students are from western Washington, with concentrations in King, Pierce and Snohomish counties.

CWU offers bachelor and master degrees and the educational specialist degree. Some signature areas of study at CWU include music, education, accounting and supply chain management, geology, aviation, paramedics, athletics and field archeology. CWU has one of the largest colleges of education in the country, supplying about 20 percent of all educators in Washington state classrooms. CWU has the premier music program on the West Coast. Faculty, students, and ensembles are nationally recognized across the department, which is one of the largest on campus. About 40 percent of all music educators in Washington State are CWU alumni.

Central Washington University is supported by the Central Washington University Foundation, a separate 501c3 non-profit organization. Vendors wishing to inquire about philanthropic opportunities may contact the CWU Foundation at 509-963-2160 or visit their website at: www.cwu.edu/foundation . The successful bidder will be invited to work with CWU's senior management to assist in identifying potential charitable funding sources for programs and activities relating to the Project, such as named gift opportunities, student internships, scholarships, and equipment donations.

2.3 Term of Contract: The University will entertain a four-year contract, with the option to renew for three additional two year periods at the agreement of both parties. Individual statements of work will be negotiated for each project with the successful vendor(s).

2.4 University Parking: Visitors to campus should stop at the CWU Welcome Center for directions and parking passes and other information. The Welcome Center is located in Munson Hall, on the corner of Walnut Street and East University Way. The University is not responsible for parking infractions/violations incurred by visitors.

2.5 Confidentiality: All information specifically requested in this RFP is subject to Public Disclosure and available after contract execution. Providers may request that specific additional portions of their submittals be considered exempted from disclosure pursuant to RCW 42.56.210; however, the University makes no assurances that such materials will be held in confidence after contract execution if they are not deemed qualified for exemption by the University. Any submittals that are a determining factor in award of a contract will be subject to disclosure.

2.6 Other Institutions Eligible for Purchase: This solicitation is being issued by Central Washington University (The Lead Institution) pursuant to the Interlocal Cooperative Act, RCW 39.34. This solicitation offers the bidder an opportunity to make any resulting contract available to members of the Washington Institutions of Public Higher Education (WIPHE). Appendix B contains information about the WIPHE cooperative membership and the terms and conditions of such arrangements.

There are no WIPHE members committed to participate in this bid, but potential participants are identified in Appendix B.

2.7 Washington State Business License Requirement: Business enterprises, whether an individual, partnership or corporation, must obtain a Washington business license in order to do business in Washington State. Application information may be obtained from the Department of Licensing's Internet site: <http://bls.dor.wa.gov/>.

SECTION #3: GENERAL INSTRUCTIONS

3.1 Applicable Dates:

Requests for Proposals issued	May 5, 2016
Letter-of-Intent-to-Respond due (<u>required</u>)	May 13, 2016, 3:00 P.M.
Questions due	May 13, 2016, 3:00 P.M.
Responses to Questions issued	May 17, 2016
Proposals due	June 2, 2016, 3:00 P.M.

The University reserves the right to revise this schedule.

3.2 Availability of Soft Copies: Soft copies of this RFP may be obtained from our Internet site, <http://www.cwu.edu/contracts/current-bid-opportunities>. Electronic versions of solicitation documents are issued solely for the convenience of the proposing vendors. Any content modification to the official version will be deemed material and cause to reject the response.

3.3 Letter-of-Intent-to-Respond: Vendors wishing to participate in this acquisition process **must** provide a written Letter-of-Intent-to-Respond. Failure to submit a Letter-of-Intent-to-Respond as required will disqualify vendors from further participation in the bid process. This letter must certify the ability of the vendor to meet the defined requirements and indicate a desire to participate. Also include the name, complete address, phone number, fax number, and e-mail address of a designated individual to whom any correspondence/addendums should be sent.

Vendors are encouraged to **FAX** letters to the Procurement Office at (509) 963-2871. If mailed, the address is as follows: Central Washington University; Procurement Department-M/S 7480; Attn: Stuart Thompson; 400 E. University Way; Ellensburg, WA 98926-7480. In either case, please reference the bid number on the cover sheet. **Emailed letters will not be accepted.** Failure to provide this letter will be considered a material irregularity and deemed reason for rejecting proposals. **It is vendors' responsibility to verify that the Letter-of-Intent-to-Respond has been received by CWU's Procurement Office.**

The Letter-of-Intent-to-Respond must be received by the date and time provided in the schedule found in Section 3.1 of this RFP, 3:00 P.M. local time, Ellensburg, WA 98926.

3.4 Amendments to Specifications: Any amendment(s) to or error(s) in the specifications called to the attention of the University will be added to or corrected and furnished to all those holding specifications.

3.5 Preparation of Responses: Mailed or hand-delivered responses must be prepared on standard 8.5" x 11" paper and be placed in a binder with tabs separating each of the required elements. The vendor's name must appear on each page. Responses to the 'Required Responses' section must be formatted to correspond numerically to the requirements listed. **Emailed responses must use university forms where provided and should be formatted for 8.5" x 11" paper, signed, saved and submitted as a PDF document. Emailed responses to the 'Required Responses' section must be formatted to correspond numerically to the requirements listed.**

3.6 Cost of Preparation: The University will not pay respondent costs associated with preparing or presenting any response to this request.

3.7 Number of Copies: If mailed or hand-delivered, one (1) complete copy of the response and one electronic copy must be submitted prior to the date and time stated in Section 3.1 Applicable Dates. All materials become

the property of the University upon receipt in the Procurement Office.

3.8 Multiple Responses: Respondents who wish to submit more than one proposal may do so, provided that each proposal stands alone and independently complies with the instructions, conditions and specifications of the request. If multiple responses are submitted, the University reserves the right to select the proposal most advantageous to the University.

3.9 Proprietary Information: Any information contained in the RFP response that is proprietary must be clearly designated. Marking of the entire response as proprietary will neither be accepted nor honored. The University cannot guarantee that all such material noted remains proprietary, particularly if it becomes a significant consideration in contract award. Information will be kept confidential only to the extent allowed by Public Disclosure Law.

3.10 Questions and Communication via Designated Contact: All communications and/or questions in regard to this request must be in writing. Respondents are encouraged to either fax questions to the Procurement Office at (509) 963-2871, or e-mail them to purchasing_office@cwu.edu. If mailed, the address is as follows: Central Washington University, Procurement Office-M/S 7480, Attn: Stuart Thompson, 400 E. University Way; Ellensburg, WA 98926-7480. In any case, please reference the RFP number found on the cover page of this solicitation.

Under no circumstances should respondents contact University personnel outside of the opportunity provided herein.

3.11 Deadline for Submitting Questions: Questions must be received no later than the date and local Ellensburg time identified in Section 3.1 of these instructions. No further questions will be answered after that date. The University will provide a copy of all respondents' questions and corresponding University responses to all those who have submitted the required 'Letter-of Intent-To-Respond'. **VERBAL REQUESTS FOR INFORMATION OR CLARIFICATION WILL NOT BE HONORED.**

3.12 Submitting Responses: Respondents must submit their responses to the Central Washington University Procurement Office by email, mail or hand-delivery (not by fax). If mailed or hand-delivered, all responses must be in an opaque box or envelope with the name and address of the respondent appearing on the outside of the box or envelope. The outside lower left-hand corner must state the title, reference number, and the opening date. An electronic copy must also be included in the box or envelope.

Regardless of the method of delivery, **the response must arrive at the Procurement Office no later than the date and local Ellensburg time identified in Section 3.1 Applicable Dates** of these instructions. Late responses will not be reviewed. The method of delivery will be at the discretion of the respondent and will be at the respondent's sole risk to assure delivery at the designated office. Generally, UPS and Federal Express deliver daily to the Procurement Office. The University does not take responsibility for any problems in the mail or delivery services, either within or outside the University. Receipt by any other office or mailroom is not equivalent to receipt by the Procurement Office.

If delivery is by email (preferred), send to:
thompsst@cwu.edu

Note: All emailed proposals will be confirmed with a return email. It is the vendor's responsibility to verify that their proposal has been received by CWU's Procurement Office.

If delivery is by mail, the address is:

Central Washington University
Procurement Office, M/S 7480
400 E. University Way
Ellensburg WA 98926-7480

If hand-delivered, the physical location is:

Central Washington University
Procurement Office
Mitchell Hall, 2nd Floor
Ellensburg WA 98926-7480

3.13 Late Responses: Any response received after the date and time specified in Section 3.1 Applicable Dates will not be reviewed.

3.14 Public Opening: A formal bid opening will not be held. Bid information, including price sheets, will not be available for public disclosure until after award of the contract.

3.15 Clarification of Responses: As part of the evaluation process, respondents may be asked to clarify specific points in their response and make themselves available for a telephone interview or campus interview as desired. However, under no circumstances will respondents be allowed to make any changes to their responses after the deadline for submission.

3.16 Reserved Rights:

Subject to the provisions of Chapter 69, Laws of 1996 (SSB 6572), the state reserves the right to:

1. Waive any informality as per WAC 236-48-124.
2. Reject any or all Proposals, or portions thereof. WAC 236-48-094 allows the state to "accept any portion of the items proposed" unless the bidder stipulates 'all or none' on the Proposal.
3. Reissue an IFB, RFQ, or RFP, or negotiate under provisions outlined under RCW 43.19.1911.
4. Award on an 'all or none' basis taking into consideration any reduction in administrative costs as well as unit Proposal prices.

3.17 Minority and Women's Business Enterprises:

The following voluntary numerical Diverse Business Inclusion goals have been established for the project as:

Minority Business Enterprises (MBE's): 10%
Woman's Business Enterprises (WBE's) 6%.
Washington Small Business 5% & Veterans 5%

Achievement of the goals is encouraged. However, no minimum level of Diverse Business participation shall be required as a condition of vendor selection. Proposals will not be rejected or considered non-responsive if they do not include diverse Business participation, **but plan for Diverse Business Inclusion is required (see Appendix E)**. Vendors may contact the following resources to obtain information on certified and registered diverse business:

- The Office of Minority and Women's Business Enterprises: 866.208.1064 or www.omwbe.wa.gov,
- For small business information: Servando Patlan, Business Diversity and Outreach Manager at the Washington State Department of Enterprise Services: 360.407.9390 or servando.patlan@des.wa.gov,
- The Department of Veterans' Affairs: 360.725.2169 or www.dva.wa.gov.

3.18 Renegotiation of Fees: Rates must be guaranteed for the initial two (2) year period, but will be subject to renegotiation at each 2-year extension period, or portions thereof, upon terms mutually agreeable to the University and the successful Vendor/Vendors.

3.19 Insurance Coverage:

The Contractor is to furnish CWU with a certificate(s) of insurance executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth below. The Contractor shall, at its own expense, obtain and keep in force insurance coverage, which shall be maintained in full force and effect during the term of the contract. The Contractor shall furnish evidence in the form of a Certificate of Insurance that insurance shall be provided, and a copy shall be forwarded to the University within fifteen (15) days of the contract effective date.

Liability Insurance

- 1) Commercial General Liability Insurance: Contractor shall maintain general liability (CGL) insurance and, if necessary, commercial umbrella insurance, with a limit of not less than \$1,000,000 per each occurrence. If CGL insurance contains aggregate limits, the General Aggregate limit shall be at least twice the “each occurrence” limit. CGL insurance shall have products-completed operations aggregate limit of at least two times the “each occurrence” limit. CGL insurance shall be written on ISO occurrence form CG 00 01 (or a substitute form providing equivalent coverage). All insurance shall cover liability assumed under an insured contract (including the tort liability of another assumed in a business contract), and contain separation of insureds (cross liability) condition. Additionally, the Contractor is responsible for ensuring that any subcontractors provide adequate insurance coverage for the activities arising out of subcontracts.
- 2) Business Auto Policy: As applicable, the Contractor shall maintain business auto liability and, if necessary, commercial umbrella liability insurance with a limit not less than \$1,000,000 per accident. Such insurance shall cover liability arising out of “Any Auto.” Business auto coverage shall be written on ISO form CA 00 01, 1990 or later edition, or substitute liability form providing equivalent coverage.

Employers Liability (“Stop Gap”) Insurance

In addition, the Contractor shall buy employers liability insurance and, if necessary, commercial umbrella liability insurance with limits not less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.

Additional Provisions

Above insurance policy shall include the following provisions:

Additional Insured. The State of Washington, Central Washington University, its elected and appointed officials, agents and employees shall be named as an additional insured on all general liability, excess, umbrella and property insurance policies. All insurance provided in compliance with this contract shall be primary as to any other insurance or self-insurance programs afforded to or maintained by the State.

Cancellation. State of Washington, Central Washington University, shall be provided written notice before cancellation or non-renewal of any insurance referred to therein, in accord with the following specifications. Insurers subject to 48.18 RCW (Admitted and Regulation by the Insurance Commissioner): The insurer shall give the State 45 days advance notice of cancellation or non-renewal.

If cancellation is due to non-payment of premium, the State shall be given 10 days advance notice of cancellation. Insurers subject to 48.15 RCW (Surplus lines): The State shall be given 20 days advance notice of cancellation. If cancellation is due to non-payment of premium, the State shall be given 10 days advance notice of cancellation.

Identification. Policy must reference the contract number and the agency name.

3. Insurance Carrier Rating. All insurance and bonds should be issued by companies admitted to do business within the State of Washington and have a rating of A-, Class VII or better in the most recently published edition of Best's Reports. Any exception shall be reviewed and approved by Central Washington University, or the Risk Manager for the State of Washington, before the contract is accepted or work may begin. If an insurer is not admitted, all insurance policies and procedures for issuing the insurance policies must comply with chapter 48.15 RCW and 284-15 WAC.
5. Excess Coverage. By requiring insurance herein, the State does not represent that coverage and limits will be adequate to protect Contractor, and such coverage and limits shall not limit Contractor's liability under the indemnities and reimbursements granted to the State in this contract.

Worker's Compensation Coverage

The Contractor will at all times comply with all applicable workers' compensation, occupational disease, and occupational health and safety laws, statutes, and regulations to the full extent applicable. The State will not be held responsive in any way for claims filed by the Contractor or their employees for services performed under the terms of this contract.

3.20 Debriefing Conference and Protest Procedure:

All vendors who have submitted proposals in accordance with this RFP shall be provided a "Notice of Intent to Award" upon completion of the final evaluations by the University. The following process for protest and debriefing is available to vendors who have submitted a proposal in accordance with this RFP.

Optional Vendor Debriefing:

Vendors who have submitted a proposal in accordance with this RFP may request an optional debriefing conference to discuss the evaluation of their response. The request must be made in writing within five business days from receipt of the "Notice of Intent to Award". Requests are to be made to the University contact person as identified on the 'Response Submittal Sheet', page 1 of this RFP document. Vendors must be available to attend the debriefing conference held in Ellensburg, Washington within 5 days of the request.

The debriefing will not include any comparisons between the vendors' response and any other responses submitted; However, the University will attempt to address all questions and concerns in this debriefing.

Protest Procedure:

Protests may be made after the agency conducting the acquisition has announced the apparently successful vendor and after the protesting vendor has had a debriefing conference with that agency. Protests may be made on only these grounds:

- Arithmetic errors were made in computing the score.

- The agency failed to follow procedures established in the solicitation document, the IT Investment Policy, the IT Investment Standards, or applicable State or Federal laws or regulations.
- There was bias, discrimination, or conflict of interest on the part of an evaluator.

Protests are always made to the agency conducting the acquisition. A person authorized to bind the vendor to a contractual relationship must sign the protest letter. The agency must receive the written protest within five (5) business days after the debriefing conference.

Individuals not involved in the protested acquisition will objectively review the written protest material submitted by the vendor and all other relevant facts known to the agency. The agency must deliver its written decision to the protesting vendor within five business days after receiving the protest, unless more time is needed. The protesting vendor will be notified if additional time is necessary.

If the protesting vendor is not satisfied with the agency's decision, it may appeal. Written notice of appeal to the agency must be received by within five (5) business days after the vendor receives notification of the agency's decision.

In conducting its review, the agency will consider all available relevant facts. The Agency will resolve the appeal in one of the following ways:

- Find that the protest lacks merit and uphold the agency's action.
- Find only technical or harmless errors in the agency's acquisition process, determining the agency to be in substantial compliance, and rejecting the protest; or
- Find merit in the protest and provide options to the agency, including:
 - Correcting errors and reevaluating all proposals;
 - Reissuing the solicitation document; or
 - Making other findings and determining other courses of action as appropriate.

The agency will issue a written decision within five (5) business days after receipt of the notice of appeal, unless more time is needed. The protesting vendor will be notified if additional time is necessary. The agency's determination is final; no further administrative appeal is available.

Form and Content: A written protest must contain the facts and arguments upon which the protest is based and must be signed by a person authorized to bind the vendor to a contractual relationship. At a minimum, this must include:

- The name of the protesting vendor, its mailing address and phone number, and the name of the individual responsible for submission of the protest.
- Information about the acquisition and the acquisition method and name of the issuing agency.
- Specific and complete statement of the agency action(s) protested.
- Specific reference to the grounds for the protest.
- Description of the relief or corrective action requested.
- A copy of the issuing agency's written decision on the protest

SECTION #4: SCOPE OF WORK

Purpose:

Central Washington University is seeking a qualified firm with previous experience in development and implementation of a Digital Signage solution. The purpose of the project is to implement digital signs in various campus buildings in select high-traffic areas that will alert students to important deadlines, emergency announcements, university marketing messages, events and other items of interest. Solution proposed should be robust, flexible and scalable.

Requested Features of Digital Signage Solution:

The University's primary needs are in Marketing/Promotion, Facilities Management and Emergency Alerts/University Announcements.

- **Marketing/Promotion** – May include university branded recruitment and retention messages, dining services menus/options, event/services advertising, etc.
- **Facilities Management** – May include kiosks, stationary and mobile wayfinding, meeting room and venue schedules, etc.
- **Emergency and University Announcements** – Include emergency alerts delivered in real time (with potential integration with our current existing alert system) and critical university announcements

CWU foresees a need for initial training on the product, ongoing technical support as needed, and consulting for solutions to new and ongoing needs.

Vendors submitting a proposal are preferred to have experience working with other higher education institutions. They should be capable of consulting with a variety of University employees, including instructional and technical staff along with administrative personnel. **Vendors should be aware that there is an existing product in place in several locations but is not an enterprise solution that, if changed, would require a reinvestment in equipment, etc.** Proposed solutions to help mitigate these additional expenses are welcome.

In order to receive consideration for any of these upgrades or projects, vendors must demonstrate and provide reference of comprehensive professional experience and successful implementation of similar projects.

SECTION #5: REQUIRED RESPONSES

All respondents must provide the required information requested in this section. Information must be presented in a clear, concise and complete format. Responses should be formatted to correspond numerically to the items listed below. Vendors should have their company name on each page. *Please also include any information that has not been addressed in the questions that may be pertinent to this project.*

FAILURE TO RESPOND TO THESE REQUIREMENTS WILL BE DEEMED A MATERIAL IRREGULARITY AND WILL BE REASON FOR REJECTION OF THE PROPOSAL.

The following mandatory requirements require a yes or no (Y/N) response.

Mandatory Requirements	Y/N
TECHNICAL	
The application must support Active Directory or LDAP/Shibboleth (which could include AD) compatibility for authentication of users.	
The application and content delivery system must be Internet hosted or “cloud” based. All system components for content development including system software, servers, and storage are to be hosted and accessible via the Internet.	
Content must be delivered from the content systems via the Internet to a Windows PC compliant device that is in turn connected to the Digital Display.	
FUNCTIONAL	
System must be able to import and/or access multiple data sources in support of content development for example: weather services, dining menu systems, Outlook calendaring, etc.	
The solution shall be able to display emergency alerting initiated by authorized or external trigger and have some cached emergency messages be available on the media players for instant broadcast to all displays.	

1. Company Profile: (30 points possible)

- a. Provide company name, history and headquarters location. Provide length of time in the digital signage software business under current name/tax identification number. Provide information regarding the financial status and current economic conditions of the company, general staffing and organization structure. (2 points)
- b. Provide a summary of your experience providing digital signage software solutions for universities, information about future product trends, plans, and directions. (3 points)
- c. Approximately how many clients have purchased your service/product? (1 point)
- d. List the higher education clients who have purchased your product. (1 point)
- e. List three (3) references (preferably higher education) with projects of similar scope, nature, and complexity to that requested by CWU. Include name, address, telephone number, and email address of a contact person(s) who was/is directly involved with the purchase, implementation, and management of the software. (20 points)
- f. Provide examples of cutting edge technology you have to work with. (1 point)
- g. Describe your methodology for future improvements to your product. Name 1 or 2 enhancements within the last year. (1 points)
- h. Do you have a client wishlist? (1 point)

2. Warranty: (10 points)

Describe any warranties that apply to your software product in terms of length, inclusions, exclusions, limitation, and exceptions.

3. Commissioning and Support: (17 points)

- 3.1 Upon contract signing when is the estimated start of project management and installation? Provide a typical implementation/delivery schedule covering software installation, configuration, and testing to the “go live” date. This would include time estimates for both vendor and university participants. (5 points)
- 3.2 List any items that would be the responsibility of CWU in regard to the installation. (2 points)
- 3.3 What types of support does your company provide with this system (include on-going support procedures and service levels)? Include the hours of support and also methods of support contact. Do you have user groups, a knowledgebase area that users can reference? (6 points)
- 3.4 What software upgrades/patches are available to clients? What is the frequency of these updates and what are the associated costs? How many upgrades have been delivered since you released your product? (4 points)

4. Technology/Knowledge Transfer: (10 points)

Describe your proven methods for ensuring a complete “technology/knowledge transfer” such that University will be fully capable of managing the system upon implementation. Provide examples of this type of work at comparable client sites. Describe the training options your company provides for technical and functional users, both during implementation and after the system goes live.

5. Solution Feature Requests: (393 points)

Note: See column below titled, ‘Comments Required’. If there is a check (✓) in the column, then additional comments are required in order to receive consideration for that particular question/response. Attach additional sheet(s) with a statement verifying your compliance and/or explaining how your product accomplishes each checked item. Responses should correspond numerically with items listed below.

	Digital Signage Functional Features	Y	N	Points Possible	Comments Required
1.	<p>a. The solution provides a variety of established templates with various regions allowing different content to be displayed in each region. (35 points)</p> <p>b. The library of templates should include essential signage APPs (configured templates with input fields): content player, video player, audio remote control, screensaver, <i>kiosk*</i>, and emergency messaging. <i>*Kiosk</i> app should be compatible with Windows 7/10. (60 points)</p>			95	✓
2.	Templates are able to be static, dynamic and interactive. They can be modified and compatible with third parties (example: Web Menus, Wayfinding software). They must also be responsive to assure proper content display on mobile devices.			20	✓
3.	The solution allows for CWU to create its own templates.			10	✓
4.	<p>The solution allows for both static and dynamic content including, but not limited to the following:</p> <p>a. Static</p> <p>i. HTML5 documents</p>			16	✓

	<ul style="list-style-type: none"> ii. Image rasterized graphics (GIF, JPEG, PNG) iii. Image vector graphics (SVG) iv. Editable text (with Internet font support) v. HTML audio and video media files (MP4, Ogg, WebM, PCM in WAVE, MP3) vi. Adobe Flash vii. PDF viii. Maps ix. PowerPoint <p>b. Dynamic</p> <ul style="list-style-type: none"> i. RSS feeds, XML, JSON ii. Streaming video (YouTube, Vimeo) iii. Television feeds iv. Date/Time (other common UI display) v. Calendar vi. Weather vii. Databases and spreadsheets 				
5.	The solution allows role based access to the content system.			10	✓
6.	Ability for content approval workflows.			10	✓
7.	Ability for authorized users with administrative functions to add new users and define or modify user privileges.			10	
8.	Ability for authorized users to access and audit all content via log files.			10	✓
9.	Software interface is user friendly.			20	✓
10.	Ability to display content on schedules.			20	✓
13.	Ability to set auto expiration and to archive content.			5	
14.	Ability to advertise (i.e., event promotion, campus-originated advertising, etc.) on displays and keep track of the advertising time.			16	✓
15.	Ability to adjust audio remotely for multimedia signage displays.			15	✓
17.	Provide wayfinding templates/software.			10	✓
18.	Wayfinding support (including via mobile app).			10	✓
19.	Ability to review content in staging environment prior to deployment.			5	✓
20.	Ability to integrate with social media.			10	✓
21.	Ability for data input on mobile devices.			20	✓

	Technical Requested Features	Y	N	Points Possible	Comments Required
1.	Notification capability for display problems. If yes, provide list of features that provide system administration notification about the display.			20	✓
2.	Screensaver – static and dynamic			10	✓
3.	Ability to have a testing or staging environment in the production workflow.			10	✓

4.	Ability for Push notifications (from desktop and mobile app to mobile devices). Software can co-exist with other IP applications.			10	✓
5.	Content system should meet the following computing and network requirements: <ul style="list-style-type: none"> • Content can be delivered to computers that run Windows • App (desktop) can run on Mac, PC, or Linux • Content needs to be cached locally so that it is displayed in the event of an Internet outage • App is accessible and delivers content via TCP/IP to computers and mobile devices appropriately • App logs all transactions and provides reports • App does not requires dongles for licensing • Scalable solution can be expanded in small or large increments 			20	✓
6.	Desktop Configuration: Identify the minimum and optimum desktop configurations to use this product for the PC, Mac and Internet platforms for content development.			5	✓
7.	Describe how your proposed solution is compatible with and/or supports Active Directory or Single Sign On with Shibboleth.			2	✓
8.	Is your proposed solution compatible with any of the following: 25Live, Net Support Notify, Computrition's Hospitality Suite (dining menus), Web Menus, Drupal?			4	✓

6. Other Information Requested (30 Points)

1. Provide diagram of required digital signage infrastructure. (20 points)
2. Provide requirements and options for each component of the infrastructure. For example, what are the requirements Windows PC content player? (5 points)
3. Provide information on the product's ADA compliance. (5 points)

7. Diversity Plan: (10 Points)

Provide information on your firms diversity plan (see Appendix E)

8. Price Model: (100 points) – associated with options below

Provide pricing model options (license per player/ display unit, per player/two-displays unit, per player/multi-display (the maximum displays indicated) unit, per additional specific unit over specified # of licenses). If you offer an alternative pricing model (self-funded, revenue streams, etc.), please provide those details as well.

Describe license model and expansion options. Are there additional fees for any possible content services that not included in the scope? In other words what isn't included, but might be in demand.

Provide cost figures associated with the license costs of the software, on-going software maintenance and application support including specific descriptions of support levels. Provide costs for installation /consultation, training materials, training, and any other known implementation costs.

The University prefers that any server-side hardware required to upgrade our current systems be purchased separately. Vendors who wish to package their offerings to include these other components may do so, but must separate these costs from the costs to be evaluated.

Outline your fee schedule in terms of a total cost for the services. Provide a breakdown of the services included in that total cost, list separately the hourly rates for additional services available to CWU. Identify the categories of consultants and their associated fee structure. All costs must be included in the firm costs and hourly rates, e.g. travel, per diem, phone charges, etc. No additional monies will be paid for these and other re-bill type costs. A separate fee schedule should be identified to be used in the case of any off-site work to be performed. Provide a fixed price for the upgrade services, functional consulting and related services, plus a time and materials rate for other services.

License Costs *	\$
Maintenance Costs * (Initial year)	\$
Maintenance Costs (years 2-5) *	\$
Installation/Consultation *	\$
Training & Training Materials *	\$
Other *	\$
Total Cost	\$

*Additional sheet(s) should be attached to fully explain the costs and inclusions therein for each item above; however, this sheet must be completed and submitted regardless. Additional information should include a listing of individual modules with complete descriptions and prices. Should costs exceed monies available, the University may elect to 1) purchase selected modules and add others in the future, or 2) purchase all modules up-front with phased installation.

Provide costs for any *optional*, accessory type hardware. These costs should not be included in the 'Total Cost' line item above.

SECTION #6: AWARD CRITERIA

6.1 Award Criteria:

A contract shall be awarded to the most responsible and responsive bidder based upon, but not limited to, the following criteria where applicable and only that which can be reasonably determined as evidenced by required RFP responses:

- The price and the effect of term discounts (not less than thirty calendar days after receipt of goods or correct invoice), whichever is later.
- Local sales and use tax.
- Servicing resources, capability and capacity.
- Uniformity or interchangeability, & upgradeability of parts and accessories.
- Warranty.

In determining the “lowest responsible bidder” as per RCW 43.19.1911, the following items shall also be given consideration:

- The quality of the articles proposed to be supplied, their conformity with specifications, the purposes for which required and the times of delivery.
- The ability, capacity, and skill of the bidder to perform the contract or provide the service required;
- The character, integrity, reputations, judgment, experience, and efficiency of the bidder;
- Whether the bidder can perform the contract within the timeframe specified;
- The quality of performance on previous contracts or services;
- The previous and existing compliance by the bidder with laws relating to the contract or services;
- Such other information as may be secured having a bearing on the decision to award the contract such as life cycle costing.

6.2 Scoring Responses: Responses will be scored on a point basis with a total of 600 points possible.

After evaluation of the proposals, finalist(s) may be asked to make oral presentations, conduct a phone interview and/or demonstrations. All equipment for the interview is the vendor’s responsibility including server(s), workstation(s), and network equipment. If internet connectivity via the CWU network is desired, arrangements must be made in advance. All costs associated with interviews will be the vendor’s responsibility. Points earned by vendors prior to the interview will be adjusted based on the information presented.

CENTRAL WASHINGTON UNIVERSITY

DIGITAL SIGNAGE SOLUTION

REQUEST FOR PROPOSAL 16-008

APPENDIX A

STANDARD AGREEMENT

CENTRAL WASHINGTON UNIVERSITY

Ellensburg, Washington 98926

STANDARD AGREEMENT

INSTRUCTIONS: 1. Must be executed before contractor's services are allowed to commence. 2. To be prepared by the CWU department requesting services. 3. This form is used for all personal services over \$50.00 and for purchased services over \$500.00 and must be approved by the Director of Business Services and Contracts at least one month prior to the effective date. 4. Obtain signature of contractor on two originals. Leave CWU signature blank. 5. Return both originals with an accompanying requisition to the Director of Business Services and Contracts for processing.

****** The following must be completed before the agreement can be finalized:**
Is the Contactor or the beneficiary of the payment a U.S. Citizen or U.S. Permanent Resident Alien? YES NO
If NO, please contact a Nonresident Alien Tax Specialist in the CWU Payroll Office (509)963-2221****

This AGREEMENT, made and entered into this the **xxxx day of xxxx, 2015** Ellensburg, County of Kittitas, State of Washington, by and between the State of Washington, Central Washington University, hereinafter referred to as the University, and

IRS IDENTIFICATION NO.

hereinafter referred to as the Contractor, in the manner following:

WITNESSETH:

1. The Contractor agrees to furnish the University materials and services described as follows:
2. Services to commence: . Services to be completed:
3. In consideration of receipt of services described, the University agrees to pay, only after said materials and/or services have been received, and within thirty days of receipt of a properly-detailed and itemized invoice signed by the Contractor.
4. All of the Contractor's travel and per diem expenses shall be the Contractor's sole responsibility. Payment to the Contractor by the University shall not include an additional amount for this purpose. The Contractor hereby agrees that personal travel and per diem expenses (if any) are included in the total compensation as described in Article 3.
5. The Contract Administrator for the University shall be:
6. The Contractor agrees to indemnify, defend and save harmless the State of Washington, the University, its Board of Trustees, officers, agents and employees from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by the Contractor in the performance of this contract. The Contractor shall provide necessary worker's compensation insurance at Contractor's own cost and expense.
7. The parties agree that the Contractor, and any agents and employees of the Contractor, in the performance of this agreement, shall act in an independent capacity and not as officers or employees or agents of the University or the State of Washington.
8. The University may terminate this agreement and be relieved of the payment of any consideration to Contractor should Contractor fail to perform as required by this agreement. In the event of such termination the University may proceed with the work in any manner deemed proper by the University. The cost to the University shall be deducted from any sum due the Contractor under this agreement.
9. This agreement is not assignable by the Contractor either in whole or in part.
10. The University may be required to withhold federal, state and/or local tax from some or all payments made in connection with this agreement. The University will abide by all tax withholding and reporting requirements as required by law irrespective of any provisions included in this agreement.
11. Time is of the essence of each and all of the provisions of this agreement and shall extend to and be binding upon and inure to the benefit of the heirs, executors, administrators, successors, and assigns of the respective parties.
12. It is mutually understood and agreed that no alteration or variation of the terms of this contract shall be valid unless made in writing and signed by the parties, and that no oral understandings or agreements not incorporated herein, and no alterations or variations of the terms hereof unless made in writing between the parties shall be binding on any of the parties.

13. The University may require, and request in writing, that the Contractor provide the University with a certificate, binder, or policy of liability insurance acceptable to the University in an amount(s) to be specified by the University. Should the University require such liability insurance to be provided, the Contractor agrees to provide same prior to commencing performance of this contract. Copies of the University's written request and the insurance documents provided by the Contractor shall be attached hereto and made a part hereof.
14. Both parties agree that in fulfilling the terms and conditions of this agreement that neither shall discriminate on the basis of race, creed, color, national origin, age, sex, marital status, or the presence of a physical, sensory, or mental handicap.
15. All obligations of the parties under the terms of this agreement as of the date of termination shall survive such termination.
16. Should any term or condition of this agreement or application thereof to any person or circumstance be held invalid, such invalidity shall not affect other terms, conditions, or applications of the agreement which can be given effect without the invalid term, condition or application; to this end the terms and conditions of this agreement are declared severable.
17. No delay or failure of either party in exercising any right hereunder, and no partial or single exercise thereof, shall be deemed to constitute a waiver of such right or any other right hereunder.
18. This agreement shall be construed and enforced in accordance with, and shall be governed by, the laws of the State of Washington. In the event of commencement of suit, venue may be laid in Kittitas County, State of Washington, the principal place of business of Central Washington University.
19. The parties acknowledge that they have read and understand this agreement including any supplements or attachments thereto, and do agree thereto in every particular. The parties further agree that this agreement constitutes the entire agreement between all parties and supersedes all communications written or oral heretofore related to the subject matter of this agreement.

This AGREEMENT has been executed by and on behalf of the parties hereto the day and year first above written.

Central Washington University

Contractor Signatory Authority

(Name, Title)

(Name, Title)

 Date

 Date

CONTINUED ON _____ SHEETS, (EACH BEARING NAME OF CONTRACTOR)

CENTRAL WASHINGTON UNIVERSITY

DIGITAL SIGNAGE SOLUTION

REQUEST FOR PROPOSAL 16-008

APPENDIX B

**TERMS AND CONDITIONS OF ANY SUBSEQUENT AGREEMENT WITH OTHER WASHINGTON
INSTITUTIONS OF PUBLIC HIGHER EDUCATION (WIPHE) COOPERATIVE MEMBERS**

Terms and Conditions Specific to Washington Institutions of Public Higher Education Cooperative Purchasing

1. Definitions:

WIPHE: Washington Institutions of Public Higher Education who are signatories to the Interlocal Agreement for Cooperative Purchasing.

Lead Institution: The WIPHE member that has volunteered to conduct the solicitation/negotiation process on behalf of the WIPHE members.

Committed Participants: Those WIPHE members who respond affirmatively to the Lead Institution's request for participation, and whose estimated purchase volume will be included in the solicitation/negotiation documents.

Potential Participants: All other WIPHE member institutions who are not Committed Participants. Potential Participants may choose to use any contract awarded, provided the contractor will accept their participation.

2. **No Exclusivity Implied:** This bid provides no exclusive arrangements for obtaining product or services by any WIPHE Institution who has not specifically been identified as committed participants. Potential Participants may purchase any product or services in this bid through their own processes for competitive procurement or via other cooperative purchasing arrangements at their disposal.

3. **Contract Administration:** This contract shall be administered by the Lead Institution, the Committed Participants, and any other Potential Participant who subsequently use a resulting agreement, in the following manner:

- A. The terms and conditions contained in their entirety in any contract which results through the Lead Institution's solicitation may not be altered except as provided herein, or, unless approved in writing by the Lead Agency's Purchasing Manager.
- B. WIPHE Institutions may at their sole option, individually negotiate only operational provisions specific to the needs of their Institution. These would include agreed arrangements for such operational provisions as delivery, installation, service, and invoicing processes. Such negotiated changes shall not be binding on any other Institution. These changes may, however, bind the bidder to providing similar arrangements to the other Institutions pursuant to any Best Customer provisions of a contract.
- C. WIPHE Institutions shall individually be responsible for their obligations to the awarded contractor pursuant to any purchase associated with this agreement. Likewise, the Vendor shall be responsible for their obligations to the WIPHE Institutions pursuant to this agreement. All reasonable efforts will be made by the Vendor and the WIPHE Institutions to satisfy any breach of these obligations, or, disagreements arising between the individual WIPHE Institution and the Vendor. Resolution may take several forms, including cancellation of specific arrangements between the Vendor and the Institution. Resolutions of any nature shall not have a binding effect on any other Institution.
- D. In the event a breach or disagreement cannot be resolved between the Institution(s) and the Vendor, either party may notify the Lead Institution and request the Lead Institution satisfy the dispute in accordance with this agreement, including any Dispute Resolution process identified within.
- E. The Lead Institution may at any time act on behalf of any WIPHE Institution in resolving breach of contract, or, to settle disputes in accordance with this agreement.

4. **Contract Documents:** The Vendor shall make copies of any contract that results from the Lead Institution's solicitation available in its entirety to any WIPHE Institution expressing an interest in purchasing the product or service.

The Lead Institution and the Vendor agree that a summary of this agreement, including a phone number for interested agencies to contact the Vendor, may be placed on a public access electronic home page, bulletin board, fax-on-demand network, or similar form of accessible medium.

5. **Award in Best Interest of WIPHE**: Central Washington University reserves the right to award the contract in whole or in part in a manner that most effectively serves the WIPHE members, to reject any or all bids, and to otherwise proceed with the award as necessary to protect the best interests of WIPHE. After award, members of WIPHE will issue separate purchase orders to the successful vendor(s) if they choose to acquire the items pursuant to this award.

All questions regarding this bid must be directed to Central Washington University as the Lead Institution. All information relating to this solicitation will be retained by Central Washington University as the official public record.

6. **WIPHE Cooperative Members:**

Four Year Institutions:

Central Washington University, Ellensburg
Eastern Washington University, Cheney
The Evergreen State College, Olympia

University of Washington, Seattle
Washington State University, Pullman
Western Washington University, Bellingham

Community and Technical Colleges:

Bates Technical College, Tacoma
Bellevue Community College, Bellevue
Bellingham Technical College, Bellingham
Big Bend Community College, Moses Lake
Cascadia Community College, Bothell
Centralia College, Centralia
Clark College, Vancouver
Clover Park Technical College, Lakewood
Columbia Basin College, Pasco
Edmonds Community College, Edmonds
Everett Community College, Everett
Grays Harbor College, Aberdeen
Green River Community College, Auburn
Highline Community College, Des Moines
Lake Washington Technical Col., Kirkland
Lower Columbia College, Longview

Olympic College, Bremerton
Pierce College, Lakewood
Peninsula College, Port Angeles
Renton Technical College, Renton
Seattle Community Colleges, Seattle
Shoreline Community College, Seattle
Skagit Valley College, Mt. Vernon
South Puget Sound Community Col., Olympia
Community Colleges of Spokane, Spokane
Tacoma Community College, Tacoma
Walla Walla Community College, Walla Walla
Wenatchee Valley College, Wenatchee
Whatcom Community College, Bellingham
Yakima Valley Community College, Yakima
State Board for Com & Tech Colleges, Olympia

CENTRAL WASHINGTON UNIVERSITY

DIGITAL SIGNAGE SOLUTION

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APPENDIX D

IN-STATE PREFERENCE/RECIPROCITY

Pursuant to RCW 43.19.704 and WAC 236-48-085, the Department of General Administration Office of State Procurement has established lists of states, which grant a preference to their in-state businesses and the appropriate percentage increase applicable against firms submitting bids from these states for goods and services. Bids in excess of \$43, 900 only are subject to the instate preference reciprocity provisions of RCW 43.19.700.

For purpose of evaluating bid prices, the buyer is to add an amount equal to the appropriate percentage to each bid submitted from that state.

See Link below for preferences & conditions listed by state:

<http://www.des.wa.gov/SERVICES/CONTRACTINGPURCHASING/Pages/ReciprocalPreference.aspx>

Document will be provided by mail upon receipt of a request faxed to: (509) 963-2871

CENTRAL WASHINGTON UNIVERSITY

DIGITAL SIGNAGE SOLUTION

REQUEST FOR PROPOSAL 16-008

APPENDIX E

Vendor Diversity Plan

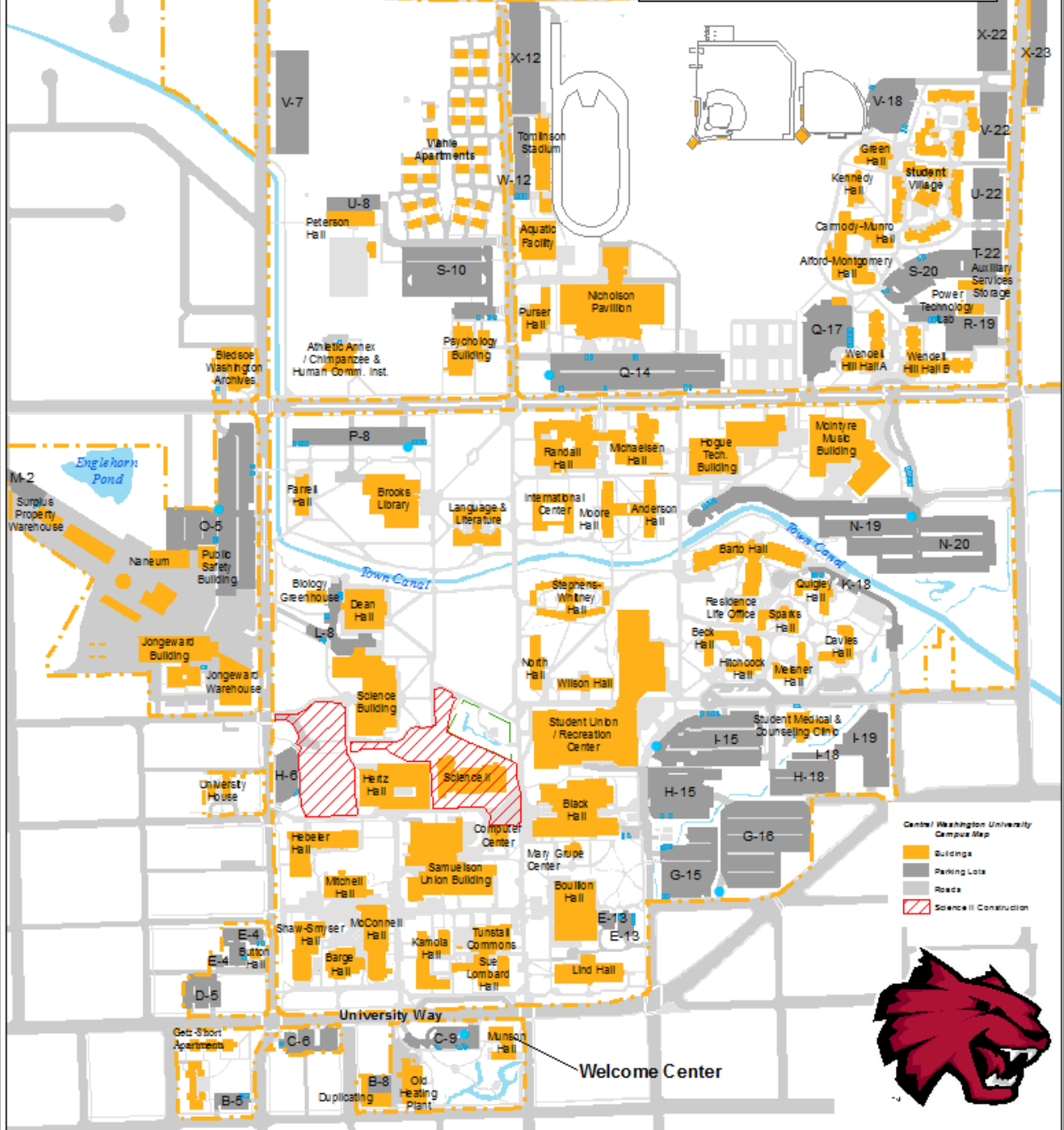
MINORITY AND WOMEN OWNED CONTRACTOR/SUPPLIER/VENDOR BUSINESS PARTICIPATION OUTREACH PLAN

A MWBE/Diversity Plan is required from any vendor submitting a proposal to this RFP process. At a minimum the plan should include the following:

1. Names, titles and contact information of those responsible for managing and implementing specific aspects of your MWBE Outreach Plan.
2. A description of the strategies, approaches and specific steps your firm will take to assist the University in meeting its voluntary MBE and WBE percentage utilization goals, which may include but are not limited to a description of the following:
 - Any mentoring of MWBEs that your firm has been involved with or is currently involved with.
 - Your firm's participation in outreach events as a means to develop relationships with MWBEs.
 - Describe your firm's current method of measuring MWBE utilization
 - Indicate how your firm identifies and contacts MWBEs
 - Describe how your firm will monitor its progress towards meeting the voluntary MWBE goals on any contact award based on this RFP process.



Central Washington University



- Central Washington University Campus Map
- Buildings
 - Parking Lots
 - Roads
 - Science II Construction



Welcome Center