Request for Proposals
CPS Mobile Application

Purpose
The purpose of this Request for Proposals (RFP) is to identify an agency with both the technical and marketing expertise to develop a mobile application for Cincinnati Public Schools designed to improve communication with students, parents and other stakeholders. The desire is to establish a contract through competitive negotiation for the purchase of services by Cincinnati Public Schools (CPS) to develop a robust application and establish a process to ensure that the application remains up to date.

Introduction to Cincinnati Public Schools
Cincinnati Public Schools offers families more high-quality school choices and academic programs than any other system in the Tristate region. CPS continues to lead all of Ohio’s eight major urban school districts in overall student performance, as measured by its Performance Index Score, which rose from 81.5 in 2005 to 87.5 in 2012-13. CPS has increased student proficiency scores at all grade levels in both math and science from 2005 to 2013. The district’s innovative approach to education, investment in effective and caring teachers, and vast array of collaborative partnerships have accelerated school performance to the highest level in decades – ensuring that its 33,000 students in preschool to grade 12 thrive and graduate prepared for successful lives in the 21st century. Three CPS high schools — Walnut Hills High School, Withrow University High School and Clark Montessori High School — are ranked among the top 1,000 public high schools in the United States, according to national magazines, with Walnut Hills ranked No. 1 in Ohio. CPS operates 55 schools spread across 90 square miles. To learn more, visit www.cps-k12.org.

Background of Need
CPS, like most urban districts, has a highly mobile customer base. It can be difficult to keep track of families who move without alerting schools to new addresses and phone numbers. The development of a mobile application will allow us to reach these families without needing their contact information.

Further, a mobile application would allow the district to reach an even larger audience of stakeholders who may not have students enrolled, but are interested in good news and information about students and schools.
Some district schools still have large numbers of families who may not have a home computer. However, most of these families have smart phones and use them to access web-based information.

CPS feels that parents would welcome a mobile application that would place news and information affecting their children at their fingertips. In addition, a mobile application also would encourage more students to engage in good news content about their schools, teachers and peers.

**RFP Deliverable**
CPS is requesting proposals for developing a mobile application for use on both Apple and Android smart phones that shares important information about the district and individual schools by interfacing with resources the district currently uses to store and distribute data. **The goal is to have the mobile application developed and ready for implementation by August 2014.** Proposals should detail:

- Agency or consultant’s mobile application background/track record, including a list of clients, a description of services provided, methods used and the results that have been achieved. Compelling, yet brief, case studies are encouraged. Experience with mobile applications for schools or school districts also is preferable.

- Agency or consultant’s experience with incorporating mobile applications into an integrated marketing/communication plan.

- Agency or consultant’s experience with developing mobile applications that are easy to manage and keep up to date.

**Desired Functionality**

**Basic Functions:**
- Connect to district Web site
- Connect to school Web sites
- Access district news
- Access district contact information
- Access school lunch menus
- Push out district-issued alerts (such as school closings)
- Access district calendar
- Link to and engage with CPS social media tools
- Interface with Powerschool, the district’s parent/student information system
- Translate information into user-selected languages

**Additional Functions:**
- Select desired content by school
- Access school-based calendars (including sports events)
- Access school lunch payment accounts (PayPams)
- Include mapping functions with that allow users to get directions to CPS schools and events
- Access teacher Web sites

**Special Features:**
- Allow students to connect to tutorial programs (like Study Island)
- Allow parents to sync school/district calendars with personal calendars
- Send parents notifications when students’ grades fall or they have chronic absences

**Proposal Details**
Proposals must include the following:

- Relevant contact information
  - Firm name, address and Web site
  - Key contacts, including telephone number and email
- Preliminary plan for developing an appropriate mobile application for Cincinnati Public Schools (methodology)
- Relevant credentials for the individuals most likely to be preparing the mobile application, including educational background and experience with mobile applications
- A cost estimate for developing the application. In addition, please provide the time frame necessary to develop the application. The goal is to have the application in place for the start of the 2014-15 school year, which begins in August 2014. Please provide a realistic timeframe if that is not possible.
- Case studies of mobile applications developed for other school or school district clients
- At least five references that have been/are mobile application clients. CPS must be able to contact these references.

Selected prospective vendors will be required to give an oral presentation of their proposal to CPS. This will provide an opportunity to clarify or elaborate on the proposal. This is a fact-finding and explanation session only and does not include negotiation. CPS has designated the time frame for these oral presentations as March 27-28, 2014. Selected vendors may set appointments for these discussions by contacting Leslie Bryant at 513-363-0076.
RFP Schedule

RFP Notice: February 25, 2014

Q&A Sessions: March 6, 2014 at 1:00 p.m. (EST) – CPS Education Center, 2651 Burnet Avenue, Cincinnati, Ohio, 45219. Room 1A.

Proposals Due: March 18, 2014 (3:00 p.m. EST) Hand deliver to CPS Purchasing Department, 2651 Burnet Ave. Cincinnati, Ohio 45219, Attn: Bradley Price

Evaluation Completed: March 25, 2014

Oral Presentations: March 31, 2014 and April 2, 2014 (by appointment)

Vendor Selection: April 4, 2014

Criteria for Evaluating Proposals
CPS will consider the following criteria when evaluating proposals:

- The ability to satisfy the requirements stated in the RFP
- A cost/benefit analysis
- Reliability of past performance of the vendor
- Demonstrated experience and ability to assist with the management and execution of services of this scope
- Qualifications of the individual consulting team members
- Proposed methodology
- Demonstration of creativity and flexibility
- Ability to meet the August 2014 launch date or provide a reasonable alternative date.

Additional Information

- CPS reserves the right to accept or reject any or all proposals, or any part thereof, and to waive any formalities. CPS will not necessarily accept the lowest-priced proposal.

- Proposals that do not comply with the requirements stated within this RFP or which are submitted after the deadline will be disqualified.

- CPS reserves the right to request additional information from vendors after the RFP deadline indicated, should such action be in the best interest of CPS.

- Following the deadline for RFP submittals, CPS reserved the right to have further discussions related to price and services provided with any prospective vendor during the review process. CPS reserved the right to
conduct these discussions with one or more respondents in order to arrive at a final selection.

- All proposals and all supporting documentation submitted with the proposals shall become the property of CPS and Strive and are subject to release to the public under Ohio Open Records Law. Proposals and supporting documentation will not be returned.

- Non-selection of any proposal will mean that another acceptable proposal was deemed to be more advantageous to CPS, or that no proposal was accepted. Respondents whose proposals are not accepted will be notified in writing.

- Respondents’ responses to this RFP may be incorporated into the resulting contract at the discretion of CPS.

- The respondent expressly understands that any data stored on any computer system owned by CPS shall remain the sole and exclusive property of CPS.

- Expenses incurred by the vendor in developing a response to this RFP are entirely the responsibility of the vendor and may not be charged to CPS.

- Respondents shall make no public statement, explicitly or implicitly, indicating a vendor or potential vendor relationship with CPS unless sanctioned in writing.