

Request for Quotes (RFQ) – All-in-One Website & Mass Communication Platform

District: Unified School District No. 500, Kansas City, Kansas

RFQ No.: 25-017

Issue Date: October 7, 2025

Due Date: October 28, 2025, 10:00 AM

Contract Term: Initial 1-year agreement with up to four (4) one-year renewal options.

1. Intent

Unified School District No. 500 (USD 500), Wyandotte County, Kansas, also known as Kansas City Kansas Public Schools (KCKPS), is seeking written quotes for a unified website content management system (CMS) and mass communication platform that will replace the district's current providers (Finalsite & BrightArrow) and combine the two solutions under a single platform. This solicitation is classified as a services purchase under K.S.A. 72-1151(b)(1). Quotes must remain valid for 120 days from the due date.

2. District Overview

USD 500 serves more than **22,000 students** across a diverse urban community in Kansas City, Kansas. The district operates:

- 6 early childhood centers
- 29 elementary schools
- 7 middle schools
- 5 high schools
- Alternative and specialized programs

USD 500 employs over 4,000 teachers, administrators, and staff members.

Student demographics: ~50% Hispanic, ~29% African-American, ~11% White, ~7% Asian. Over 80% of students qualify for free or reduced-price lunch.

Mission Statement: USD 500 ensures all students have access to high-quality educational opportunities that prepare them for postsecondary success in college, careers, and life.

Strategic Plan Priorities:

- **Equity:** Guarantee equal access to information and resources.
- **Community Engagement:** Strengthen partnerships with families and stakeholders.
- **Innovation:** Use technology to improve learning and communications.
- **Student Success:** Support academic growth and social-emotional well-being.

3. Technology and Communication Goals

USD 500 is seeking a comprehensive platform that will:

- Deliver a modern, accessible website platform that meets WCAG 2.2 AA standards.
- Provide multi-channel communications (voice, text, email, mobile app push, social media).
- Seamlessly integrate with Student Information Systems (SIS) and Single Sign On (SSO) systems, including USD 500's current platforms: Infinite Campus (SIS) and ClassLink (SSO).
- Include implementation, full content migration from the district website as well as individual school websites, and administrator training.
- Support staff, families, and community adoption through strong change management and ongoing support.

4. Scope of Services

Vendors must provide a unified platform that includes:

- Website/CMS with customizable templates and accessibility compliance
- Mass communication system (SMS, email, voice, app push, and social posting)
- Mobile app for families and staff
- Integrations with ClassLink (SSO) and InfiniteCampus (SIS)
- Content migration and administrator/end-user training
- Security and privacy compliance (FERPA, CIPA, data ownership, export, uptime service levels). Vendor must define data retention schedules and deletion procedures upon contract termination.

Additional Requirements:

- **Change Management & Communication:** Provide a transition plan with phased rollout, staff/family communication strategies, and disruption mitigation, especially for high-traffic websites and critical messaging.
- **Stakeholder Engagement & Onboarding:** Include stakeholder engagement strategies, workshops, and onboarding tailored to non-technical staff, with ongoing support for IT and communications teams. Vendors must also provide multi-language training and onboarding materials to ensure accessibility for all families and staff. Top Ten Languages spoken in the district: Spanish, Burmese, Karen, Swahili, Kinyarwanda, Nepali, Somali, Hmong, Arabic, Chin.
- **Feedback & Continuous Improvement:** Demonstrate methods for collecting user feedback, assessing adoption, and iterating on training and support post-launch. Vendors shall include the following in their plan:
 - Surveys of staff, families, and administrators to measure satisfaction and ease of use.
 - Focus groups or interviews with key stakeholders (teachers, IT staff, communications staff, parents).
 - Help desk analytics (types of support tickets, frequency of issues).
 - System analytics (who is logging in, how often, which tools are used most/least).
 - Provide usage dashboards showing adoption across schools and roles.
 - Benchmark adoption rates (e.g., percentage of parents signed up for the app, percentage of staff publishing content).
 - Identify gaps in usage and recommend interventions (additional training, targeted communications).
 - Offer refresher training sessions or workshops based on feedback and usage data.
 - Create targeted resources for non-technical users (e.g., video tutorials, quick-start guides).
 - Adjust training to address recurring issues surfaced through feedback or support logs.
 - Provide quarterly or annual review meetings with district leadership to evaluate progress and update the plan.
- **Translation & Multi-Language Support:** Vendor must provide robust, high-quality translation tools and services that ensure accuracy across all communication modes (email, SMS, voice, app, and web). Solutions must include:
 - Real-world testing with representative district content and multi-language families to validate translation accuracy and usability before launch.
 - Ongoing quality assurance (QA) processes, including continuous monitoring, periodic audits, and user feedback loops to ensure translations remain accurate and culturally appropriate.
 - Ability to handle urgent alerts, scheduled communications, and website content with equal translation quality and consistency.
 - Clear processes for updating, correcting, and improving translations based on district or family input over the life of the contract.

5. Minimum Requirements

Vendors must demonstrate the ability to meet the following:

- Compatibility with all major browsers (Safari, Chrome, Firefox, and Edge) and mobile responsiveness for both iOS and Android.
 - Mobile accessibility features must meet WCAG 2.2 AA equivalent standards.
- Children's Internet Protection Act (CIPA) compliance and secure access for students and staff.
 - Vendor must demonstrate how the platform maintains CIPA compliance through content filtering integration or access controls.
- Role-based permissions for administrators, teachers, students, and parents.
- Automated backup and disaster recovery capabilities.
- Automated Program Interface (API) documentation for integration with third-party tools.
- 24/7 uptime monitoring with real-time status alerts.
- Single Sign-On (SSO) and Multi-Factor Authentication (MFA) for secure access.

6. Vendor Response Instructions

Responses must include:

- A. **Completed Quote Form** (see Section 7).
- B. **Implementation Plan** with project timeline (Gantt), migration details, and training schedule.
- C. **Service Level Agreement (SLA)** and security documentation.
- D. **References** – Three (3) K–12 districts with similar scope in the past 24 months. Kansas preferred.
- E. **Contract Vehicle Information** (if applicable – state or cooperative contract ID and terms).
- F. **Change Management Plan** – Strategies, communication templates, phased rollout.
- G. **Stakeholder Engagement & Onboarding Plan** – Workshops, training for non-technical staff, IT/communications support.
- H. **Feedback & Adoption Plan** – User feedback collection, adoption assessment, training iteration.

- I. **Translation QA Plan** – Tools, processes, and testing for multi-language communication.
- J. **Cybersecurity Standard** – Vendor must adhere to NIST 800-53 or ISO 27001 security standards and provide SOC 2 Type II certification or equivalent documentation.
- K. **Disaster Recovery** – System must include documented disaster-recovery RTO/RPO targets within 24 hours of outage.
- L. **Training Deliverables** – Require asynchronous (self-paced) and live training options for flexibility.

7. Pricing Format

Vendors must submit firm, all-inclusive pricing in the following format:

- Platform subscription Year 1 (includes all modules): \$ _____
- Implementation and content migration (fixed): \$ _____
- Training for admins and editors (fixed): \$ _____
- Optional modules/services (itemize): \$ _____
- Renewal caps (Years 2–5): ≤ _____ % increase per year
- Messaging allotments included (email, SMS, voice minutes) and overage rates
- Contract vehicle/co-op reference (if applicable)

8. Evaluation & Award

Award will be based on **best-value determination**. 100 Points Possible.

Criteria:

- **Price** – 35 Points
- **Functional Fit** – 25 Points
- **Demonstration and Q&A Session** – 20 Points (Demo 15 / Q&A 5)
- **Implementation & Support** – 10 Points (includes change management, engagement, onboarding)
- **Accessibility & Compliance** – 10 Points (includes translation QA and multi-language support)

Evaluation will consider both functional performance and alignment with USD 500’s strategic priorities (equity, accessibility, engagement).

The district reserves the right to negotiate minor terms, award without discussions, reject any/all quotes, or make no award. **Board approval is required** for all awards exceeding \$20,000. If federal funds are used, procurement will comply with **2 CFR 200.320(b)**. Vendors must provide SAM/UEI and debarment status.

9. Schedule

- Questions due:October 17, 2025
- Responses to questions posted:October 22, 2025
- Demo window:November 6-14, 2025
- Quotes Due:October 28, 2025
- Target Award:November 18, 2025
- Anticipated Go-Live:c. July 1, 2026

10. Submission

Mode of Submission: Quotes must be submitted electronically via **BidNet**.

Subject line: “RFQ 25-017 – All-in-One Platform – [Vendor Name]”

Format: One bookmarked PDF containing all required documents.

11. Attachments

- **Quote Form**
- **Demo Script**
- **Evaluation Rubric**

QUOTE FORM
RFQ 25-017: All-in-One Website & Mass Communication Platform (Services)
Unified School District No. 500

Due: October 28, 2025 @ 10:00 AM

Price valid through: ____/____/____ (≥120 days)

Vendor Name: _____

Primary Contact: _____

Title: _____

Phone: _____

Email: _____

Address: _____

UEI (SAM): _____

TIN/EIN: _____

Debarment Status:

☐ Not debarred / suspended (2 CFR 180)

☐ Debarment cert attached

A. Firm, All-Inclusive Pricing (enter dollars; do not leave blanks)

1. **Platform subscription** – Year 1 (website + mobile app + email/SMS/voice alerts + social posting)\$ _____
2. **Implementation & content migration** (fixed)\$ _____
3. **Training for admins and editors** (fixed)\$ _____
4. **Optional modules / services** (itemize)\$ _____
 -\$ _____
 -\$ _____
5. **Renewal caps (Years 2–5):** not to exceed ____% per year
6. **Messaging allotments included (annual)**
 - Email: _____ SMS: _____ Voice minutes: _____
 - Overage rates: Email \$ _____/1k SMS \$ _____/msg Voice \$ _____/min
7. **Contract vehicle** (if applicable): ☐ State of Kansas ☐ Federal ☐ Other public co-op
 - Co-op name/ID: _____ Pricing reference: _____

B. Required Compliance (check “Yes” or explain)

Requirement	Yes	No	Notes / exceptions (attach pages if needed)
One-click publish to website + app + email + SMS + social	☐	☐	
Multi-language urgent alerts with delivery logs	☐	☐	
WCAG 2.2 AA templates + monthly accessibility report	☐	☐	
Role-based admin + approval workflow + audit trails	☐	☐	
Nightly SIS sync + SSO (Google/Azure)	☐	☐	
Data export on demand; no penalty for termination	☐	☐	
Uptime SLA ≥ 99.9% with service credits	☐	☐	
FERPA-aligned DPA and security documentation provided	☐	☐	
Change Management Plan Included	☐	☐	
Stakeholder Engagement & Onboarding Plan Included	☐	☐	
Feedback & Adoption Plan	☐	☐	
Translation & Multi-Language Support: Demonstrated real-world testing, QA process, and ongoing monitoring included	☐	☐	

Addenda acknowledged: # _____ dated __/__/____ # _____ dated __/__/____

C. Implementation & References

Proposed go-live month: ____/____ **Duration:** ____ weeks

Key milestones: Content migration ____ weeks • Training ____ sessions • UAT ____ days

Three K-12 references (past 24 months):

1) District _____ Contact _____ Email _____ Phone _____

2) District _____ Contact _____ Email _____ Phone _____

3) District _____ Contact _____ Email _____ Phone _____

D. Certification & Signature

The undersigned certifies this quote is firm, complies with the RFQ, and includes all costs needed for a complete, operational solution. Vendor agrees that District terms, DPA, and SLA submitted with this quote will govern unless expressly negotiated in writing.

Authorized signatory: _____ **Title:** _____

Signature: _____ **Date:** _____

Email submission subject: "RFQ 25-017 – All-in-One Platform – [Vendor]"

Attachments required: Quote Form (this form), Implementation plan, Service Level Agreement (SLA) & (Data Processing Agreement (DPA), References, Debarment cert, Co-op terms if used.

Demo Script (60 minutes) + Questions & Answer Session (45 Minutes)

Goal: Demonstrate a fully unified (“one platform”) solution that showcases seamless publishing, emergency communications, accessibility, and system integrations. Vendors should use district-like demo data that reflects USD 500’s structure, languages, and communication needs. This session will be timed, and vendors are expected to follow the allotted schedule closely. While vendors may adjust pacing of the following script as needed, each topic listed in the demo script must be addressed to ensure consistency and fairness for evaluators.

0–5 min — Introductions and architecture

- Confirm data residency, hosting model, and uptime service levels.
- Show the admin landing page and roles.

5–15 min — Website editing + accessibility

- Build a news post with images, alt text, captions, and a homepage alert banner.
- Swap a template and run your accessibility checker.
- Export a monthly accessibility report.

15–25 min — One source publishing

- From the same editor, publish once to: website, mobile app, Facebook/X (staged), and queue an email + SMS to a test group.
- Schedule a post for later and show approval workflow.

25–35 min — Emergency + routine communications

- Trigger an urgent multi-language alert (email/SMS/voice/app).
- Show real-time delivery logs, bounces, and parent language preferences.
- Send a routine attendance notice to a dynamic group.

35–45 min — SIS/SSO and roster sync

- Log in via Google or Azure SSO.
- Show a nightly roster sync job, group rules, and contact updates.
- Demonstrate opt-out/opt-in management and audit history.

45–50 min — Analytics, records, and retention

- Show message performance dashboards and page analytics.
- Export an audit log and a records archive for retention.

50–55 min — Implementation and migration

- Walk through your content migration approach for: 10 pages, 1 calendar, 1 year of news.
- Show the admin training plan and timeline to go-live.

55–60 min — Pricing and contracting

- Present the filled-in Quote Form, any cooperative contract ID, renewal caps, and sample DPA/SLA.

60-145 min — Questions & Answers

Respond to questions from the evaluation committee. A list of questions will be provided in advance and will require written responses prior to the session. This 45-minute segment will focus on follow-up discussions related to those responses and provide an opportunity for additional questions.

ATTACHMENT A – USD 500 STANDARD TERMS AND CONDITIONS

1. **SCOPE:** These terms and conditions apply unless explicitly modified by Unified School District No. 500 (USD 500) within this bid document. USD 500 may reject any bid taking exception to these terms.
2. **DEFINITIONS:**
 - “Bid Request” refers to a solicitation for a formal sealed bid.
 - “Bid” is the price offered by the bidder.
 - “Bidder” means the offeror or Contractor.
 - “USD 500” refers to Unified School District No. 500.
 - “Board of Education” (BOE) is the governing body of USD 500.
3. **BID SUBMISSION:** Submit bids exclusively on provided forms. All entries must be legible; corrections must be initialed. Forms require bidder authorization signatures.
4. **CONFIDENTIALITY:** Bids must be sealed to maintain confidentiality until opening. Supporting literature must be submitted separately, marked appropriately. Bids become public records after opening, per Kansas Open Records Act.
5. **ACCURACY:** Information provided must be accurate and binding. If discrepancies arise, unit price prevails.
6. **BID DELIVERY:** Sealed bids must reach the Purchasing Department, 2010 North 59th Street, Room 370, Kansas City, KS 66104, by the specified deadline.
7. **ADDENDA:** Bid modifications will be issued as written addenda by the Purchasing Office. Receipt acknowledgment of addenda is required with bid submission.
8. **LATE BIDS:** Late bids will be returned unopened.
9. **BINDING PERIOD:** Bids remain binding for sixty (60) calendar days post-opening.
10. **EQUIVALENT BIDS:** Brands or trade names define quality standards; equivalent items meeting these standards are acceptable unless specified otherwise. Provide descriptive literature or samples at no cost.
11. **QUALITY OF MATERIALS:** All bid items must be new, unused, of recent manufacture, high quality, fully serviced, and ready for use upon delivery.
12. **WARRANTY:** Bidders must offer the most favorable commercial warranties available. USD 500 retains the right to request manufacturer certification of claims.
13. **AWARD CRITERIA:** Awards are based on the lowest responsive and responsible bid conforming to specifications, representing the best value for USD 500.
14. **RIGHTS RESERVED:** USD 500 may reject any bid partially or wholly, waive minor irregularities, and award bids either individually or in groups.
15. **BID ACCEPTANCE:** Bids become accepted offers upon issuance of a Purchase Order or contract by USD 500.
16. **DELIVERY:** Delivery terms are F.O.B. Destination, with all freight costs included.
17. **DAMAGE AND DELAYS:** USD 500 may refuse damaged items at the contractor’s expense. Contractors must notify USD 500 immediately of shipment delays. Late shipments may be canceled by USD 500.
18. **PAYMENT DISCOUNTS:** Bidders should specify prompt payment discounts, except for discounts requiring payment within fewer than ten (10) days.
19. **INVOICING:** Submit invoices in duplicate with necessary details, including PO number, item descriptions, quantities, unit prices, and totals.
20. **TAX EXEMPT STATUS:** USD 500 is exempt from federal, state, and local taxes (KS-FZLEKBLQ).
21. **SAFETY COMPLIANCE:** All practices, equipment, and supplies must comply with OSHA and applicable safety/environmental regulations.
22. **LIABILITY DISCLAIMER:** USD 500 does not indemnify bidders against any liabilities.
23. **TERMINATION RIGHTS:** USD 500 may terminate contracts with thirty (30) days’ written notice without penalty.
24. **HOLD HARMLESS:** Contractors must indemnify and defend the BOE and USD 500 against claims arising from contract performance, excluding mutual indemnification as per Kansas law (K.S.A.72-8201a).
25. **INSURANCE REQUIREMENTS:** Contractors must maintain specified insurance coverage, naming USD 500 as Additional Insured and providing policy cancellation or material changes notice thirty (30) days in advance. Insurance providers must have a Best’s Rating of A and Financial Size Category Class VII or higher.
 - Worker’s Compensation: Statutory limits
 - Employer’s Liability: \$1,000,000 per incident
 - General Liability: \$1,000,000 combined single limit
 - Automobile Liability: \$1,000,000 combined single limit
 - Commercial Crime Insurance (when applicable): \$1,000,000 minimum
26. **GOVERNING LAW:** Contracts governed by Kansas state law.
27. **ANTI-DISCRIMINATION:** Bidders must not discriminate based on age, race, color, disability, gender, national origin, or religion.
28. **BID/PERFORMANCE BONDS** Construction/remodel/repair bids require a 5% bid bond. Successful bidders must provide 100% Performance and Material & Labor Payment bonds from an approved surety for construction or remodeling projects that exceed \$100,000 in value.
29. **BIDDER DISQUALIFICATION:** The Purchasing Director may disqualify bidders for non-compliance with bid conditions, poor performance history, or incomplete bid submissions.
30. **FORCE MAJEURE:** Neither party is liable for delays or failures in performance due to events beyond reasonable control, such as natural disasters, pandemics, or governmental actions.
31. **ETHICAL PROCUREMENT STANDARDS:** Bidders must adhere to ethical procurement practices, avoiding conflicts of interest, bribery, or corruption.
32. **ASSIGNMENT AND SUBCONTRACTING:** Assignment of contracts or use of subcontractors requires prior written approval from USD 500.
33. **RECORD RETENTION/AUDIT RIGHTS:** Bidders must retain bid and contract documents for five (5) years. USD 500 retains audit rights for this duration.
34. **CHANGE ORDER PROCESS:** Requests for contract changes must be submitted in writing and approved by USD 500 prior to implementation. Pricing adjustments must be mutually agreed upon.
35. **SUPPLIER DIVERSITY:** USD 500 encourages diverse suppliers’ participation without scoring advantages.

INCLEMENT WEATHER/EMERGENCY If USD 500 offices close due to weather/emergency, bid openings will occur at 2:00 PM (Central) on the next open business day.