



(Allentown, PA)

**REQUEST FOR PROPOSALS (RFP)**

---

**Strategic Plan Dashboard and Progress Monitoring  
for the  
Allentown School District**

**Proposals Due by 3:00 p.m., Wednesday, January 15, 2025**

# TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b>	<b>2</b>
<b>REQUEST FOR PROPOSAL</b>	<b>3</b>
Description of Project	3
<b>INTRODUCTION</b>	<b>5</b>
Demographics	5
Allentown School District Mission	5
Allentown School District Vision	5
Allentown School District Beliefs	6
District Theory of Action	6
<b>GENERAL TERMS AND CONDITIONS</b>	<b>7</b>
<b>SCOPE OF SERVICES</b>	<b>8</b>
	8
	8
	9
<b>PROPOSAL REQUIREMENTS</b>	<b>10</b>
Required Proposal Components	10
Deliverables	10
<b>SUBMISSION</b>	<b>11</b>
<b>EVALUATION CRITERIA AND SCORING</b>	<b>12</b>
Appendix 1	14
1. TERMINATION CLAUSE	15
2. CONTRACT PROVISIONS FOR NON-FEDERAL ENTITY CONTRACTS UNDER FEDERAL AWARDS	15
3. EQUAL OPPORTUNITY CLAUSE [41 CFR § 60-1.4]	21

# REQUEST FOR PROPOSAL

## Description of Project

The Allentown School District (ASD) seeks experienced strategic planning and progress monitoring providers to execute our [Strategic Plan](#) and ensure its success effectively. We seek a robust, user-friendly, and data-driven dashboard solution to track progress, monitor key performance indicators (KPIs), and identify areas for improvement.

This Request for Proposal (RFP) outlines our requirements for a strategic plan dashboard and progress monitoring system. The ideal solution will provide real-time insights, facilitate informed decision-making, and empower our team to drive strategic initiatives forward.

The Allentown School District (ASD) is committed to formulating a comprehensive scaling to create an influential system-wide data culture. Our overarching goal is to rectify inequities and improve academic and climatic outcomes for ALL students. Specifically, the strategic plans and monitoring process will enable system-wide accountability and focus on our learners, ensuring that every student, regardless of background or learning profile, has equitable access to learning experiences and fair and equal opportunities for success within our educational system.

ASD envisions a partnership emphasizing continuous improvement. Providers must present a proven track record of delivering high-quality service, product, and training that will enable monthly, quarterly, and yearly progress monitoring, impact, and effectiveness of strategies aligned to goals in the strategic plan. Providers will collaborate closely with ASD staff to tailor the focus and goals, provide relevant, engaging, and rigorous professional learning for our teachers, counselors, administrators, and leaders, provide instructional overviews of best practices and skills for students and families, and integrate with our Strategic Plan.

We invite qualified vendors to submit proposals demonstrating a deep understanding of strategic planning, data visualization, and project management. Your solution should seamlessly integrate with our existing systems and provide a comprehensive overview of our strategic progress.

All proposals can be sent electronically in PDF format by email to the following:  
[RFP@allentownsd.org](mailto:RFP@allentownsd.org).

Or by mail or hand-delivered to:

Allentown School District  
Attn: Ali Nastah  
31 S. Penn Street  
Allentown, PA 18102

Proposals must be received by **3:00 pm, Wednesday, January 15, 2024**. The Allentown City School District is not liable for any cost incurred by any person or firm responding to the RFP.

Questions before the submission of the RFP are to be directed to:

Ali Nastah  
Director of Procurement  
[RFP@allentownsd.org](mailto:RFP@allentownsd.org)

Ali Nastah is the only contact for this project. Contacting other administrators, School Board Members, or ASD staff members as part of this process is unacceptable and grounds for potential elimination from consideration. All questions must be submitted via email and will be publicly shared along with the response to all those invited to submit a proposal.

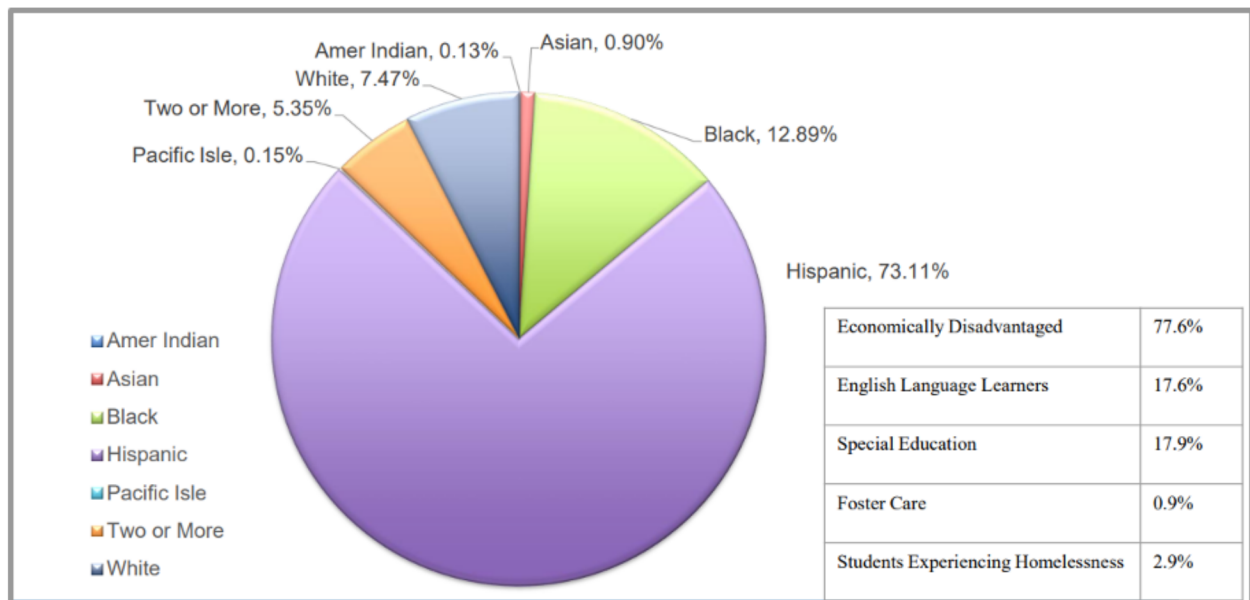
# INTRODUCTION

## Demographics

Allentown School District (ASD) serves approximately 16,700 pre-Kindergarten through Grade 12 students in 21 schools and three program sites. Allentown School District Virtual Campus services approximately 1000 students.

ASD has three high schools with approximately 3000, 1900, and 400 student enrollments. The four middle schools have approximate student populations of 960, 900, 830, and 670. Of our 14 elementary schools, with about 8,000 students in total, one is an early childhood center with pre-K and kindergarten only and approximately 270 students. The remaining elementary schools have 270 to 800 students enrolled, with an average population of 600. We have programs at three sites: an alternative school with a variable population of students from grades 6-12 and two language support programs at separate locations.

The Allentown School District student population is:



## Allentown School District Mission

Each and every student will graduate college and career-ready by having their individual needs met through active engagement in a rigorous, safe, and nurturing learning environment.

## Allentown School District Vision

Each and every student, with the active support of the entire community, will graduate ready to thrive in a diverse and complex world.

## Allentown School District Beliefs

In the Allentown School District, our commitment to Excellence, Partnership, and Equity means we believe in:

- Honoring each student's unique qualities
- Ensuring equity of access and opportunities
- Nurturing the pursuit of lifelong learning
- Strengthening partnerships with families and communities
- Promoting cultural responsiveness
- Building trust and mutual respect

### **District Theory of Action**

If we create a shared vision of excellent learning and teaching and provide adequate and differentiated resources, including partnerships responsive to the identified needs of students and adults, build our muscle to monitor for consistent implementation, and model best practices in professional development/capacity building through onsite professional learning and coaching, Then, we will reduce variability in learning outcomes, accelerate progress, and increase academic performance for all students.

# GENERAL TERMS AND CONDITIONS

**CHARACTER.** It is recognized that, for the protection of the children, all persons affiliated with and/or employed by the Vendor must have a stable personality and the highest moral character. Any persons working on school grounds shall obtain the following clearances: Federal Criminal History Record, FBI Clearance Check, PA State Criminal Record Check, and PA Child Abuse History Clearance. The vendor who is awarded the contract shall bear the cost of obtaining these clearances. Copies of the clearances shall be given to ASD upon their request.

**COMPLIANCE WITH LAWS.** The proposal shall at all times observe and comply with all laws, ordinances, regulations, and codes of the federal, state, county, and other local government agencies, which may in any manner affect the performance of the contract. The Vendor, as an employer, shall not discriminate against any worker, employee, applicant, or any member of the public, because of race, creed, color, age, sex, or national origin, nor otherwise commit an unfair employment practice.

**CONTRACTOR NOT AN AGENT.** Unless otherwise stated in the final Professional Services Agreement, the Vendor shall not be held or deemed in any way to be an agent, employee, or official office of ASD, but rather an independent contractor furnishing professional services to ASD.

**INDEMNIFICATION.** The Vendor shall indemnify, save, and hold ASD and PDE and all of its employees, officers, directors, subcontractors, and agents harmless against any and all claims, demands, suits, or other forms of liability that may arise out of, or because of, the Vendor's noncompliance with any agreements, warranties or undertakings contained in or made under this Agreement.

**TERMINATION.** Failure by the successful Vendor to comply with the terms and conditions of this RFP or to deliver the Services identified in this RFP or the contract at the prices quoted shall void the contract award. In the case of the successful contractor's failure to deliver the Services in accordance with the contract terms and conditions, ASD, after due oral or written notice, may procure such Services from other sources and hold the successful contractor responsible for any resulting additional purchase and administrative costs.

**COLLUSIVE PROPOSALS.** By submitting a Proposal, Proposer certifies that it has not combined, conspired, or agreed to intentionally rig, alter or otherwise manipulate, or cause to be rigged, altered or otherwise manipulated, its Proposal for the purpose of allocating purchases or sales to or among persons, raising or otherwise fixing the prices of the goods or services, or excluding other persons from dealing with ASD. By submitting its Proposal, the Proposer certifies that its Proposal is made without collusion or fraud and that it has not offered or received any kickbacks or inducements from any other Proposer, supplier, manufacturer, or related entity in connection with its Proposal.

# SCOPE OF SERVICES

The Allentown School District (ASD) seeks experienced providers to partner with our district and school leaders. The service provider will deliver an engaging, student-focused, evidenced-based, user-friendly, and interactive dashboard that provides clear and concise visualizations of strategic plan implementation progress, emphasizing collegiality, communication skills, the impact cycle, and data-informed decision-making. Ideal proposals will prioritize models demonstrating alignment with these core components, with the flexibility to adapt to the distinct needs.

## Design Requirements

- Develop a user-friendly and interactive dashboard that provides clear and concise visualizations of strategic plan implementation progress.
- Enable real-time tracking and monitoring of key performance indicators (KPIs) related to strategic priorities, goals, and objectives.
- Provide stakeholders with timely insights into project progress, potential roadblocks, and areas requiring attention.
- Facilitate data-driven decision-making by providing actionable insights and supporting informed adjustments to the strategic plan.
- Improve communication and collaboration among stakeholders by providing a centralized platform for information sharing.

## Resource and Professional Services Requirements

- Data Collection and Analysis:
  - Gather data related to strategic plan implementation from various sources (e.g., project management tools, CRM systems, databases).
  - Clean, transform, and validate data for accuracy and consistency.
  - Conduct data analysis to identify key trends, patterns, and insights.
- Dashboard Design and Development:
  - Design an intuitive and visually appealing dashboard layout.
  - Select appropriate visualizations (e.g., charts, graphs, tables) to communicate key information effectively.
  - Integrate data sources into the dashboard.
  - Develop interactive features (e.g., filtering, drilling down) to allow users to explore data deeply.
- Dashboard Functionality:
  - Track progress toward key priorities, goals, and objectives.
  - Monitor the completion of milestones and deadlines.
  - Identify and track risks and issues.
  - Analyze resource allocation and utilization.
  - Generate reports and summaries of key findings.
- User Training and Documentation:
  - Develop user manuals and training materials.
  - Conduct training sessions for end-users on dashboard usage and interpretation.
  - Provide ongoing support and maintenance for the dashboard.
- Prioritization Matrix: Visual representation of prioritized strategic initiatives.
- Goal Tracking: Progress bars, charts, and other visualizations to track progress towards each goal.



- Strategy Implementation: Tracking of key strategies and their associated tactics.
- Action Plan Monitoring: Tracking assigned actions, responsible parties, deadlines, and progress.
- Task Management: Visualization of task assignments, dependencies, and progress.
- Timeline and Milestone Tracking: Gantt charts, timelines, and milestone markers to track project timelines.
- Risk Management: Identification and tracking of potential risks and mitigation strategies.
- Resource Allocation: Visualization of resource allocation across different projects and initiatives.
- Performance Reporting: Generating customized reports and dashboards for different stakeholder groups.
- Establish regular communication channels between the consultant and the client.
- Conduct regular project status meetings to review progress and address any challenges.
- Utilize project management tools to track progress, manage tasks, and facilitate collaboration.

## PROPOSAL REQUIREMENTS

### Required Proposal Components

**Experience and Track Record:** Describe your proven success in providing online learning services in comparable urban school districts—present evidence of increased student achievement from your curriculum and instructional support, focusing on closing equity gaps.

**Organizational and Instructional Leadership: Instruction:** Detail how your dashboard and service model will cater to the diverse needs of Allentown School District’s staff and students, aligning with the district’s Strategic Plan. Share sample reports, materials, resources, and methods for progress monitoring and goal attainment, highlighting your commitment to meeting the distinct needs of a continuous improvement system.

**Support for All Learners:** Describe how you'll provide effective coaching and consultation to impact instruction, services, and support for English Language Learners and students with exceptionalities, emphasizing inclusive practices for both programs.

**Technology and Integration:** Discuss your platform specifications, ADA compliance, system compatibility with ASD's existing infrastructure, and technical staff support.

**Professional Development:** Present a plan for sustained, job-embedded training for instructional leaders and administrators to maximize effective integration and implementation of progress monitoring and goal attainment for continuous improvement. Include strategies for best practices overview specifically for Allentown School District, focusing on accessibility and cultural responsiveness.

**Collaboration and Communication:** Outline your communication plan with District leadership to ensure a seamless partnership, including timelines, implementation, and ongoing evaluation.

### Deliverables

Successful proposals will include:

1. **A letter of transmittal summarizing key points was** signed by an authorized representative.
2. **Proposal narrative** outlining your company's qualifications, methods, and how you'll fulfill the scope of services for the dashboard and consultation and coaching for progress monitoring.
3. Comprehensive **project work plan(s)** with a one-year timeline and options for 2-year renewal.
4. **The fee proposal details** overall costs, hourly or daily rates, travel costs (if applicable), and any associated expenses. If submitting separate proposals, include fee breakdowns for each.
5. **Project lead and staff biographies and resumes** illustrating relevant experience.
6. **Three references with contact details.** Include references specifically related to strategic plan implementation and progress monitoring in urban settings, with diverse staff experience and a diverse student population that has demonstrated challenges in closing learning gaps and improving student outcomes.
7. Proposals should be submitted following the instructions detailed below. The Allentown School District reserves the right to select a proposal in its entirety or some portion(s) thereof. Furthermore, ASD reserves the right to choose portions from multiple vendors if that is determined to be the most advantageous to the school district. The Allentown School District reserves the right to reject any and all proposals and waive irregularities.

## **SUBMISSION**

Proposals must be submitted by 3:00 pm, Wednesday, January 15, 2025. All proposals should be sent electronically in PDF format by email to [RFP@allentownsd.org](mailto:RFP@allentownsd.org) with the subject line "Strategic Plan Dashboard and Progress Monitoring." Select respondents may be invited for a remote or in-person presentation.

# EVALUATION CRITERIA AND SCORING

The ASD evaluation committee will assess proposals based on the following criteria, each carrying equal weight in the scoring process. ASD reserves the right to select proposals in their entirety or components thereof or combine elements from multiple vendors for the best outcome.

ASD reserves the right to request interviews from companies determined to be in a competitive range and shall use the information derived from these interviews, if any, in its evaluation.

**Experience and Track Record:** Describe your proven success in providing online learning services in comparable urban school districts. Present evidence of increased student achievement stemming from your curriculum and instructional support, focusing on closing equity gaps.

**Organizational and Instructional Leadership:** Detail how your dashboard and service model will cater to the diverse needs of Allentown School District's staff and students, aligning with the district's Strategic Plan. Share sample reports, materials, resources and methods for progress monitoring and goal attainment, highlighting your commitment to meeting the distinct needs for a system of continuous improvement.

**Support for All Learners:** Describe how you'll provide effective coaching and consultation that will impact instruction, services, and support for English Language Learners and students with exceptionalities, emphasizing inclusive practices for both programs.

**Technology and Integration:** Discuss your platform specifications, ADA compliance, system compatibility with ASD's existing infrastructure, and technical support for staff.

**Professional Development:** Present a plan for sustained, job-embedded training for instructional leaders and administrators to maximize effective integration and implementation of progress monitoring and goal attainment for continuous improvement. Include strategies for best practices overview specifically for Allentown School District, focusing on accessibility and cultural responsiveness.

**Collaboration and Communication:** Outline your communication plan with District leadership to ensure a seamless partnership, including timelines, implementation, and ongoing evaluation.

**Data Analytics and Reporting Approach:** Detailed methods for providing timely and informative reports on training and implementation,

**Cost-Effectiveness:** Presents a competitive pricing model with a comprehensive breakdown of costs. Demonstrates clear value considering the scope of services offered.

Each item in the Scope of Services and the RFP Requirements will be scored equally using a 1-5 Likert scale:

- |                  |                       |
|------------------|-----------------------|
| 1. No response   | 3. Fair response      |
| 2. Poor response | 4. Good response      |
|                  | 5. Excellent response |

Additional Notes: The Allentown School District reserves the right to reject any and all proposals or adapt the RFP's scope.

# Appendix 1

**THIS APPENDIX 1 INCLUDES THE FOLLOWING DOCUMENTS:**

1. Termination Clause.
2. Contract Provisions for Non-Federal Entity Contracts Under Federal Awards.
3. Standard Federal Equal Employment Opportunity Clause.

# 1. TERMINATION CLAUSE

## Vendor Violation or Breach of Contract Terms

In addition to other terms stated in the Contract, Vendor at no cost to the District shall promptly correct any errors, omissions or defects in any product, services, or other item Vendor is required to deliver. The District reserves the right to reject any item reasonably determined by the District as containing errors, omissions or defects or otherwise failing to conform to the Contract. If Vendor fails to make corrections within a reasonable time, in addition to any other remedies available at law or in equity, District may at its option: (1) Make corrections and offset the cost of correction against any balance remaining owed to Vendor, and Vendor shall reimburse the District for any cost in excess of the balance. (2) Terminate the Contract, in which case Vendor at no cost to District shall remove any tangible items provided to date. (3) Accept delivery not in accordance with the Contract, instead of requiring removal or correction, in which case the contract sum will be reduced as appropriate and equitable. Such adjustment shall be affected whether or not final payment has been made. Duties and obligations imposed by the Contract and the rights and remedies available thereunder shall be in addition to and not in limitation of duties, obligations, rights and remedies otherwise imposed or available by law or in equity. No action or failure to act by the District shall constitute a waiver of a right or duty afforded them under the Contract, nor shall such action or failure to act constitute approval of or acquiescence in a breach thereunder, except as may be specifically agreed in writing. *This term shall apply without regard to the Contract amount.*

Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor District

## Termination for Cause and for Convenience

In addition to other terms stated in the Contract, District reserves the right by written notice to terminate the Contract effective on a future date specified in the notice, with or without cause. Cause means violation or breach of any Contract terms. If the Contract is terminated without cause, the District shall pay the Vendor for any product, services, or other item Vendor is required to deliver and which has been satisfactorily delivered prior to termination. If the District has paid the Vendor for goods or services not yet provided as of the date of termination, the Vendor shall immediately refund such payment(s). *This term shall apply without regard to the Contract amount.*

Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor

# 2. CONTRACT PROVISIONS FOR NON-FEDERAL ENTITY CONTRACTS UNDER FEDERAL AWARDS

In addition to other provisions required by the Federal agency or non-Federal entity, all contracts made by the non-Federal entity under the Federal award must contain provisions covering the following, as applicable.

A. Under 2 CFR Part 200, and specifically § 200.327 and Appendix II, contracts for more than the simplified acquisition threshold (currently set at \$250,000), which is the inflation-adjusted amount determined by the Civilian Agency Acquisition Council and the Defense Acquisition Regulations Council as authorized by 41 U.S.C. 1908, must address administrative, contractual, and legal remedies if contractors violate or breach contract terms, and must provide for appropriate sanctions and penalties.

B. Under 2 CFR Part 200, specifically § 200.327 and Appendix II, all contracts in excess of \$10,000 must address Termination for Cause or for Convenience by the District including the manner by which it will be affected and the basis for settlement. [SEE ABOVE #1 OF APPENDIX A]

C. Equal Employment Opportunity. Except as otherwise provided under 41 CFR Part 60, all contracts that meet the definition of “federally assisted construction contract” in 41 CFR Part 60-1.3 must include the equal opportunity clause provided under 41 CFR 60-1.4(b), in accordance with Executive Order 11246, “Equal Employment Opportunity” (30 FR 12319, 12935, 3 CFR Part, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, “Amending Executive Order 11246 Relating to Equal Employment Opportunity,” and implementing regulations at 41 CFR part 60, “Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor.”

41 CFR Part 60-1.3, states that “federally assisted construction contract” means any agreement for construction work which is paid for in whole or in part with funds obtained from the Government or borrowed on the credit of the Government pursuant to any federal program involving a grant, contract, loan, insurance, or guarantee under which the applicant itself participates in the construction work. The equal opportunity clause provided under 41 CFR 60-1.4(b) is hereby incorporated by reference. The Vendor agrees that such provision applies to any District purchase or contract that meets the definition of “federally assisted construction contract” in 41 CFR Part 60-1.3 and the Vendor agrees that it shall comply with such provision.

**The District has determined that the Contract [is not] a federally assisted construction contract.**

D. Davis-Bacon Act, as amended (40 U.S.C. 3141-3148). When required by Federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-Federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 CFR Part 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-Federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-Federal entity must report all suspected or reported violations to the Federal awarding agency. The contracts must also include a provision for compliance with the Copeland “Anti-Kickback” Act (40 U.S.C. 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, “Contractors and Subcontractors on Public Building or Public Work

Financed in Whole or in Part by Loans or Grants from the United States”). The Act provides that each contractor or sub-recipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-Federal entity must report all suspected or reported violations to the Federal awarding agency.

**The District has determined that these requirements are not applicable to the Contract.**

E. Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708). Where applicable, all construction contracts awarded by the non-Federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5). Under 40 U.S.C. 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

**The District has determined that these requirements are not applicable to the Contract.**

F. Rights to Inventions Made Under a Contract or Agreement. If the Federal award meets the definition of “funding agreement” under 37 CFR §401.2 (a) and the recipient or sub-recipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or sub-recipient must comply with the requirements of 37 CFR Part 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency.

**The District has determined that these requirements are applicable to the Contract.**

**If the District has determined that these requirements are applicable, does the Vendor agree to the requirements? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor**

G. Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387), as amended—Contracts and subgrants of amounts in excess of \$150,000 must contain a provision that requires the non-Federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401-7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251-1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).

**The District has determined that these requirements are not applicable to the Contract.**

H. Debarment and Suspension (Executive Orders 12549 and 12689)—A contract award (see 2 CFR 180.220) must not be made to parties listed on the government-wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR part 1986 Comp., p. 189) and 12689 (3 CFR part 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

Vendor certifies that it is not currently listed on the government-wide exclusions in SAM, is not debarred, suspended, or otherwise excluded by agencies or declared ineligible under statutory or

regulatory authority other than Executive Order 12549. Vendor further agrees to immediately notify the District during the term of the contract if the Vendor is later listed on the government wide exclusions in SAM, or is debarred, suspended, or otherwise excluded by agencies or declared ineligible under statutory or regulatory authority other than Executive Order 12549.

**Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor**

I. Byrd Anti-Lobbying Amendment (31 U.S.C. 1352)—Contractors that apply or bid for an award exceeding \$100,000 must file the certifications under 31 U.S.C. 1352 that the Contractor has not paid any person or organization for influencing or attempting to influence an officer or employee of any agency, a member, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award. The contractor must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

If applicable, Vendor certifies that it is in compliance with all provisions of the Byrd Anti-Lobbying Amendment, 31 U.S.C. 1352.

**The District has determined that these requirements are applicable to the Contract.**

**If the District has determined that these requirements are applicable, does the Vendor agree to the requirements? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor**

J. Contracting with Small and Minority Businesses, Women's Business Enterprises, and Labor Surplus Area Firms (2 C.F.R. 200.321)—Under 2 CFR Part 200, and specifically § 200.321, the District and Vendor are required to take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible. Affirmative steps include:

- a) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- b) Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
- c) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
- d) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises;
- e) Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce; and
- f) Requiring any subcontractor, if subcontracts are to be let, to take the affirmative steps listed in paragraphs (a) through (e).

**Does the Vendor agree to the above terms? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor**



K. Domestic Preferences (2 C.F.R. 200.322)—Under 2 CFR Part 200, and specifically § 200.322, the District expresses a preference, to the greatest extent practicable, for the purchase, acquisition, or use of goods, products, or materials produced in the United States (including but not limited iron, aluminum, steel, cement, and other manufactured products), and this requirement must be included in any subcontract.

**Does the Vendor agree to this term? YES \_\_\_\_\_ Initials of Authorized Representative of Vendor**

L. Procurement of recovered materials (2 C.F.R. 200.323)—Under 2 CFR Part 200, and specifically § 200.323, contracts involving purchases for more than \$10,000 (or if the value of the quantity acquired by District during the preceding fiscal year exceeded \$10,000), must require contractor compliance with § 6002 of the Solid Waste Disposal Act, which includes procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 CFR Part 247 that contain the highest percentage of recovered materials practicable.

**The District has determined that these requirements are not applicable to the contract.**

M. Bonding Requirements (2 C.F.R. 200.326)—Under **2 CFR Part 200, and specifically § 200.326, for construction contracts or subcontracts exceeding the simplified acquisition threshold (currently set at \$250,000), minimum requirements for bonding are as follows:**

a) A bid guarantee for 5% of the bid price. The bid guarantee must consist of a firm commitment such as a bid bond, certified check, or other negotiable instrument accompanying a bid as assurance that the bidder will, upon acceptance of the bid, execute contract documents required within the time specified.

b) A performance bond for 100% of the contract price. A performance bond secures contractor's fulfillment of all requirements under the contract.

c) A payment bond for 100% of the contract price. A payment bond assures payment of all persons supplying labor and material under the contract.

**The District has determined that these requirements are not applicable to the contract.**

N. Profit as a Separate Element of Price (2 CFR 200.324(b))—For purchases using federal funds in excess of \$250,000, the District is required to negotiate profit as a separate element of the price for each contract in which there is no price competition and, in all cases, where cost analysis is performed. *See*, 2 CFR 200.324(b). When required by the District, Vendor agrees to provide information and negotiate with the District regarding profit as a separate element of the price for particular services. However, Vendor agrees that the total price, including profit, charged by Vendor to the District shall not exceed the awarded pricing.

**Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of vendor**

178967.2

O. Equivalent Products/Description of Technical Requirements—Comparable (Alternate) Products: Where the District’s specification states a named product followed by “or equal,” an alternate or comparable product may be bid; however, the burden is on the bidder to provide evidence that a proposed alternate meet or exceeds the District’s specified named product and its attributes and that it provides an equal or better warranty. If comparable product(s) are proposed in the bid, the bidder must provide a detailed comparison for each to include a list of all the significant qualities of the product named in the specification and those of the proposed alternate product(s). Significant qualities include attributes such as performance, weight, size, durability, visual effect, and specific features and requirements indicated. The District reserves the right to reject proposed alternate products if it does not consider them equal to or better than the named product in the specification.

Substitutions for Cause: Vendor may only propose substitutions pursuant to a purchase order submitted by District in the event of unavailability of product, regulatory changes or unavailability of required warranty terms. Vendor must notify the District of all substitutions for cause with full documentation at least thirty (30) working days in advance of the commencement of work. All documentation must demonstrate that the proposed substitution is equal to or better than the specified product on all physical and in-service attributes and warranty provisions and can be implemented by subcontractors as necessary without disruption to the project. The District must approve all substitutions. The District reserves the right to reject proposed alternate products if it does not consider them equal to or better than the named product in the specification.

**Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of vendor**

P. General Compliance and Cooperation—Vendor shall make a good faith effort to work with the District and provide such information and to satisfy District requirements applicable to the Contract under applicable federal regulations, including but not limited to recordkeeping requirements and contract cost and price analyses required.

**Does Vendor agree? YES \_\_\_\_\_ Initials of Authorized Representative of vendor**

### **3. EQUAL OPPORTUNITY CLAUSE [41 CFR § 60-1.4]**

During the performance of this contract, the contractor agrees as follows:

A. The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of this nondiscrimination clause.

B. The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.

C. The contractor will not discharge or in any other manner discriminate against any employee or applicant for employment because such employee or applicant has inquired about, discussed, or disclosed the compensation of the employee or applicant or another employee or applicant. This provision shall not apply to instances in which an employee who has access to the compensation information of other employees or applicants as a part of such employee's essential job functions discloses the compensation of such other employees or applicants to individuals who do not otherwise have access to such information, unless such disclosure is in response to a formal complaint or charge, in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or is consistent with the contractor's legal duty to furnish information.

D. The contractor will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding, a notice to be provided by the agency contracting officer, advising the labor union or workers' representative of the contractor's commitments under section 202 of Executive Order 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

E. The contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.

F. The contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.

G. In the event of the contractor's non-compliance with the nondiscrimination clauses of this contract or with any of such rules, regulations, or orders, this contract may be canceled, terminated or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.

H. The contractor will include the provisions of paragraphs (1) through (8) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The contractor will take such action with respect to any subcontract or purchase order as may be directed by the Secretary of Labor as a means of enforcing such provisions including sanctions for noncompliance: Provided, however, that in the event the contractor becomes involved in, or is threatened with, litigation

with a subcontractor or vendor as a result of such direction, the contractor may request the United States to enter into such litigation to protect the interests of the United States.

## RFP - Strategic Plan Monitoring Addendum 1

- Strategic Plan Monitoring RFP Q&A
- Is ASD seeking a COTS (Commercial-Off-the-Shelf) product that can be customized and configured to fulfill the requirements or is ASD open to a custom-built solution (built-from-scratch)?
  - We are open to a service and product that meets the expectations in the Scope of Work.
- As mentioned in the RFP, the proposed solution needs to integrate with multiple data sources. Kindly list the 3rd party systems.
  - Skyward, PowerSchool, and Sapphire
- Will the City accept digital signatures on all the required documents?
  - Yes, the District
- How many reports and dashboards need to be built for this engagement?
  - Dashboards must align with the priorities, goals, and actions of the strategic plan.
- As mentioned in the RFP – “Improve communication and collaboration among stakeholders by providing a centralized platform for information sharing.” Is ASD seeking a feature similar to a group chat or a forum? If yes, does this also need file sharing as a feature? Kindly share more details on this.
  - No, the communication is through internal and external facing dashboards.
- Is there an existing solution? If yes, can you please share the name of the incumbent vendor?
  - No, there isn't an existing vendor.
- Can you please share the list of data that will flow from the 3<sup>rd</sup> party systems to the new solution?
  - The relevant data points are Student, financial, assessment, and progress monitoring data.
- We are assuming that all the 3<sup>rd</sup> party systems have existing APIs built for integration. Is our assumption correct?
  - Yes
- Kindly share the approx. budget that has been allocated for this engagement.
  - The budget is contingent upon the RFP.
- What is the volume of data (in GB) and the years of data (no. of years) that need to be migrated to the new solution?
  - TBD; the Strategic Plan is new and in operation this year.
- How many dashboards and reports need to be migrated, and what is the complexity level of these?

- Dashboards aren't migrated into the system. Data from other sources is used to create dashboards.
- What will be the total no. of admin users? What is the expected year-on-year increase in the no. of admin?
  - Approximately 130 administrators
- What is the expected kick-off date for this engagement and the go-live date of the solution?
  - The Kick-off is contingent upon the timeline, with the expectation of use prior to July 2025.
- We will provide Level 2 and Level 3 support to ASD, however, we wanted to know if ASD needs Level 1 support as well for the end users or if ASD will be providing it to the end-users.
  - Level One Support is needed.
- Is the work required to be performed on-site or can it be performed remotely from the US, offshore (India), or in a hybrid model?
  - On-site and hybrid models are appropriate.
- Kindly provide the following details w.r.t. requirements:
  - Detail the number of data sources other than the ones mentioned in the RFP
  - Size of data contained in each data source
  - Size of the data collected on a daily basis
  - Total number of tables in the data sources that need to be modelled
  - Approximate number of reports to be generated
  - Volume, frequency, and types of data coming from the data sources
  - The data are raw data points from Sapphire, PowerSchool, and Skyward.
- Please provide the preferred solution technology (Microsoft SQL Database/Oracle Data Warehouse/Snowflake Data Warehouse/others) for the future data storage solution?
  - Not applicable
- Please provide the preferred solution technology (Microsoft Power BI/Oracle Analytics Cloud/Tableau/others) for the future data visualization solution?
  - Microsoft Power BI
- "[...Include references specifically related to strategic plan implementation and progress monitoring in urban settings, with diverse staff experience...](#)" - Page 10
  - Do all the 3 references necessarily have to be related to "strategic plan implementation within urban settings" We have one (1) reference of a US-based School District, but the work involved was not related to what you've described. Given this reality, are we eligible to respond to this bid?

- The description is the expectation.
- Could ASD provide more details about the key stakeholders who will use the dashboard? Are they school leaders, district officials, or other personnel?
  - District and School Leaders will use the Dashboard. Staff, students, families, and the community will have access to the displayed data.
- Are there specific challenges or limitations with the current system that this new dashboard should address?
  - There isn't a current platform.
- How many reports/dashboards District expects from this project?
  - The dashboards must reflect and align with the Strategic Plan.
- How many KPIs (Key Performance Indicators) are required from these dashboards? Can the District provide some descriptions of those KPIs?
  - The KPIs are in development.
- Are there specific security or compliance standards (e.g., FERPA for student data) that the dashboard needs to adhere to?
  - Yes
- Can ASD provide examples or references for the type of visualizations or layouts preferred for the dashboard?
  - No, we do not have a current platform
- Will real-time data integration be required, or is periodic data synchronization sufficient?
  -
- What level of data cleaning, transformation, and validation is expected? Are there existing ETL pipelines or workflows we can build upon?
  -
- Are there any third-party APIs or middleware involved in gathering data?
  -
- Could ASD clarify the extent of user training required? Should it include comprehensive training sessions, workshops, or just instructional materials?
  - Include a comprehensive training model.
- Will ongoing support and maintenance involve developing new features, or will it primarily focus on troubleshooting and updates?
  - Ongoing support
- How will collaboration and communication among stakeholders be facilitated? Should the dashboard include real-time collaboration features?

- Will the project follow a phased implementation approach, or should it be delivered as a complete solution?
  - This request is contingent upon what is readily available for use.
- Is the dashboard expected to be adaptable for other strategic plans or future needs? If yes, what level of customization is required?
  - We are focused on the current strategic plan that is through 2030.
- Is it allowed to use subcontractor and their references for this project?
  - Sub contractors are allowed but need to be mentioned in the proposal and any potential agreements.
- Can firms also use their subcontractors' references to meet the reference requirements listed in this solicitation? No, the references need to be that of the main contractor.
  -
- Is it mandatory for firms to have prior experience providing online learning services specifically in school districts, or can they meet this experience requirement by citing their experience providing online learning services in other sectors?
  - Prior experience needs to show the contractor is capable of delivering what the ASD is asking for.
- Can firms also cite their subcontractor's experience to meet the experience requirements listed in this solicitation? No.
  -
- Can firms cite their experience from ongoing contracts/projects to meet the experience requirements listed under this solicitation? Yes
  -
- Can firms cite their experience from private sector engagements to meet the experience requirements listed under this solicitation? Yes
  -
- Could ASD please specify if there is a preferred format for firms to submit the proposal's cost?
  - There is no specification for a cost table or proposal, cost and fees should be clearly outlined and reflect the services to be provided.
- Can firms provide commercial references?
  - Yes, the experience needs to be relevant to the services requested.
- Can firms provide references from former clients, or are they required to provide references exclusively from current clients?
  - Former or current clients are fine.



- Could ASD please elaborate on the specific information vendors must provide to demonstrate the required experience listed under the section "Required Proposal Components" (e.g., case studies, references, etc.)?
  - The required experience should reflect the scope of work described in the proposal request.
- Could ASD please clarify whether firms are required to address all the points listed under the section "Required Proposal Components" in point 2, "Proposal Narrative" (under the section "Deliverables"), in their proposal? If not, could ASD specify whether firms must include the information requested under the section "Required Proposal Components" in a different section of their proposal? Proposer can include the relevant data where they see fit to address the requirements of the proposal.
  -
- Under the section "Deliverables" in point 5, the following is asked: "Project lead and staff biographies and resumes illustrating relevant experience." Could ASD please clarify whether firms must provide team biographies and resumes separately, or if they can include lead and staff biographies within their resumes? They can be structured however the proposer sees fit in their proposal.
  -
- Is it mandatory to provide references from educational clients? It is ideal.
  -
- Could ASD please clarify if firms are supposed to provide their response to the Evaluation Criteria on page 11?
  - No response is needed; the Scope of Work and Design are the components for a response,
- Please clarify what contact details are required in the references.
  - Name, email, contact number, and website address
- Is it mandatory for firms to provide evidence of increased student achievements? Will this be a disqualifying/non-responsive factor for the vendors in case they fail to provide this?
  - We considered evidence of effectiveness.
- Describe your proven success in providing online learning services in comparable urban school districts.- Could ASD please clarify what documentation or evidence can be attached under this requirement?
- This is stated in the proposal: Share sample reports, materials, resources, and methods for progress monitoring and goal attainment, highlighting your commitment to meeting the distinct

needs for a system of continuous improvement.<sup>1</sup>- Can firms attach sample reports from commercial clients or subcontractors under this requirement?

- Yes
- Under the section "Deliverables," point 6 states: "Include references specifically related to strategic plan implementation and progress monitoring in urban settings." Could ASD please clarify what "urban settings" means under this instruction?
  - Diversity in demographics, population, infrastructure, and economic status
- Can firms replace the proposed staff members with equally qualified consultants if they are no longer available after the award notice?
  - Yes
- Could ASD please clarify where firms should include Appendix 1 in their proposal response?
  - This can be included where the proposer sees fit in their proposal submission.
- Is there any mandatory goal or preferred goal for Small and Minority Businesses, Women's Business Enterprises, and Labor Surplus Area Firms?
  - There is no mandatory goal.
- If a goal has been established, is there a preferred certification that agencies should hold?
  - No
- We are certified as an MBE in California by the NMSDC. Can our certification be used to meet the goal, if applicable?"
  - N/A
- Could you please confirm if our understanding is correct that Section M: Bonding Requirements is not required for this contract?
  - It is the responsibility of any firm or organization making a proposal to meet all federal, state, and local laws and requirements.
- If we submit our proposal electronically via [RFP@allentownsd.org](mailto:RFP@allentownsd.org), there is no need to send hard-copies as well?
  - No
- The scope of work includes integration with existing district systems, such as project management tools, CRM, databases etc. Could you please advise which systems these are by name and clarify whether 1-way integration or 2-way integration would be required? Any examples of fields/content that would need to flow between the systems would also be helpful.
- Sapphire, Powerschool, and Skyward are our current systems.
- We understand that the Pennsylvania DOE has developed a Comprehensive Planning Web Application to support continuous improvement. What connection(s) does this web application

have in the strategic planning process at ASD? Is there integration required with this system? Can you please explain how this system is being used and whether there is a connection to this project?

- The Strategic Plan is incorporated in the Comprehensive Plan. The Strategic Plan Dashboard will be operated by the District.
- We have carefully reviewed ASD's Strategic Plan, entitled, Lighting the Way: A Blueprint for Innovation and Excellence 2030. Is this the strategic plan that is being referenced in the RFP for which the interactive dashboards and progress monitoring will be aligned to?
  - Yes
- Is the district looking for a vendor that can also develop a data collection/forms tool to support school plans / Comprehensive Support and Improvement (CSI) plans? It appears that these are currently uploaded to your website in PDF or Word format. Is the district looking to bring these school plans into a web-based platform in order to facilitate the progress monitoring described in the RFP?
  - There are two additional RFPs for a Data Dashboard and Instructional Coaching.
- Does the district have any interest in expanding the usage of the system beyond strategic plan dashboards and progress monitoring i.e. other use cases / data collection / dashboard requirements?
  - There are two additional RFPs for a Data Dashboard and Instructional Coaching.
- There are several proposal requirements related to online learning services, curriculum, instructional support, coaching, and consultation to support ELL students and closing equity gaps. Is ASD looking for a technology partner that can also provide these professional services?
  - There are two additional RFPs for a Data Dashboard and Instructional Coaching.
- Regarding the proposal framework itself, would you like vendors to respond to each of the following sections? There is some overlap with a few of the questions so we just wanted to confirm which sections specifically you require in the proposal.
  - Respond to the proposal requirements.