

**REQUEST FOR PROPOSALS**  
**RFP No.021320**

**PBIS Districtwide Training and Consulting Services**



Sandon Schwartz  
Deputy Superintendent

**Contact:**  
**Susan Harautuneian**  
**Director of Purchasing**  
**Madera Unified School District**  
**1205 S Madera Avenue**  
**Madera, CA 93637**  
**[susanharautuneian@maderausd.org](mailto:susanharautuneian@maderausd.org)**

**MADERA UNIFIED SCHOOL  
NOTICE INVITING PROPOSALS**

Notice is hereby given that the Madera Unified School District ("MUSD") will receive sealed proposals for **RFP No.021320-PBIS Districtwide Training and Consulting Services**

**Sealed Proposals must be received by March 4, 2020 no later than 10:01 am located at MUSD Purchasing Department, 1205 Madera Avenue, Madera CA 93637. (2<sup>nd</sup> Floor)**

RFP must be sealed, marked with the RFP number and title and returned to the Purchasing Department of Madera Unified School District. RFP must conform and be responsive to the Request for Proposal documents. RFP received later than the designated time and date will NOT be accepted. Facsimile (FAX) copies of the RFP will not be allowed.

Each organization submitting a proposal shall submit an original, signed document and five (5) copies.

Copies of the RFP documents may be downloaded from **Madera Unified School District Purchasing Department Website** <http://www.madera.k12.ca.us/Page/6706>

Refer questions to Susan Harautuneian via email @ [susanharautuneian@maderausd.org](mailto:susanharautuneian@maderausd.org) no later than February 28, 2020 @ 10:01 a.m. Only question received via email will be responded to.

Published February 18, 2020  
February 25, 2020

## **SECTION 1 - GENERAL INFORMATION**

**One (1) original and five (5) copies of qualification must be submitted in a sealed envelope with the words “RFP No.021320-PBIS Districtwide Training and Consulting Services” clearly marked on the outside, no later than 10:01 a.m., March 4, 2020, to the following address:**

**Madera Unified School District  
Susan Harautuneian  
Director of Purchasing  
1205 S Madera Avenue (located on the 2<sup>nd</sup> floor)  
Madera, CA 93637**

RFPs received later than the aforementioned date and time will be returned to firm unopened. Facsimile (FAX) copies or e-mailed RFPs will not be accepted.

In order to control information disseminated regarding this Request for Proposals bidders interested in submitting proposals are directed **not** to make personal contact with members of the Board of Trustees. Failure to do so may result in the revocation of the submitted proposal from review.

**All questions are to be directed to Susan Harautuneian, Director of Purchasing, via E-mail: susanharautuneian@maderausd.org no later than 10:01 a.m. February 28, 2020**

The District reserves the right to accept or reject any or all RFPs, to select a qualified candidate with or without interviews and to negotiate with any or more than one of the responsible submitters. Submitters shall be responsible for any and all expenses that they may incur in preparing qualifications. Responses received from this RFP will be used as the foundation for the development of an agreement and contract with specific provisions subject to review, negotiations and approval of the Board.

The DISTRICT reserves the right to accept or reject any and all proposals and to waive any informality in bidding as deemed to be in the best interest of the DISTRICT. Proposals will remain open and valid for sixty (60) days after the date set for the opening. Any bidder may withdraw his/her proposal, either personally or by written request, at any time prior to the scheduled closing time for receipt of proposals. No objections concerning the application, meaning, or interpretation of these specifications will be considered after the opening of the subject proposals.

## **Introduction & Background:**

Madera Unified School District is in need of a Case Management System built on the Salesforce platform and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source to provide a Salesforce Case Management System. Our goal with the Case Management System is to:

1. Integrate data from our current Student Information System (Aeries) with Salesforce.
2. Track and Monitor Student Social-Emotional, behavioral, academic progress and parent participation and engagement.
3. Implement case auto-generation for certain triggers in an effort to be more proactive with student case management.
4. Gain a high-level, all-encompassing view of a student.
5. Gain an understanding of case management follow-through across all levels for better accountability.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Madera Unified. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the *Evaluation Factors* section of this Request for Proposal below.

## **Submission Guidelines & Requirements:**

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders must be a Salesforce Registered Consulting Partner
3. Bidders must list at least two projects that are substantially similar to this project as part of their response. Examples of work should be provided as well.
4. A technical proposal must be provided that is not more than thirty pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and budget.
5. A price proposal must be provided that is not more than two pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should Madera Unified decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

## **Project Description:**

The purpose of this project is to address disproportionality in school discipline and help provide educators with a restorative alternative discipline framework in lieu of suspensions, with a focus on teaching teachers, administrators, and support staff to create behavior RTI systems similar to academic systems in schools.

## **Project Scope:**

The scope of the project entails

- Coordination and consultation with the Department of School Culture and Climate to evaluate implementation of PBIS at each MUSD school
- High-quality professional development on the *PBIS Tier One Handbook: A Practical Approach to Implementing the Champion Model* system.
- High-quality professional development on alternative discipline, using the book *Don't Suspend Me!* as a framework for designing effective discipline using restorative, reflective, and instructional methods of supports.
- District, site and classroom level coaching to ensure PBIS implementation with fidelity.

The criteria set forth below should be met to achieve successful completion of the project:

1. Evaluate MUSD's current level of PBIS implementation at each of 26 sites (28 beginning in 2020/21) and build a 5-year plan to build district's capacity to sustain and scale PBIS.
2. Develop a district-wide PBIS Action Plan.
3. Review and update district policies, procedures, practices, programs, curriculum, and standards to ensure alignment with PBIS Action Plan implementation goals.
4. Oversee district-wide PBIS implementation in accordance with PBIS Action Plan and best practice recommendations *PBIS Tier One Handbook: A Practical Approach to Implementing the Champion Model* system such as:
  - PBIS ABC categories in each tier of implementation (Tier 1, Tier 2, Tier 3);
  - Category A Markers, Category B Characteristics, and Category C SMART Goals;
  - Category A Markers focuses on the systemic components of the implementation with evidence in each tier, Category B Characteristics focuses on the visibility of implementation amongst the school and stakeholders in each tier, and Category C focuses on SMART goal data demonstrating the effectiveness of the implementation of academic and behavioral success of the students in each tier.
5. Conduct formal semiannual assessments of site-level PBIS implementation across all MUSD schools using
  - Multiple data collections measures aligned with the PBIS ABC categories (markers, characteristics, and SMART goals) to measure ongoing effectiveness and fidelity of implementation in each tier.
  - Measures for the A Category (Markers) include but are not limited to the following PBIS surveys (Benchmark of Quality, Tiered Fidelity Inventory, Tier 2 Markers Scoring Rubric, Tier 3 Markers Scoring Rubric).

- Measures for the B Category (Characteristics) include but are not limited to (Tier One Observation Protocol, Stakeholder Interviews. The Tier Two Intervention Snapshot, Tiered Fidelity Inventory, The Tier Three Intervention Snapshot).
  - Measures for the C Category (SMART Goals) include overall schoolwide, targeted and individualized student data points, disproportionality goals data points for each tier).
- 6.** Disseminate information regarding student and school impacts to secure increasing district, school, and community buy-in for sustained and scaled PBIS and SEL implementation.

### Evaluation Factors:

Each of the criteria will be ranked using a numerical scoring system (ex:1-10)  
The point total for each will then be added together to obtain an overall RFP point

CRITERIA	POSSIBLE POINTS
Responsiveness to the requirements set forth in this Request for Proposal	10
Samples of Work	10
Cost, including an assessment of total cost of ownership	10
Technical expertise/experience of the bidder and bidders staff	10

Madera Unified reserves the right to award to the bidder that presents the best value to Madera Unified as determined solely by Madera Unified in its absolute discretion.

## PRIME POINT OF CONTACT

### RFP No.021320

*Each proponent's qualification must contain a statement indicating the name of their prime point of contact for the resolution of difficulties with the vendor's proposed offerings.*

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Name of Company

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Address

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Signature  
Code

---

City

State

Zip

---

Print Name  
Number

---

Phone Number

Fax

---

Title

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Email Address



## **GENERAL TERMS AND CONDITIONS**

### **Project Meeting:**

### **Required Insurance:**

The selected bidder shall be required to obtain and /or maintain a policy of professional liability insurance, written on an "occurrence" basis, with minimum limits of \$1,000,000 per occurrence/\$2,000,000 aggregate. The selected bidder shall file a certificate of insurance evidencing such policy with the District prior to the execution of the Agreement and bidder shall maintain such insurance throughout the term of the Agreement.

### **Cover Letter:**

Include a cover letter signed by an individual authorized to bind the firm. Include a statement that warrants the truth and accuracy of the information included or representations made in the RFP.

### **Description of Firm:**

Provide specific information regarding the size, financial strength, location, nature of work performed, years in business and approach that will be used in meeting the District's needs.

### **Background of Bidders Personnel:**

Identify all personnel employed by Bidders who will work on the Project, including staff from other offices, as well as the executives who will support and provide oversight for them. Describe the role and responsibilities of each individual listed. Include a resume for each person assigned to the Project, specifying that person's education background, experience and continuing education. Resumes must in be included with RFP.

### **Project Plan and Methodology:**

Briefly describe the procedures your firm will use in conducting each phase of the project to insure that the needs of the District will be satisfied and that project will be completed in a cost effective and timely manner. Use this section to address the ability of your firm to undertake projects, keeping in mind the other workload in your office. Firms located outside the Fresno area should also use this section to describe how the geographical issues will be mitigated.

### **Fees:**

Describe the method you propose for charging fees for the project described in this Request for Qualifications. Identify if your fee will be based on time and materials or a combination of both.

### **Interest Statement:**

Briefly describe the particular or main interest your firm has in the projects for which you have submitted qualifications.

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### **Other:**

Each bidders is encouraged to provide any additional information or description of resources the firm feels is pertinent to the Request for Proposals

## **SECTION 2-SELECTION PROCESS:**

The process that will be used by the District in selection firm to perform services as outline in this Request for Proposals will be as follows:

A. Screening Committee:

The District Superintendent or designee will appoint a Screening committee made up of District administrators, and other individuals with Development of Database experience.

B. Selection Committee:

An Interview Committee may interview the most qualified of the firms ranked by the Screening committee. This committee will be appointed by the Superintendent or designee and will include district personnel.

The Selection committee will recommend one bidder to the Governing Board.

## **COMPENSATION**

State how much you expect to be compensated for all your services, time and materials.

\$\_\_\_\_\_

Written Amount\_\_\_\_\_

## **REQUEST FOR REFERENCES TO BE EXECUTED AND SUBMITTED WITH RFP**

All Bidders are to submit with their RFP at least three (3) previous jobs of similar scope and size completed in the last three years. They must include a contact name and phone number for verification purposes. Failure to provide reference may result in your RFP being determined non-responsive.

1.	<div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> Name of Reference	<div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> Contact Person
	<div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> Address	<div style="border-bottom: 1px solid black; margin-bottom: 5px;"></div> Phone
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NONCOLLUSION DECLARATION TO BE EXECUTED BY AND SUBMITTED WITH

RFP No.010520-Development of Salesforce Case management, Parent Engagement System and Data Integration

The undersigned declares:

I am the \_\_\_\_\_(Title) of \_\_\_\_\_(Firm), the party making the foregoing bid.

The bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The bid is genuine and not collusive or sham. The bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham bid. The bidder has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham bid, or to refrain from bidding. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder. All statements contained in the bid are true. The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the bidder.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on \_\_\_\_\_(Date), at \_\_\_\_\_(City), \_\_\_\_\_(State).

By:\_\_\_\_\_

Printed Name:\_\_\_\_\_

Date:\_\_\_\_\_