



Request for Proposal

Unified Communications and Phone System

City of Ashland, KY
P.O. Box 1839
1700 Greenup Ave
City of Ashland, KY 41105

May 13th, 2018

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Section 1: General Information

Purpose

The purpose of this Request for Proposal (RFP) is to invite prospective vendors to submit proposals for supplying a hosted or Voice over Internet Protocol (VoIP) Telephone solution to the City of Ashland (the City). The intended coverage of the RFP, and any agreement resulting from this solicitation, shall be for the use of all departments at the Ashland City Building and all satellite locations. The City reserves the right to not enter into any contract, to add/or delete elements, or to change elements of the coverage and participation at any time, without obligation or liability of any kind or amount.

Conditions

The bidder proposes to provide and furnish all necessary labor, equipment, materials and services as outlined in this RFP in connection with Internet and Hosted Phone Services. **This RFP is not an offer to contract.** Acceptance of a proposal neither commits the City to award a contract to any supplier, even if all requirements stated in this RFP are met, nor limits our right to negotiate in our best interest. We reserve the right to contract with a supplier for reasons other than lowest price. The City Leadership will thoroughly examine each proposal for best price, product quality, performance measures, flexibility, customer support and the best interests of the city and community.

Proposals are to be made in good faith, without fraud, collusion or connection of any kind with any other contractor for the same work. All bidders must compete in their own interest and in their own behalf. If bidder is subcontracting any portion of this agreement, bidder must identify the subcontractor in your proposal and agree that all subcontractors are bound to all terms and conditions of this RFP.

The supplier shall absorb all costs incurred in the preparation and presentation of the proposal.

All suppliers who submit proposals will be notified of the results of the selection process.

The City reserves the right to reject any or all proposals, in whole or in part, with or without cause, even if all the stated requirements are met. In addition, the City may enter into negotiations with one or more entities simultaneously and award a contract without notification. At the sole discretion of the City, bidder presentations may be requested before award of the contract. The City may also request a demonstration of the proposed technology.

Proposal Effective Period

Bidders should state in writing that all furnished information, including prices, will remain valid for ninety (90) days from the date their proposal is received by the City. Any and all reoccurring prices for monthly goods and services shall be valid for an agreement period of three (3) years. At the end of the three (3) year agreement period of reoccurring goods and services there shall be a sixty (60) day grace period before prices increase/decrease in order to renegotiate or opt out of said goods and services.

Section 2: Instructions on Proposal Submission

For additional information:

Joanna King
Public Information Officer
606-327-2033
jking@ashlandky.org

Bids must be sealed and Marked “**Internet and Hosted Phone Services – Do Not Open**” and must be received at the City Clerk’s Office, 1700 Greenup Ave, 4th Floor, City of Ashland KY 41101, no later than 3:00 p.m., Thursday, May 31st, 2018. Bids shall be opened at 3:15 p.m., Thursday, May 31st, 2018 and publicly read in the Commissioner’s Chambers, Third Floor, City Building, 1700 Greenup Ave, Ashland, Kentucky.

Please submit sealed bids to:

City of Ashland Clerk, 1700 Greenup Ave, 4th Floor, Ashland KY 41101
or mail to City Clerk, PO Box 1839, Ashland, KY 41105

RFP Schedule

This schedule outlines the major activities that will occur in this bid process and the due dates. Any changes in deadlines will be communicated to all suppliers in writing. We reserve the right to disqualify any supplier who does not comply with these deadlines.

Activity	Date/Time
RFP Released	May 13 th , 2018; Advertised May 13 th & 20 th
Deadline for Questions	May 28 th , 2018
Proposal Submission Deadline	May 31 st , 2018 3:00pm
Proposal Opening	May 31 st , 2018 3:15pm

Proposal award is dependent upon Commission approval.

Evaluation Criteria

If an award is made as a result of this RFP, it shall be awarded to the bidder whose proposal is most advantageous to City of Ashland with price and other factors considered. These factors include, responses to the RFP questions; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to the City Leadership (if applicable); on-site visits at bidder's site (if applicable), product samples which City of Ashland may, at its discretion, request as part of the RFP process; any additional criteria deemed appropriate by the City which would lend itself to establishing the bidder's viability to perform the work as outlined in this RFP.

The City may require any or all bidders to provide financial statements for the past two years to determine each bidder's financial ability to provide long term service for the City. Proposals will become public record and those documents that are confidential, or trade secrets, must be marked accordingly. RFP's that include the option of 0% financing/lease, whether manufacturer or self-financed, will receive priority consideration. Ongoing service agreements included with the RFP must include specific response times and financial penalties for the bidder if Service Level Agreement commitments are not met. The City will require all bidders to provide cost estimates for required software upgrades and maintenance for the next five (5) years if these expenses are not included in an ongoing service agreement.

Other Evaluation Criteria:

1. **Qualifications of Firm** – Strength and stability of the firm; strength, stability, experience and technical competence of sub-consultants; logic of project organization; adequacy of labor commitment.
2. **Qualifications of Personnel** – Qualifications, education and experience of project staff; key personnel's level of involvement in performing related work.
3. **Related Experience** – Experience in providing services similar to those requested herein; experience working with public agencies; assessment by client references
4. **Completeness of Response** – Completeness of response in accordance with RFP instructions; exceptions to or deviation from the RFP requirements; inclusion of required licenses and certifications.
5. **Reasonableness of Cost and Price** – Reasonableness of the individual firm-fixed prices and/or hourly rates, and competitiveness of quoted firm-fixed prices with other proposals received; adequacy of the data in support of figures quoted; basis on which prices are quoted.

Proposal Content

Proposals should be organized in the following format:

1. **Executive Summary.** The one (1) or two (2) page executive summary is to briefly describe the proposal. This summary shall highlight the major features of the proposal. It must indicate any requirements that cannot be met by the Proposer. The reader shall be able to determine the essence of the proposal by reading the executive summary.
2. **Response to RFP Requirements.** Proposers shall provide in-line responses to all requirements outlined in RFP Section 3 – System Requirements and Implementations; Section 4 – Scope and Specifications; Section 5 – Additional Requirements; and Section 6 – Bidder Requirements.
3. **Pricing.** Proposers shall provide pricing proposal in a format similar to Section 8 – Pricing Matrix. Additional bidder sales quotes, hardware details, or other pricing material shall be included in this section.
4. **Supplier Information.** Proposers shall provide in-line responses to all requirements outlined in RFP Section 9 – Questions to Bidders.

5. **Additional Information.** Proposers may include additional information regarding their products and services in this section.

Completed proposals shall be submitted as identified in the schedule on page 5.

Section 3: System Requirements and Implementation

Summary of Requirements

The new Telephone, Voicemail and Unified Messaging system design should provide a uniform communication system for all City of Ashland facilities and shall be expandable at the convenience of the City. The new system must provide a single system in terms of dialing, feature access, and administration. The City intends to have the new Telephone System administered from the Ashland City Building. The City believes that a Voice over Internet Protocol (VoIP) solution would be most advantageous and wishes all bidders to make their proposals accordingly. The City would also consider a hosted phone system option, details can be made available in the proposal with cost breakdown.

The estimated total number of handsets can be found on Page 10: Telephone and Location List.

Network Assessment

The City understands and expects that the bidder will need to conduct a full network assessment to determine the viability of integrating and installing the new system onto the existing data network. The needs and expectations of a converged network do place different requirements on the network in terms of Quality of Service (QoS), packet prioritization, cable quality, termination specifications, etc. Although the City believes that the network is Voice ready, the City desires the bidder to perform a full network assessment and determine what, if any, network updates or quality mitigation processes must be achieved in order to support the new system.

Bidder will provide all results of the assessment including necessary network maps, specification thresholds, specific problem areas and the recommended solution and cost for each.

Cable

The network assessment should include the cost to test existing network cabling. Bidder will provide cable from the wall to the phone. As the installation is expected to be “in-line” with the handset/endpoint existing between the wall jack and the computer, any additional cabling will be provided by the bidder. The respondent will be responsible for wiring connections from the VoIP system to any communications equipment utilizing the VoIP system. Respondent is responsible for re-termination of services from existing system to the new VoIP system. Any additional cabling/wiring needed by the bidder to complete the installation should be included as part of the RFP response

Section 4: Scope and Specifications

Required Services

- Unified Messaging - The City also wishes to implement Unified Messaging and integrate the VoIP system with the Microsoft 365 email system. The City is newly on Microsoft 365. The bidder shall propose the best way to achieve this with full functionality and with minimal impact on services. Bidder shall also provide any costs necessary for licensing that may be required to achieve this integration.
- Enterprise Mobility - The City wishes to enable our highly mobile workforce to communicate on the device of their choosing regardless of location (office, field, home etc.) The goal is constant connectivity and mobile unified communications no matter the location. The solution should essentially extend the features of the desk phone to the mobile device.
- Call Accounting System - A Call Accounting System (CAS) is required and must be part of the base proposal for this system. The CAS must include Call Dialing Report (CDR) for inbound, outbound and internal calls and usage reports for all types of inbound, outbound and internal calls. Specifically, the City is very concerned about the metrics for call length, number of calls unanswered, going to voicemail and dropped calls. Please describe your solution to the Call Accounting System and attach sample reports. Bidder should also provide training for up to 3 employees in the administration, maintenance, programming and daily operation of the Call Accounting System.
- Automatic Call Distributor (ACD) - The City has a Utility Billing Department that receives calls from the public regarding their utility bill. Representatives should be able to log in to their phone/workstation and have calls routed to them in a design that the City and bidder agree upon.

Feature Set

The list below is a partial list of features that have been requested. It is provided as a baseline and as a starting point for the expected operations of the system. The City expects the successful bidder will have had experience with corporations and other businesses similar in size and scope, and will be able to provide consulting advice, input and insight into what other organizations are using and to provide suggestions that will enhance the usability and functionality of the system. Please identify which features are standard and which are added cost.

- | | |
|---|--|
| • Automatic call back | • Auto / Speed Dial |
| • Unified Communication | • Programmable Buttons w/ paperless |
| • Call Waiting | • labels |
| • Call Forward Busy / No Answer / All Calls | • Paging & Group Paging |
| • Call Redirect | • Direct Inward Dial (DID) |
| • Call Hold / Release | • Extension Dialing between Locations |
| • Call Park / Pickup | • Automatic Call Distribution (ACD) |
| • Call Transfer | • Groups |
| • Call Waiting | • Custom Call Routing (CCR) |
| • Calling Line ID Name and Number | • Find Me/Follow Me |
| • Multiple Calls per Line Appearance | • Group Call Pickup |
| • Call Waiting Caller ID Name and Number | • Fax/eFax Management/Fax to email/Fax |
| • Prime Line Select | • Server |
| • Shared Extension on Multiple Phones | • Remote Maintenance / Administration |
| • Bridged Call Appearances | • Voice Mail |
| • Speaker Phone Capable | • Voice Mail forward to Email |
| | • Night/ After Hours Service |

- Soft phone features
- Consistent and excellent voice quality
- Toll Charges, classes of service for Toll restriction
- Make/ Drop Conference
- Add-on Conference
- Conference bridging for internal and external
- Automatic alternate routing
- Call forward capability to external numbers
- SMDR (Station Message Detailed Report)
- Music on Hold
- Voice Mail Light Indicator
- Remote Handsets
- Voice over VPN
- Integration with leading smart phones & tablets (enterprise support & products for mobile)
- SIP Client Capable
- Call Recording

Additional Requirements

Single Point of Responsibility

The City expects to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. The City will not enter into any agreement that does not provide a single point of accountability for the installation of the system.

Technical Requirements

The bidder must provide a complete system design showing the integration of the voice network into the data network. Further, the bidder must provide methodology for assuring voice quality throughout the system. Core system servers, switches, call managers and other equipment will be installed in the City of Ashland Data Center. Remote site equipment will be installed in secure data closets at each remote site. bidder will provide recommendations and drawing showing the placement of the equipment in the appropriate network racks or cabinets. If the amount of rack space is insufficient, bidder shall make sure additional racks or cabinets are included in the bid.

If bidder proposes a switching solution based on Power over Ethernet (POE), respondent shall provide detailed specifications for the switching equipment, pricing and placement for the equipment. Maintenance costs of this equipment shall be reflected in the maintenance section of the response.

Redundancy/Failover

It is the intent of this proposal to have a system that has failover capabilities in case of system failure and to have an acceptable level of redundancy in case of power failure or other incidents. The bidder shall provide a solution to assure the system is operational 24/7.

System Administration

The City Public Information Officer and Database Administrator will administer the system. Installation of the new VoIP system will include training for staff in system administration. Remote administration of the system must be available to administration staff. Respondent to supply all additional equipment and software needed for the system programming and operation.

System Design Requirements

The City uses a 4-digit internal dialing plan. As the City has the opportunity to improve on an aggregated dialing system that has developed over the years, the City may consider a new dialing plan and number schema. Bidder will provide assistance in developing the new plan and assuring correct operations. Interoperability with the phone system currently installed at the City Police Department must be included in the design. Additionally, 4-digit dialing and the ability to see if users are online or available through 3rd party software or other proposed hardware/software is desired.

Security

The system should have security set features built in that allow the administrator to remotely administer security levels of users. It should fully support an Active Directory and should allow the administrator to control class of service and class of restriction. The City is interested in bidders who include dedicated firewalls, and active directory setup, in their proposals. The winning bidder will also be required to supply ALL system level passwords to the City administration team.

Section 5: Bidder Requirements

The bidder will provide documentation showing call handling and device addressing schemes, an initial inventory of equipment for each completed location including model and serial numbers of phones, switches and routers, as well as any other relevant equipment.

Project Management

The bidder is expected to provide a project manager for this installation that will interface and become the main contact with the bidder for the duration of the project. This project manager will be assigned to the City throughout the life of the project. The City reserves the right to request a change in project management based on performance.

Maintenance and Support

The bidder shall provide the City with a complete listing of available service and support plans. These shall include the range of offered services including all levels of support plus the escalation plan. As follows:

- An itemized list of services for each site.
- Ongoing Maintenance cost.
- Forecast any increase for 2-3 years for hardware, software maintenance, licensing needs.
- Respondent to provide detail of local support, hours or limits of coverage for service and repairs.
- Respondent to provide their maintenance plan options with one hour or less response times.
- Provide software upgrade plans inclusive in Maintenance.

Transition Plan

The City expects the installation of the new system to have little or no impact to on-going operations. The bidder is expected to have experience in this area and to provide the City with a plan to accomplish this as follows:

- Create a design which moves the units off the old system to the new system with minimized disruption to staff and to create a preplanned schedule for notification purposes.

- Provides how (and validates procedure) the parallel process will migrate old to new.
- All documentation, installation, reports and materials must be provided to the City prior to commencement of installation, followed by submission of any Moves, Adds, Changes (MAC).
- The City currently works with Spectrum Communications and Windstream Communications for their service needs. Bidders will be expected to interface as needed with both companies.

Section 6: Telephones and Locations

Requirements at each location:

# of Phones	Facility	Address
55	City Hall Bldg. (HUB) (+2 conference phones)	1700 Greenup Ave
44	Ashland Police Department	201 17 th St
6	Water Treatment Plant	4040 Winchester Ave
6	Central Fire Station	1021 Carter Ave
2	Fire Station #2	4140 Winchester Ave
2	Fire Station #3	3117 S 29th St
3	Street Dept	125 21st St
2	Ashland Cemetery	1518 Belmont Ave
4	Wastewater Collection	2709 Central Ave
8	Water Dept	2801 Mill St
1	Floodwall Office	99 Front St
8	Wastewater Treatment Plant	2600 Riverfront
5	Train Depot	99 15th St
4	Central Garage/Sanitation/Animal Control	4130 Winchester Ave
Lines required; not necessarily VoIP Phones		
3	Central Park Roundhouse	615 22nd Street
1	Central Park Garage	2199 Chattin Dr
1	Dawson Pool	6th Street & Central Ave
2	Central Ballfield	Central Park
	Riverfront Park	15th & Front St
	Oliverio Park	39th St & Winchester Ave
	AK Sports Park	Blackburn Ave & Russell St

At least all Customer Service Representatives and Administrative Assistants (20) need phones with multi-line options.

Section 7: Pricing Matrix

Provide a pricing matrix similar to the one found below for all equipment and services, including switches, telephones, telephone cabling, labor, etc. All prices on equipment must be itemized as shown. The pricing must also reflect the cost of Taxes, Shipping and Handling or any other costs of implementation. Additionally, the City reserves the right to purchase all or some of the proposed solution. The City wishes to ascertain any/all maintenance costs and the length of the warranty on the system. The maintenance cost should include the all-inclusive hourly charge rates (during specified hours), any travel expenses to be reimbursed, the percentage of mark up on any materials.

Equipment (Hardware & Software)

Item	Description	Quantity	Unit Price	Total (must include tax, S&H, or other charges)
1				
2				
3	Add additional lines as needed			

Labor

Item	Description	# of Hours	Hourly Rate	Total (must include tax, S&H, or other charges)
1				
2				
3	Add additional lines as needed			

Training

Item	Description	# of Classes	Cost per Class	Total (must include tax, S&H, or other charges)
1				
2				
3	Add additional lines as needed			

Maintenance (as available)

Item	Description	Discount	Length of Term	Total (must include tax, S&H, or other charges)
1	Full maintenance: supporting hardware and software 7am-6pm Mon-Fri with 4 hour on-site response			
2	Full maintenance: supporting hardware and software seven (7) days a week, 24 hours a day, with four (4) hour on site response			
3	What is your plan for emergency response in case of critical failure? Do you have an emergency response plan with one (1) hour or less response? If so, please explain and include pricing. If not, indicate.			
4	If the City chooses time and materials coverage, what is the rate for standard business hours and after hours? State your definition of business hours.			
5	Will your company support a maintenance contract that covers core components only (e.g. servers, software, switch's and common control cards) with no peripherals, or station sets?			
6	Propose the maintenance you believe would best serve the City.			

**Other costs: Respondent must list any and all charges, expenses, and/or costs to be incurred by the City that are not included in this section. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

Section 8: Questions to Bidders

Please include in your application your responses to the questions asked below:

General Questions

1. Introduction
 - a. Describe the full network assessment you will provide.
 - b. Indicate your ability to perform the cable installation and connections.
2. Required Services
 - a. Indicate your plan of action to perform and experience in providing municipal services.
 - b. Describe your solution to the Call Accounting System.
 - c. Describe your solution to comply with City of Ashland's proposed Unified Messaging and migration to VoIP and Microsoft 365.
3. Training
 - a. Indicate your comprehensive training solution to train the City employees. Indicate if this is a "train the trainer" implementation.
 - b. Indicate your comprehensive training solution to train employees, with recommendations relative to staff time requirements.
 - c. Provide a complete list of off-premise training classes including description, time required, location and target audience. Are the costs for these serviced in the Pricing Schedule?
 - d. Provide a summary of in-house training for end users.
 - e. Indicate the number of manuals and operation handbooks to be provided to each employee on site at each location, at no additional cost to the City.
 - f. Indicate the method that the City will use to obtain additional manuals and/or handbooks.
4. Feature Set
 - a. A list of features was provided in Section 4: Scope and Specifications that outlined the "Feature Set." Please indicate your inability to furnish a feature by listing it out.
 - b. In addition, as this is not a complete list, please indicate any additional features that you feel are important for the City to note.
5. Single Point of Responsibility / Accountability
 - a. The City's expectation is to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. This is of a critical nature for this RFP; a contract will NOT be awarded to a bidder who does not have this single point of accountability. Indicate your understanding and compliance with this requirement.
6. Technical Requirements
 - a. Provide required / recommended connectivity to implement the proposed solution and pricing for recommended connectivity.
 - b. Provide a complete system design and methodology for assuring system wide voice quality.
 - c. Recommend and illustrate equipment to be installed by the City.
 - d. Provide a solution to redundancy / failover in case of system wide failure, ensuring that the system is operational.
 - e. VoIP will require specialized training for system administration staff. Bidder will supply ALL additional equipment and software for system programming and operation. Indicate your solution to this requirement.

- f. The City is willing to adopt a new dialing plan and number schema if needed. Bidder will provide assistance in developing this plan as well as assessment of Primary Rate Interface needs based on best practices.
- g. System security features need to be built in allowing the administrator to remotely assess all levels of users. Indicate your ability to provide this level of security.
- h. Provide documentation showing call handling and device addressing schemas, initial equipment inventory for each location including model/serial numbers, switches, routers and other relevant equipment
- i. The bidder-provided project manager for installation and continuing contact with the bidder is a critical position. Please indicate concurrence with this philosophy.
- j. Bidder will provide below a complete listing of maintenance and support services indicated and the range of services offered

Company Information

1. How many years has your company been in business? How long have you been providing telephone systems? What is your company's primary line of business?
2. Provide a brief overview of your company (furnish your business philosophy, mission statement, management structure, organization chart, etc.)
3. How many employees do you have? What is the total years' experience your employees have in this profession; what is the average?
4. State the type of ownership of your company. Give the State and date of your incorporation if applicable. List headquarters and regional / full-service / office locations, and website address.
5. Provide the key contact name, title, address, telephone and fax numbers. Also identify the person(s) authorized to contractually bind the organization. Provide resumes for owners and key sales personnel.
6. Please provide status of any current or pending litigation against your company that might affect your ability to deliver the services that you offer.
7. Do you anticipate that your company will be acquired in the foreseeable future? Is your company planning to acquire any other companies? If yes, please provide the names of the companies and the nature of the business.
8. What type of insurance coverage do you carry? Describe the amount of coverage.

Bidder References

1. Include names of three (3) current customers (title and phone numbers) that have had installations similar to that described in this RFP.
2. Please include reference names of former customers, if any, (title and phone numbers) and the reasons for disengagement of your services.
3. Letters of recommendation are encouraged.

Section 9: Summary

1. Describe any other value-added services your company is capable of providing.
2. Explain in one page or less how your solution will differentiate you from other bidders and why we should choose you as our successful bidder. List the unique features that give your company a competitive edge in the telephony industry.