



# **ON BEHALF OF PARTICIPATING PUBLIC CHARTER SCHOOLS and PRIVATE PK-12 SCHOOLS BUYQ is issuing the following REQUEST FOR PROPOSAL (BQ-AT-001) for ALTERNATIVE TRANSPORTATION**

**PROPOSALS DUE ON AUGUST 28, 2024**

Questions regarding this solicitation must be submitted in writing to Marco Rafanelli, at [mrafanelli@buyq.org](mailto:mrafanelli@buyq.org) by August 16, 2024.

## **INTRODUCTION and BACKGROUND**

### **RFP Summary**

BuyQ, acting as a group purchasing agent on behalf of its 4250+ participating charter and private school participants, is soliciting proposals from qualified Vendors to enter into a master group purchasing agreement for Alternative Transportation ("Products"). BuyQ is acting as a group purchasing agent only and the awarded vendor will deal directly with individual Buyers. Each Buyer will be solely responsible for its own purchases, orders, and conduct under this Agreement. Buyer participation in the Agreement is voluntary.

### **About BuyQ**

BuyQ is a mission-driven organization that provides charter and private schools nationwide opportunities to reduce costs and improve their operational efficiency and effectiveness through group purchasing contracts with Vendors in select product categories. BuyQ is proud to serve over 4,250 schools through its existing group purchasing portfolio. BuyQ's buying power in charter schools is especially strong, with over 50% of all charter schools participating in one or more of our contracts.

### **About Charter Schools**

Charter schools are free public schools of choice that deliver tailored educational programs to meet the specific needs of the communities they serve. Their unique operational autonomy typically enables them to make purchasing decisions based on their individual needs and priorities. As such, charter schools represent a unique market segment for product and service Vendors that wish to expand their public K-12 market share.

## Charter School Market Size and Growth

Public charter schools currently serve 3.7 million students in 7,800 schools and campuses. During the 2020-21 school year, charter schools enrolled 7.5% of all public school students, up from 6.8% in 2019-20. Since the 2005-06 school year, the number of charter schools and campuses has more than doubled, and charter school enrollment has more than tripled (Source: National Alliance for Public Charter Schools).

## About Private Schools

Private schools are educational institutions that are not primarily supported by public funds. BuyQ includes all such PK-12 schools in our list of eligible private schools including Catholic, other religious, non-sectarian, and independent schools.

## Private School Market Size and Growth

The latest year for which private school enrollment data is available is fall 2019. In fall 2019, about 5.5 million preK-12 students were enrolled in over 33,000 schools and campuses (Source: National Center for Education Statistics). The COVID-19 pandemic significantly impacted private school enrollment and, although federal head counts have not yet been released, both the National Association of Independent Schools and the National Catholic Educational Association have reported increases that total about 73,000 K-12 students during the past two years.

## Market Opportunity

BuyQ anticipates significant purchases to be recorded against the resulting Agreement(s). At the time of release, 4250+ charter and private schools participate in one or more BuyQ contracts. BuyQ anticipates that a substantial number of participants will make purchases resulting from this solicitation based on usage of other contracts. However, BuyQ makes no guarantee or commitment of any kind concerning usage/sales resulting from this solicitation. The sales volume for this contract is estimated to be more than \$10 million a year. This estimate is provided solely as an aid to Vendors in preparing proposals. The successful vendor(s) discount and pricing schedule shall apply regardless of the volume of business under the contract.

## BuyQ Marketing Support

BuyQ will work closely with the awarded vendor to develop and implement a custom marketing and sales support plan to create opportunities for charter and private school market growth and retention. Marketing and sales activities in support of this contract may include the following:

### Market Intelligence

BuyQ is available to provide subject matter expertise and “on-demand” insights for sales and marketing leadership on the charter and private school markets. Examples include:

- Comparing and contrasting charter, private, and traditional public school buying behavior, trends and preferences.
- Refining customer profiles and personas to improve messaging.
-

Experience-based advice on 3rd-party opportunities such as association partnerships and conferences.

### **Data and Analytics**

BuyQ will provide vendor access to information on charter and private schools to enable vendor to efficiently and effectively segment and target buyers. This information may include lists of all charter and private schools, new and expanding schools, and school leadership contact information.

BuyQ analyzes all sales data provided by the awarded vendor to find opportunities to grow existing business and refine business development efforts. Reports can be customized and include insights into buying patterns based on customer segments, geography and products.

### **General Marketing Support**

#### **Contract Award Announcement**

BuyQ will announce the contract award through multiple channels including:

- News release posted to the wire and on BuyQ's website.
- Dedicated email to BuyQ's full email list.
- Announcement on BuyQ's and BuyQ executives' social media accounts, including LinkedIn.

#### **Co-branded Materials**

Following the contract award and receipt of logo from the vendor, BuyQ will include awarded vendor in all BuyQ's co-branded marketing and sales print materials, including BuyQ's brochure and sell sheets, which are shared with customers at conference, events, roundtables, receptions, one-on-one sales meetings, etc.

#### **Ongoing Digital Marketing Support**

Following the contract announcement, BuyQ will market the contract and awarded vendor through various channels including:

- On-going presence on BuyQ's website in the form of a dedicated vendor webpage.
- Inclusion in BuyQ's newsletters and targeted email campaigns.
- Social media posts.

### **Content Marketing and the Charter School Insider Podcast**

**Vendor Case Study:** If vendor can provide a customer, BuyQ will produce a case study featuring awarded vendor and school customer to be posted on the BuyQ Resource Center. BuyQ will also distribute the piece via email and BuyQ's social media channels. Hard copies of the case study will also be distributed via BuyQ's booth at various charter and private school conferences.

**Charter School Insider Podcast:** Focused on the business side of running charter schools, the Charter Schools Insider Podcast is the most listened to podcast in its genre and has a five-star rating across all distribution platforms. Awarded vendors will be invited along with a charter school customer representative as podcast guests.

**Additional:** BuyQ will work with awarded vendor on various opportunities to develop and/or distribute vendor informed educational content to prospects and buyers through various channels including BuyQ's website, BuyQ emails, conferences and events and channel partner opportunities.

### **Conferences and Events**

BuyQ maintains a visible presence at key customer conferences. Our conference strategy includes the following key activities:

- Exhibit hall booths at and often sponsorship of the largest charter and private school conferences nationwide including (but not limited to) the National Charter Schools Conference, the National Association of Independent Schools Conference, and state conferences in Texas, California, Colorado, Florida and other top markets.
- Using exhibit hall booth to collect warm leads for BuyQ and our awarded vendors through cash giveaways and other incentives.
- Leading or participating in conference sessions on timely charter and private school business and operations topics.
- Hosting and co-hosting networking functions such as happy hours, receptions and dinners for key customers and prospects.
- Awarded vendors are promoted at these events by being included in onsite print materials and via one-on-one conversations with event attendees.

### **Sales Support**

BuyQ will work with awarded vendor's sales team to develop strategies for effectively selling into the private and charter school markets. BuyQ will also work directly with vendor sales leaders and representatives to identify, segment and target joint customers and prospects, including providing introductions to school contacts when possible and participating in joint customer meetings. Finally, BuyQ conducts its own direct sales campaigns to grow BuyQ registrations and provide warm leads to awarded vendors.

**Additional:** As an awarded vendor, you will have the opportunity to leverage BuyQ's knowledge, resources, and connections to help promote your products and services in other ways not described here. We are

happy to work with you to create additional joint marketing campaigns, co-sponsor events, host webinars, etc. Your success equals our success, and we are eager to work with you creatively to achieve our shared goals!

**Master Agreement- Instructions**

Respondents are advised to download and carefully read the linked Master Agreement and each of its specific provisions, and to indicate, with the submission of their proposal, any exceptions or proposed changes. All proposed changes should be well explained using the “comment” feature. Please make changes to the agreement by enabling the “track changes” feature and re-attach the revised contract below as part of your submission. (Note: Unacceptable exceptions to the Master Agreement shall remove your proposal from consideration for award. BuyQ shall be the sole judge on the acceptance of exceptions/deviations and the decision shall be final.)

## **RFP PROCESS SCHEDULE and SUBMISSION INFORMATION**

BuyQ reserves the right to modify the below timeline. Any changes to the timeline will be communicated to respondents via email.

<b>Activity</b>	<b>Expected Date</b>	<b>Method</b>	<b>Who</b>
Issue RFP	07/29/2024	Post on website and via email	BuyQ
Submit an intent to respond	08/07/2024	email to mrafanelli@buyq.org	Respondent
Deadline for questions	08/16/2024	email to mrafanelli@buyq.org	Respondent
Proposal due date	08/28/2024	Submit RFP via Jotform online tool	Respondent
Virtual presentations (for finalists)	09/23/2024-09/27/2024	Virtual meeting	Vendor finalist(s) and BuyQ eval Committee
Negotiations (as needed)	09/27/2024-10/04/2024	via email or phone	BuyQ and vendor finalist(s)
Contract award date	10/04/2024	email	BuyQ
Contract start date	TBD, as early as 10/04/2024	Execute contract	BuyQ and awarded vendor(s)

## **SCOPE AND OBJECTIVES**

### **Scope**

It is BuyQ's intention to establish a contract with Vendor(s) for alternative transportation services (Products). BuyQ is seeking vendor(s) that have the depth, breadth and quality of resources necessary to complete this contract and serve PK-12 education customers' alternative transportation needs throughout the country. BuyQ expects that Respondents offer a wide array of products and services at the lowest

price available to K-12 charter and private schools nationwide.

## Objectives

The following outlines the primary objectives of this RFP:

- For the services covered, provide BuyQ participants the best overall price, value, and lowest total cost of ownership based on the aggregate purchasing volume of all current and potential BuyQ participants.
- Reduce participating customer and awarded vendor administrative costs through a central RFP process that reduces or eliminates the need for individual customer participants to issue their own RFPs or requests for bid while maintaining compliance with internal and external purchasing rules and regulations.
- Establish the awarded contract as the winning vendor's primary go to market strategy to K-12 charter and private schools nationwide.

## NOTICE TO RESPONDENTS

Submission of a proposal confers NO RIGHT on a Respondent to an award or to a subsequent contract. BuyQ, in its sole discretion and for any reason or no reason, reserves the rights to reject any or all proposals, accept only a part of any proposal, accept the proposal deemed most advantageous to BuyQ, and waive any technicalities. The issuance of this RFP does not obligate BuyQ to make an award or negotiate or execute a contract. BuyQ reserves the right to amend the terms and provisions of the RFP, negotiate with a respondent, add, delete, or modify the contract and/or the terms of any proposal submitted, extend the deadline for submission of proposals, ask for best and final offers, or withdraw the RFP entirely for any reason solely at BuyQ's discretion. An individual proposal may be rejected if it fails to meet any requirement of this RFP. BuyQ may seek clarification from a respondent at any time, and failure to respond within a reasonable time frame is cause for rejection of a proposal.

## BuyQ Code of Conduct

DOWNLOAD and read BuyQ's code of conduct

**Please check the box to indicate that the Respondent has read and acknowledges the BuyQ code of conduct \***

Acknowledged

## GENERAL TERMS AND INSTRUCTIONS

## Questions

Any questions regarding this RFP must be directed via email to Marco Rafanelli, Co-Founder, COO and Chief Product Officer at mrafanelli@buyq.org. All questions must be received no later than August 16, 2024. Respondents are expected to raise any questions, exceptions or concerns they have regarding the RFP. If a Respondent discovers any significant ambiguity, error, conflict, discrepancy, omission or other deficiency in this RFP, the Respondent should immediately notify Marco Rafanelli via email of the deficiency and request modification or clarification of the RFP document. Any questions and responses specific to the terms and conditions, process, procedures, language, specifications, and other parts of the RFP may be made public. Questions and responses that pertain to proprietary information will be answered confidentially via email. Please note that oral communications concerning this RFP shall not be binding and shall in no way excuse Respondent of the obligations set forth in this proposal.

## Clarifications

Respondent may receive a written request to clarify, in writing, its proposal to determine whether a proposal should be considered for award. The process of clarification is not an opportunity for a Respondent to revise or modify its proposal, and any response by a Respondent to a written request for clarification that attempts to revise or modify its proposal shall be given no effect. The purpose of the request for clarification will be solely made for the purpose of eliminating minor irregularities, informalities, or apparent clerical mistakes in the proposal, which may be corrected or waived in BuyQ's sole discretion.

## Restricted and Prohibited Communication

During the period between the date BuyQ issues this RFP and the selection of the Vendor who is awarded a contract by BuyQ, if any, Respondents shall restrict all contact with BuyQ employees and members of the RFP evaluation committee and direct all questions regarding this RFP, including questions regarding terms and conditions, only to the individual identified above in the "Questions and Clarifications" section in the specified manner. Contact with any of these prohibited individuals after issuance of this RFP and before selection is made, may result in disqualification of the Respondent. The communications prohibition shall terminate when a contract has been awarded. The purpose of this prohibition is to create a level playing field for all Respondents and to protect the integrity of the RFP process.

## Non-Responsive Proposals

All proposals will be reviewed for responsiveness to the material requirements of the solicitation. A proposal that is not materially responsive shall not be eligible for further consideration for award of the contract, and the Respondent shall receive notice of the rejection of its proposal.

## Negotiations

BuyQ shall determine which responsive proposals are in the competitive range and/or are reasonably susceptible of being selected for award. Proposals not in the competitive range may not be further evaluated. Proposals in the competitive range shall be evaluated on the evaluation criteria set forth in the solicitation. If BuyQ decides to conduct negotiations, notice shall be provided to each Respondent whose proposal is being considered for award, which notice may identify, in general terms, the elements or factors upon which BuyQ intends to base its negotiations. Respondents will not be assisted, in any way, to bring their proposal up to the level of other proposals through discussions. During negotiations, no

Respondent's technical proposal or pricing shall be revealed to any other Respondent or to any other person who is not involved with the evaluation process. BuyQ will also not indicate to Respondent a cost or price that it must meet to either obtain further consideration nor will it provide any information about other Respondents' proposals or prices.

## **Best and Final Offer**

BuyQ, in its sole discretion, may request all Respondents in the competitive range to submit a Best and Final Offer. Respondents must submit their Best and Final Offers in writing. If a Respondent does not respond to the request for a Best and Final Offer, that Respondent's most recent prior offer will be its Best and Final Offer.

## **Formation of Contract**

A response to this solicitation is an offer to contract with BuyQ based upon the terms, conditions, scope of work, and specifications contained in this request. A solicitation does not become a contract until it is awarded by BuyQ and executed by both BuyQ and Vendor.

## **Multiple Awards**

BuyQ participants includes a large number of charter and private schools of various sizes located throughout the nation. To ensure that any ensuing contract(s) will allow BuyQ to fulfill current and future customer needs, BuyQ reserves the right to award contract(s) to multiple vendors. The decision to award multiple contracts, award only one contract, or to make no awards rests solely with BuyQ.

## **Past Performance**

A Respondent's performance and actions under previously awarded contracts or as reported by current or past customers are relevant in determining whether or not the Proposer is likely to provide quality goods and services to BuyQ participants; including the administrative aspects of performance; the Respondent's history of reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the Respondent's businesslike concern for the interests of the customer.

## **Protest of Non-Award**

Protest Procedure: Any protest of an award or proposed award must be filed in writing within five (5) business days from the date of the official award notification and must be received by 5:00 pm MST. No protest shall lie for a claim that the selected Vendor is not a responsible Proposer. Protests shall be filed with Marco Rafanelli, at [mrafanelli@buyq.org](mailto:mrafanelli@buyq.org). Protests shall include the following:

1. Name, address and telephone number of protester
2. Original signature of protester or its representative
3. Identification of the solicitation by RFP number
4. Detailed statement of legal and factual grounds including copies of relevant documents; and the form of relief requested

## **Waiver:**



BY SUBMITTING A PROPOSAL, PROPOSER EXPRESSLY AGREES TO WAIVE ANY CLAIM IT HAS OR MAY HAVE AGAINST BUYQ, ITS DIRECTORS, OFFICERS, ITS TRUSTEES, OR AGENTS ARISING OUT OF OR IN CONNECTION WITH (1) THE ADMINISTRATION, EVALUATION, RECOMMENDATION OF ANY PROPOSAL; (2) ANY REQUIREMENTS UNDER THE SOLICITATION, PROPOSAL PACKAGE, OR RELATED DOCUMENTS; (3) THE REJECTION OF ANY PROPOSAL OR ANY PART OF ANY PROPOSAL; AND/OR (4) THE AWARD OF A CONTRACT, IF ANY.

## Notice

BUYQ SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY COSTS INCURRED BY PROPOSERS OR THE SELECTED VENDOR IN CONNECTION WITH RESPONDING TO THE RFP, PREPARING FOR ORAL PRESENTATIONS, PREPARING AND SUBMITTING A PROPOSAL, ENTERING OR NEGOTIATING THE TERMS OF A CONTRACT, OR ANY OTHER EXPENSES INCURRED BY A PROPOSER. THE PROPOSER OR SELECTED VENDOR IS WHOLLY RESPONSIBLE FOR ANY SUCH COSTS AND EXPENSES AND SHALL NOT BE REIMBURSED IN ANY MANNER BY BUYQ.

## AWARD PROCESS AND BASIS OF AWARD

Proposals will be evaluated by BuyQ in accordance with our contracting process rules and code of conduct. The RFP will be published widely, including in national publications, and open to all qualified respondents. An evaluation committee of BuyQ participant school representatives will be called upon to assist in proposal evaluation and award decision. The recommendation for contract awards will be based on the predetermined criteria factors outlined in this solicitation, where each factor is assigned a point value based on its importance. Finalists will be asked to make virtual presentations to the BuyQ evaluation committee.

BuyQ has identified the following criteria as most critical to the award decision:

- Ability to deliver the Products and Services to charter and private schools on a national scale.
- Student safety.
- Quality of Services.
- Pricing and terms that provide BuyQ participants the best overall price, value, and lowest total cost of ownership based on the aggregate purchasing volume of all current and potential BuyQ participants.
- Added value/incentives and services.
- Vendor’s qualifications, references, reputation, experience and past performance.
- Ability to effectively market and promote the Products/Services to all eligible Buyers (marketing plan).
- Location and number of salespersons who can support the marketing and sales of this contract to BuyQ participants.
- Customer service and support.
- Ease and quality of school and parent customer experience throughout the transportation process.

## Evaluation Criteria

BuyQ will use an overall scoring system with a total possible score of 1000 points. BuyQ and its evaluation committee reserves the right to assign any number of point awards or penalties it considers warranted. The criteria, corresponding questionnaire section and associated points are as follows:

Criteria	Maximum Points
General Company Information, Experience and Reputation	150



Pricing	350
Service Model and Customer Service	300
Marketing and Sales	100
Contract Terms and Conditions Fit	50
Presentation and Overall Quality of Proposal	50
<b>Total Possible Points</b>	<b>1000</b>

## DEFINITION OF PRODUCTS and SERVICES

**Services**

BuyQ intends to enter into a contract with one or more Respondents to provide its Participants with access to alternative transportation services that provides products and services to include but not limited to the following:

- General student transportation
- Ambulatory transportation
- Wheel chair transportation
- Special needs transportation, including McKinney-Vento, ESSA, IEP and 504 Needs
- Appropriate compliant vehicles
- Screened, trained drivers to meet the needs of each specific trip

**Customer Service Technology**

Respondents shall provide an established web and mobile app software system that includes the following basic required features:

- Parent and school administrator accounts
- Scheduling and ride detail change management
- Real-time ride tracking capabilities

## MINIMUM QUALIFICATIONS

Each Respondent must meet the following minimum qualifications to participate in this proposal:

- Respondent is able to provide products and related services to BuyQ Participants
- Respondent shows a demonstrated commitment to the K-12 market. Respondents must have at least three (3) years’ experience selling the Products to the K-12 market within the last five (5) years.
- All services and/or products must comply with current applicable safety or regulatory standards or codes.

**Acknowledgement of Minimum Qualifications \***

Respondent meets all minimum qualifications

Other

# PROPOSAL QUESTIONNAIRE

## GENERAL COMPANY INFORMATION, EXPERIENCE and REPUTATION

Please provide the following general information about your company. NOTE: If a question is required but does not apply to your company's capabilities, please fill in the blank with "N/A".

**Company's official registered name and any DBA names \***

**Brief history of your company, including the year it was established \***

**Company's D&B Number**

**Company's Central Office Address \***

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

**Company-wide total annual sales (top-line revenue) for both 2022 and 2023 \***

**What is your company's mission? Please give one example of how your mission drives business decision-making \***

**What differentiates your company from competitors? How will this translate into value for our charter and private school participants? Provide examples if possible. \***

**Is your company able to offer products and services to customers in all 50 states? If not, indicate every state where your company is UNABLE to serve customers. \***

Yes

Other

**Number of years your company has been selling the products under consideration to the K-12 market \***

0-5

5-10

10-20

20+

**Indicate your approximate national charter school K-12 market share: \***

< 1%

1-5%

5-10%

>10%

**Indicate your approximate national private school K-12 market share: \***

< 1%

1-5%

5-10%

>10%

**Describe your company's social responsibility programs (philanthropy), if any, especially any that provide funding to K-12 schools and/or K-12 non-profit support organizations. \***

**What two companies do you consider to be your main competitors in the K-12 market? \***

**Describe your ability to establish a service area in a new market. Please give approximate ride minimums needed for expansion. \***

**Please provide the contact information for BuyQ's central point of contact for all business items related to the administration and management of the contract following award: \***

**Please provide the contact information for BuyQ's central point of contact for marketing and sales (if different): \***

**Minority and Women Business Enterprise (MWBE) and Historically Underutilized Business (HUB) Participation**

It is the policy of some entities participating BuyQ contracts to involve minority and women business enterprises and historically underutilized businesses (HUB) in the purchase of goods and services.

Respondents shall indicate below whether they are an MWBE or HUB certified.

**Minority and Women Business Enterprise - Respondent certifies that this firm is a MWBE \***

- Yes
- No

**How many charter school customers did your company serve in 2023? Close estimates are acceptable. \***

**Historically Underutilized Businesses (HUB) - Respondent certifies that this firm is a HUB \***

- Yes
- No

**How many private school customers did your company serve in 2023? Close estimates are acceptable. \***

**Provide your company-wide customer retention rate \***

**Describe any environmental sustainability programs that relate to the services under consideration in this RFP. Please provide details/figures on the impact of those programs. \***

**List any cooperative/group purchasing agreements currently held pertinent to the K-12 education market. Include the following information for each: Cooperative name, contract termination date, describe the pricing structure, describe any rebate structures, provide 2023 total sales \***

Provide a minimum of 3 references from existing or past charter and/or private school customers. If none

exist, provide references from public K-12 customers:

## PRICING - COVERED PRODUCTS AND SERVICES

NOTE: The awarded vendor's submissions in this section will be incorporated into Exhibit A "Supplemental Provisions" section of the Master Agreement.

### Alternative Transportation Services Pricing

Each respondent shall upload a pricing document (in Excel, Word or other). Pricing can be based on a discount from a price list or catalog, a fixed price, or a combination of both with indefinite quantities. The listed prices will be used to determine the range of product lines, services, etc., available from the respondent and the pricing per item. Multiple percentage discounts are acceptable, provided that different discounts are specified where applicable. Proposed products and services must be priced separately, with all ineligible items clearly identified.

Important Pricing Notes:

1. Pricing provided shall be inclusive of any Administrative Fees or rebates that may be included in the Master Agreement OR the respondent may calculate fees and rebates separately without passing them on to the customer.
2. Not to exceed pricing. BuyQ requests pricing be submitted as "not to exceed" pricing. Unlike fixed pricing, the awarded vendor can adjust submitted pricing lower if needed but, cannot exceed original pricing submitted.
3. No cost plus pricing. Any proposals with cost plus pricing as a primary pricing structure will not be accepted.
4. Identify any element of the total cost to customers that NOT included in the pricing submitted. This might include additional taxes, fees or surcharges.

**If needed, provide any notes to accompany your submitted price list.**

**Administrative Fee Confirmation** **Please confirm**  
**that the pricing submitted includes the required administrative fee of 3% (or that the fee will be calculated separately and not passed on to the Customer). \***

Yes - pricing is inclusive of the fee or will be calculated separately

No - the 3% fee must be added to all pricing

Other

**If applicable, provide information regarding whether your firm is presently involved in any litigation, bankruptcy, or reorganization \***

**Describe your company's implementation and success with existing cooperative purchasing programs, if any, and provide the cooperative's name(s), contact person(s) and contact**

**information as reference(s). \***

**What percentage of you company's 2023 sales came from the PK-12 education sector? \***

**Provide a list of your top 3 education customers in terms of sales volume. You do not have to list the customer entity name, but please provide the following information - sales volume for 2023 and 2022, ride volume for 2022 and 2023, and scope of services offered to each. \***

**Pricing Scale Comparison. Compare the value of the proposed pricing and other terms (such as Core Lists and Rebates) to large school districts, public agencies, and other cooperative group purchasing organizations that serve PK-12 Schools. Please indicate how the proposed pricing and overall total value compares to each of those competitive contracts. Given BuyQ's market share and history serving our niche, BuyQ's expectation is that our contract be the best option for our participating charter and private schools. \***

**Provide a detailed explanation of the licenses and certifications that are required to be held and actually held by your organization in pursuit of the business proposed in this RFP. \***



**Value Added Products and Services**

Please include any additional products and/or services not included in the scope of the solicitation that you think will enhance and/or add value to this contract for BuyQ participating charter and private schools. Clearly indicate if such products or services are normally offered to individual customers or if there is any component of the offering (such as reduced price) that is exclusive to BuyQ customers under the Master Agreement.

All products or services offered in this section are subject to the same requirements as products offered in the "Pricing" section above. Respondents must provide detailed descriptions of any additional products and services being offered as a part of their proposal, and BuyQ reserves the right to reject any value-add products or services which it deems to be unrelated to the scope of this RFP.

**Fill in proposed value added Products and Services here OR**

**Provide the minimum trip fee and/or minimum mileage commitment required from customers under this agreement. \***

**Rebates.** If offered, please describe any rebates that will be available to BuyQ customers under the Master Agreement. Indicate if rebates are applicable above a certain purchasing threshold and if there are any other limitations applicable to offered rebates. Please indicate if such rebates are standard to your K-12 customers or if they provide unique value to BuyQ participants.

\*

**Indicate the pricing discount or discount range (off of list/MSRP) represented by the pricing proposal submitted above.**

\*

**Other Restrictions and Fees.** Please provide any other relevant information, fees or restrictions for BuyQ Participants to receive pricing or value under this contract, such as minimum order sizes related to shipping and services, restocking fees, and/or any other relevant fee or restriction associated with this contract. Fees or restrictions not listed will not be allowed under the Master Agreement.

\*

**Pricing Compliance.** Please describe how customers can verify that they are receiving BuyQ contract pricing.

\*

**Payment Methods.** Describe the payment methods offered.

\*

**Future Services Pricing. Describe how future service or product introductions will be priced and align with contract pricing proposed. \***

## **SERVICE MODEL AND CUSTOMER SERVICE**

**Provide a detailed description of the products and services that you are offering in your proposal. \***

Indicate below if the listed types of classes of service are offered within your proposal. If "other" is selected, please provide comments.

### **McKinney Vento \***

Yes

No

Other

### **Special Needs (including ESSA, IEP and 504) \***

Yes

No

Other

**Ambulatory transportation \***

- Yes
- No
- Other

**Wheelchair transportation \***

- Yes
- No
- Other

**Out-of-district trips \***

- Yes
- No
- Other

**Driver screening. Please provide a detailed description of your driver screening program. Indicate all minimum standards prospective drivers must meet or pass in order to be eligible to be a driver. \***

**Driver Training. Please provide a detailed description of your driver training program. Indicate all minimum standards prospective drivers must meet or pass in order to be eligible to be a driver for your company. Respondent must confirm that drivers, where applicable, have received training to include (but not limited to) the following areas:**

- Customer service
- Communication and stress management
- Service animals
- Americans with Disabilities Act- disability awareness including assisting the visually and/or hearing impaired, hidden disabilities;
- Stroke; epilepsy and seizure disorders
- Bloodborne pathogens (Hepatitis A, B, C; HIV, Dialysis) if applicable
- Wheelchairs,
- Emergency and evacuation Procedures
- Driver/passenger sexual improprieties

**Fill-in driver training program description here**

Driver Training . Respondent must confirm that drivers, where applicable, have received training to include the following areas:

1. Customer Service, Communication and Stress Management
2. Americans with Disabilities Act
3. Service Animals
4. Disability Awareness: Assisting the Visually Impaired; Hidden Disabilities; Stroke; Epilepsy and Seizure Disorders
5. Bloodborne Pathogens (Hepatitis A, B, C; HIV, Dialysis)
6. Wheelchairs
7. Emergency and Evacuation Procedures
8. Driver/Passenger Sexual Improprieties

**Please confirm that your company meets the above 8 driver training requirements when applicable. If your drivers do NOT meet any of the above requirements, please check "Other" and explain in the space provided. \***

Our drivers meet all the above requirements

Other

**Driver requirements.**

The respondents must provide drivers that meet the following requirements:

1. Have all applicable state licensing all applicable endorsements for pupil transportation.
2. Are licensed in accordance with all applicable federal, state board of education laws, regulations, and policies.
3. Have a good driving record as verified by the state and governing bodies.  
The respondent shall verify each driving record upon initiation of service and then every year thereafter. Such records shall be placed into the driver's file and must be accessible upon request
4. The respondent shall not use drivers to fulfill the contract who have accrued more than three (3) moving violations for any reason in the last two (2) years and shall not ever use drivers who have had a DUI, DWI or controlled substance related violation.
5. The respondent shall verify and be liable for the payment of all driver criminal record checks prior to transporting students. Such verification shall be placed in the driver's file

**Please confirm that your company meets the above 5 driver requirements. If your drivers do NOT meet any of the above requirements, please check "Other" and explain in the space provided. \***

Our drivers meet all the above requirements

Other

**Vehicle Types. Provide a complete list of vehicle types included in your services to PK-12 school customers. \***

**Driver Personnel Compliance**

The Contractor shall maintain records on all employees, drivers or sub-contractors that demonstrate all personnel requirements have been met. The personnel file shall contain current copies of the following:

- 1. Department of Motor Vehicle Record’s Check – historical driving record.
- 2. Current Driver’s License appropriate for driving the vehicle of assignment.
- 3. Department of Justice (DOJ) background check that meet or exceed the state laws.
- 4. Any other background checks or personnel information as required by state, local, or district policies.
- 5. Verification of a negative test result for Tuberculosis (TB testing) as required by state law.

**Driver personnel compliance acknowledgement \***

Respondent confirms that the above driver personnel records are kept for all drivers

Other

**Drug and Alcohol testing. Verification of enrollment in an on-going drug / alcohol testing program is required for all drivers under this master agreement. Individual school customers reserve the right to require drug / alcohol testing at random and “for cause” as deemed appropriate. All drivers must abstain from the use of alcohol and other recreational drugs in the performance of their duties under this contract. The respondent shall be liable for the administration of all drug and alcohol testing. No driver may be utilized for this contract that fails a drug and/or alcohol test. \***

Acknowledge and agree

Other

**Driver dress and hygiene. Please describe your company's standards addressing professional dress and hygiene for its drivers. If your company does not have such standards, please confirm that your drivers will conform to dress and hygiene requirements of the participating charter and private school customers on a case-by-case basis. \***

**Five-year safety record. Please provide your company's five-year safety record for your school customers. Indicate the following for 2023, 2022, 2021, 2020 and 2019:**

- 1. Number of school trips performed
- 2. number of miles travelled on school trips
- 3. total number of accidents reported on school trips

**Fill in your company's five-year safety record here**

**Customer Service**

**Describe your ability to keep customer school administrators/teachers and associated parents/guardians of students inof planned and in-progress trips. \***

**Describe how you communicate with drivers during service trips \***

**Web-based and/or mobile application capabilities**

In a separate document or the space provided below, please provide a full overview of your company's mobile and/or web applications. If possible, please provide screenshots or mock-ups of the user experience. Please indicate which features, if any, are applicable only to school administrators and which are applicable only to student parents/guardians. Respondents my provide this information in the file format of their choosing.

**Provide a description of your mobile application capabilities**



# MARKETING and SALES

BuyQ is seeking the ability to serve all current and prospective Participating charter and private schools.

## Fill-in marketing plan here

**If applicable, describe features that promote savings or spend optimization including KPI management.**

## Existing Charter and Private School Business

**Provide the 2023 aggregate sales volume in dollars to those charter schools for the products and services under consideration in this RFP. \***

**Provide the 2023 aggregate sales volume in dollars to those private schools for the products and services under consideration in this RFP. \***

## Marketing Plan

Please indicate how your organization plans to market this contract to charter and private schools nationwide following contract award and throughout the life of the contract term. Your plan should be based on your organization's marketing and sales strengths, and should include (but not be limited to) the following activities:

- A contract marketing "launch" meeting with BuyQ staff.
- Announcement of award through applicable marketing channels including web, email, social media, etc.
- Co-branded collateral pieces for digital and print marketing.
- Participation in the largest charter and private school conferences. Vendors are strongly encouraged to participate in certain conferences including:
  - The National Alliance for Public Charter Schools' Annual Conference
  - The Texas Charter Schools Conference
  - The California Charter Schools Conference
  - The NBOA: Business Leadership for Independent Schools Conference

- Dedicated BuyQ web landing page with:
  - BuyQ Logo
  - Link to BuyQ website
  - Summary of BuyQ contract benefits
  - Explanation of how BuyQ participants can affiliate to the contract and make purchases
  - A commitment to regular meetings with BuyQ staff to coordinate and follow-up on all marketing and sales efforts

Marketing plans can be submitted via the fill-in form or as an attachment.

**Explain your approach to business development within the K-12 market and, if applicable, the charter and private school sectors. How are the majority of your new customers acquired? \***

**Please provide a list of all applicable salespeople and their corresponding geographic territories. You may also upload a list below.**

**Sales and Marketing Commitment** **If awarded a contract with BuyQ, the Respondent commits to market the BuyQ contract as its primary go-to market strategy in the charter and private school sectors and that its sales force will be trained, engaged and committed to offering the BuyQ contract to those customers nationwide. Respondent commits that all BuyQ contract sales will be accurately and timely reported according to the terms of the BuyQ Master Agreement. Please acknowledge and agree. \***

Acknowledge and agree

Other

**Sales Structure and Training**

**Does your sales force consist of employees, independent contractors, third-party employees, or a mix? Please explain. \***

**Describe your company's approach to customer service/customer service philosophy \***

**Please describe your sales and account management structure and incentive alignment – please indicate if representatives are responsible for both new business and existing business retention. \***

**Describe any service and performance standards or guarantees that apply to your services. \***

## **TERMS and CONDITIONS - MASTER AGREEMENT**

**Customer Service Platform**

**If applicable, describe available customizations to your customer applicaiton(s)**

### **USE OF FEDERAL FUNDS: EDGAR CERTIFICATION**

Participating entities may elect to use federal funds to purchase under the Master Agreement. The following certifications and provisions may be required and apply when a participating entity expends federal funds for any purchase resulting from this procurement process. Pursuant to 2 C.F.R. § 200.326, the following categories are covered in the linked **EDGAR Certification form**:

- Vendor Violation or Breach of Contract Terms
- Termination for Cause or Convenience
- Rights to Inventions Made Under a Contract or Agreement
- Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387), as amended
- Byrd Anti-Lobbying Amendment (31 U.S.C. 1352)
- Certification of Equal Employment Statement
- Debarment and Suspension
- Procurement of Recovered Materials
- Prohibition on certain telecommunications and video surveillance services or equipment.
- Record Retention Requirements for Contracts Involving Federal Funds
- Energy Policy and Conservation Act
- Access to Records
- Certification of Compliance with Buy America Provisions
- Certification of Applicability to Subcontractors

**If applicable, provide any thresholds or limitations on number of users or minimum spend needed to access analytics data,.**

### Master Agreement- Instructions

Respondents are advised to download and carefully read the provided Master Agreement and each of its specific provisions, and to indicate, with the submission of their proposal, any exceptions or proposed changes. All proposed changes should be well explained using the "comment" feature. Please make changes to the agreement by enabling the "track changes" feature and re-attach the revised contract below as part of your submission. (Note: Unacceptable exceptions to the Master Agreement shall remove your proposal from consideration for award. BuyQ shall be the sole judge on the acceptance of exceptions/deviations and the decision shall be final.)

### **REPORTING**

As per section 5.0 in the Agreement, the awarded vendor will provide BuyQ with a monthly report of all business transacted pursuant to this Agreement for the applicable period. Reports shall be sent via e-mail to BuyQ at mrafanelli@buyq.org. Reports are due on the fifteenth (15th) day after the close of the previous month.

- Customer organization name
- Customer ID (assigned by vendor)
- Customer ship-to address

- Name/description of item(s)/product(s) purchased
- Seller, if different from the vendor
- Product category (and any other available descriptors)
- Total sale amount
- Tax paid, if applicable
- Sale date
- List price, if provided at time of sale
- Savings amount, if applicable
- Purchase method (purchase order, credit card, gift card, etc)

**Please acknowledge and agree that such reports can be provided with the above information: \***

Acknowledge and agree

Other