



**ON BEHALF OF PARTICIPATING
PUBLIC CHARTER SCHOOLS and PRIVATE PRE-K12 SCHOOLS**

**BUYQ is issuing the following
REQUEST FOR PROPOSAL (BQ-SS-003)**

**for SCHOOL FURNITURE PRODUCTS and RELATED PROJECT
SERVICES**

ISSUED May 5, 2023

PROPOSALS DUE ON June 16, 2023

Questions regarding this solicitation must be submitted in writing

to Marco Rafanelli at mrafanelli@buyq.org by June 9, 2023.

**BuyQ
1040 S. Gaylord Street, Suite 29
Denver, CO 80209
www.buyq.org**

INTRODUCTION AND BACKGROUND

RFP Summary

BuyQ, acting as a group purchasing agent on behalf of its 4,100+ participating charter and private school participants, is soliciting proposals from qualified Vendors to enter into a master group purchasing agreement for School Furniture and Related Project Services (“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 with 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 4,100 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 PreK-12 schools in our list of eligible private schools including Catholic, other religious, and non-sectarian and independent schools.

[Private School Market Size and Growth](#)

The latest year for which private school enrollment data are 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.

BuyQ Marketing Support and Market Opportunity

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:

General 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.
- Post on front page of BuyQ’s website
- Announcement on BuyQ’s and BuyQ executives’ social media accounts, including LinkedIn and Twitter.

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 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 monthly newsletter and targeted email drip campaigns.
- Social media posts.

Content Marketing

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.

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 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 regularly works with its awarded vendor's sales teams to develop strategies for effective 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!

Market Opportunity

BuyQ anticipates significant purchases to be recorded against the resulting Agreement(s). At the time of release, 4100+ charter and private schools participate in one or more BuyQ contracts. BuyQ anticipates that a substantial number of participants will enter into contracts resulting from this solicitation based on usage of other contracts. However, BuyQ makes no guarantee or commitment of any kind concerning

quantities or usage of contracts resulting from this solicitation. The sales volume for this contract is estimated to be more than \$20 million a year. This information is provided solely as an aid to Vendors in preparing proposals only. The successful Vendor(s) discount and pricing schedule shall apply regardless of the volume of business under the contract.

DEFINITIONS

All capitalized terms in this RFP not defined in this Section shall have the meanings set forth in the Sections or Exhibits of this Agreement in which they are defined.

Throughout this RFP there are terms which are synonymous and interchangeable, such as "Vendor" or "Supplier" and "Contractor," "Respondent", "Proposer", "Offeror" and "Bidder," "Proposal" and "Bid," and "Agreement" or "Master Agreement" and "Contract."

"BuyQ Participants" or "Participants": Each legal entity identified by BuyQ that is a past, present or prospective customer. Participants are most typically public K-12 charter schools or private schools.

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.

Activity	Expected Date	Method	Who
Issue RFP	5/05/2023	Post on website and email	BuyQ
Submit an intent to respond	5/12/2023	Email mrafanelli@buyq.org	Respondent
Deadline for questions	6/09/2023	Email questions to mrafanelli@buyq.org	Respondent
Response to questions	Answered as received	Email to all who submitted an "intent to respond"	BuyQ
Proposal due date	6/16/2023	Submit RFP questions via Jotform online tool	Respondent
Finalist notification	06/30/223	Email to finalists and non-finalists	BuyQ
Virtual Presentations (for finalists)	7/10/2023-7/14/2023	Virtual Meeting	Vendor finalist(s) and BuyQ eval committee
Negotiations (as needed)	07/14/2023-7/21/2023	Email	BuyQ & Vendor finalist(s)

Contract Award Date	7/21/2023	Email	BuyQ
Contract Start Date	TBD, as early as 07/21/2023	Execute Contract	BuyQ & awarded vendor(s)

SCOPE AND OBJECTIVES

Scope

It is BuyQ's intention to establish a contract with vendor(s) for school furniture and related project services (Products). BuyQ is seeking vendor(s) that have the depth, breadth and quality of resources necessary to complete all phases of this contract and serve K-12 education customers throughout the country. Awarded vendor(s) shall perform covered services under the terms of this agreement. BuyQ requests that potential Respondents offer a wide array of products and services at lower prices and with better value than what they would ordinarily offer to any single customer, school district or regional cooperative. Respondents shall provide pricing based on a percentage discount off published catalog prices, manufacturer's brand names or retail stores. Electronic catalog and/or independently verifiable manufacturer price lists must accompany the proposal as directed. Include an electronic copy of the catalog from which discount, or fixed price, is calculated. Additional services such as design, delivery and installation, training, and other services should be included in the pricing section. In addition, BuyQ also requests respondents include any value-add commodity or service that could be provided under this contract that would enhance value to BuyQ participating school customers.

Objectives

The following outlines the primary objectives of this RFP:

- For the covered Products and Services, 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 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.

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 by _____

GENERAL TERMS AND INSTRUCTIONS

Breadth of Responses

The purpose of this RFP is to identify vendors who offer the best value in each of the product and service categories listed. Respondents do NOT need to respond to every product category and may submit a proposal for one or more categories. The purpose of this is to ensure that we are selecting the best possible vendor for each category regardless of the breadth of their total catalog.

Questions

Any questions regarding this RFP must be directed via email to Marco Rafanelli, Co-Founder, COO and Chief Product Officer at BuyQ at mrafanelli@buyq.org. All questions must be received no later than June 9, 2023. 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 will be made public and shared with all prospective Respondents. 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 the responsive 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 sufficient to be 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 include 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 Proposer's history of reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the Proposer'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.

Protests shall be filed with Marco Rafanelli at: 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. 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 Related Services including but not limited to design, project management and installation to charter and private schools on a national scale.
- Breadth and quality of products/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 Affiliate buyers (marketing plan).
- Location and number of salespersons who can support the marketing and sales of this contract to BuyQ Participants.
- Experience in and an understanding of the charter and private school markets.
- Service, support, product warranty and maintenance.
- Ease and quality of customer experience throughout the buying process, from design to installation.

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	Questionnaire Section	Maximum Points
General Company Information, Experience and Reputation	1	200
Products/Services and Pricing	2,3	400
Ordering and Distribution Model	4	100
Marketing, Sales, and Customer Service	5	200
Contract Terms and Conditions Fit	6	50
Presentation and Overall Quality of Proposal	N/A	50
TOTAL POSSIBLE POINTS		1000

DEFINITION OF PRODUCTS and SERVICES

Product Categories

BuyQ intends to enter into a contract with one or more Respondents to provide its Participants with a complete and comprehensive selection of school furniture and related services through this RFP.

Respondents are encouraged to include their complete catalog of products and services for the following school environments*:

- Administrative offices
- Conference/meeting spaces
- Lobbies
- Lounges
- Common areas
- Classrooms
- Labs, including science and career and technical
- Music rooms
- Art rooms
- Libraries
- Media/technology rooms
- Gyms
- eSports rooms or areas
- Makerspaces
- Computer centers
- Storage rooms
- Outdoor spaces
- Food service or dining areas
- Residence halls
- Early childhood/preschool environments
- Other areas where the scope defined herein might be utilized

Services

Respondents are also expected to include all available related Services including (but not limited to):

Design Services

Design services may include but are not limited to: space planning, installation plans, furniture migration strategies, reconfiguration of existing systems, assistance with furniture selection, interior office design, and computerized installation drawings.

Project Management Services

Project management services may include but are not limited to: assisting or leading the management of the project schedule, product selection, quality & risk management, planning, design, construction, and installation.

Installation Services

Installation may include but is not limited to: All delivery, receiving, uncrating, inspection, assembly and installation of all furniture and components and the removal of packing and other wastes from the site.

Other Services

All other related services including rental, safety inspection, repair, renovation, refurbishment, and remanufacture, retrofit or recycling services for the furniture solutions described above; and any other related services or solutions that support the product lines listed above.

*NOTE:

The purpose of this RFP is to identify vendors who offer the best value in as many of the product categories listed as possible. Respondents do NOT need to respond to each product or service section and may submit a proposal for one or more sections. For instance, a company may respond to the administrative office furniture section alone. The purpose of this is to ensure that we are selecting the best possible Vendor for each product category regardless of the breadth of their total catalog.

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 nationwide
- 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.
- For the covered Products and Services, Respondent is able to provide BuyQ Participants in the charter and private school sectors the best overall price, value, and lowest total cost of ownership based on the aggregate purchasing volume of all current and potential BuyQ Participants.
- All items proposed must comply with current applicable safety or regulatory standards or codes.
- Proposed equipment and products must be for new, current model; however, Respondent may offer certain close-out equipment or products if it is specifically noted in the Pricing proposal.
- All equipment, products, supplies, and services must be covered by a warranty that is the industry standard or better

Regulatory Requirements and Standards

By submitting a proposal, each Respondent is agreeing that the products offered are manufactured in compliance with all federal and state standards including warning labels and safety devices, guard and equipment required to meet the safety standards recognized by industry safety, councils or organizations to establish safety standards such as Occupational Safety and Health Administration (OSHA), National Fire Protection Association (NFPA), National Institute of Occupational Safety and Health (NIOSH), American National Standards Institute (ANSI), Underwriters Laboratories, Inc. (UL), Environmental Protection Agency (EPA), Business Institutional Furniture Manufacturers Association (BIFMA), etc. If a product proposed requires a Material Safety Data Sheet (MSDS) it must accompany each shipment. Additionally, applicable products must meet the following specific standards:

- ANSI/HFES and/or BSR/HFES (Human Factors Engineering of Computer Workstations)
- CPSIA 1303 or 16 C.F.R 1303 (Ban of Lead-Containing Paint)
- ANSI/BIFMA X5.1 (Office Seating), X5.4 (Lounge and Public Seating), X5.5 (Desk Products) X6.1 (Educational Furniture) and E3 (Furniture Sustainability Standard)
- California Air Resources Board (CARB) (Formaldehyde Emissions)
- California Proposition 65 (Lead and Other Toxic Substances)
- California Bureau of Electronic and Appliance Repair, Home Furnishings, and Thermal Insulation (BHFTI) (Technical Bulletin 117)

BQ-SS-003
PROPOSAL QUESTIONNAIRE

GENERAL COMPANY INFORMATION, EXPERIENCE and REPUTATION

- a. Please provide the following general company information:
 - i. Company's official registered name
 - ii. Brief history of your company, including the year it was established
 - iii. Company's Dun & Bradstreet (D&B) number
 - iv. Corporate office (headquarters) mailing address
 - v. Total annual sales (top-line revenue) for 2021 and 2022
 - vi. What is your company's mission? Please give one example of how your mission drives business decision-making.

- b. What differentiates your company from competitors? How will this translate into value for our charter and private school participants?

- c. Is your company able to offer products and service customers in all 50 states? If no, indicate every state where your company is UNABLE to offer products and services.

- d. Which best describes your company's position in the distribution channel? (Check all that apply):
 - Manufacturer direct
 - Certified education/government reseller
 - Authorized distributor
 - Manufacturer marketing through reseller
 - Value-added reseller
 - Other (explain) _____

- e. Number of years your company has been selling the products under consideration to the K-12 market.
 - 0-5
 - 5-10
 - 10-20
 - 20+

- f. Indicate your approximate national charter and private school K-12 market share:
 - <1%
 - 1-5%
 - 5-10%
 - >10%

- a. Describe any sustainability initiatives or policies your company has implemented.

- g. Describe any efforts your company has taken to offer products that minimize or eliminate toxicity and improve indoor air quality. Provide any corresponding certifications such as those offered by GREENGUARD, OKEO-TEX, GOTS or others.

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

h. Company contacts for BuyQ

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

Main Contact Person: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

Marketing and Sales Contact Person (if different):

Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

i. Minority and Women Business Enterprise (MWBE) and (HUB) Participation

It is the policy of some entities participating in BuyQ to involve minority and women business enterprises (M/WBE), small and/or disadvantaged business enterprises, disabled veterans business enterprises, historically underutilized businesses (HUB) and other diversity recognized businesses in the purchase of goods and services. Respondents shall indicate below whether or not they hold certification in any of the classified areas and include proof of such certification with their response.

- i. Minority Women Business Enterprise Respondent certifies that this firm is an MWBE [Yes/No]
List certifying agency: _____
- ii. Small Business Enterprise (SBE) or Disadvantaged Business Enterprise (DBE)
Respondent certifies that this firm is a SBE or DBE [Yes/No]
List certifying agency: _____
- iii. Disabled Veterans Business Enterprise (DVBE)
Respondent certifies that this firm is a DVBE [Yes/No]
List certifying agency: _____
- iv. Historically Underutilized Businesses (HUB)
Respondent certifies that this firm is a HUB [Yes/No]
List certifying agency: _____
- v. Historically Underutilized Business Zone Enterprise (HUB Zone)
Respondent certifies that this firm is a HUB Zone [Yes/No]
List certifying agency: _____
- vi. Other Diversity Recognized Businesses
Respondent certifies that this firm is a recognized diversity certificate holder [Yes/No]
List certifying agency: _____

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

- k. If your company is offering installation services as part of your response to this RFP, provide your company's policies for background checks, fingerprinting, and TB screening for any employees who may enter customer grounds, or for fulfilling those requirements should a customer require it.
- l. 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
 - Discount from list given
 - Annual sales
- m. 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).
- n. 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. For each reference, please include the following information:
- School Name
 - Contact Name and title
 - Address
 - Phone numbers
 - Dates serviced
- o. Certificates and licenses
Provide a copy of all current licenses, registrations and certifications issued by federal, state and local agencies, and any other licenses, registrations or certifications from any other governmental entity with jurisdiction, allowing Respondent to perform the covered services including, but not limited to licenses, registrations or certifications. M/WBE, HUB, DVBE, small and disadvantaged business certifications and other diverse business certifications, as well as manufacturer certifications for sales and service must be included if applicable. Please email certificates and licenses in one attachment to marcorafanelli@buyq.org as part of this submission.

2. PRICING on 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. Respondents shall provide all pricing in MS Excel and upload the file as an attachment.

- a. Describe the full line of products and services offered in this proposal. Indicate which of the following school environments your proposal covers (check all that apply):
- Administrative offices
 - Conference/meeting spaces
 - Lobbies
 - Lounges
 - Common areas
 - Classrooms
 - Science Labs
 - Career/technical workshops or labs
 - Music rooms
 - Art rooms
 - Libraries

- Media/technology rooms
 - eSports rooms or areas
 - Makerspaces
 - Computer centers or labs
 - Storage rooms
 - Outdoor spaces
 - Food service or dining areas
 - Residence halls
 - Early childhood/preschool environments
 - Value added products and services (see section 3)
 - Project management services
 - Design services
 - Installation services
 - After-order customer service
 - Other/s (explain) _____
- b. Not to Exceed Pricing
- i. BuyQ requests pricing be submitted as “not to exceed” for any participating entity.
 - ii. Unlike fixed pricing, the awarded vendor can adjust submitted pricing lower if needed but cannot exceed original pricing submitted for solicitation.
 - iii. Vendor must allow for lower pricing to be available for similar product and service purchases.
- c. Respondents shall provide pricing in the format of a fixed percentage discount off published catalog prices, and/or independently verifiable manufacturer’s list price. Respondents may submit discounts for various manufacturers. Discounts will remain firm and will include all charges that may be incurred in fulfilling requirement(s). Cost-plus pricing will not be accepted.
- d. Price List
- i. Include an electronic copy of the catalog from which discount, or fixed price, is calculated.
 - ii. Submitted electronic price lists must contain the following:
 1. Manufacturer part #/SKU, Respondent’s Part # (if different from manufacturer part #), Product Description, Manufacturers Suggested List Price and Net Price, Net price to BuyQ participants (including freight)
 2. A delivery/freight pricing scheme that varies by geography is acceptable, if this approach is taken, please include a relevant map or list of states and their associated delivery charges.
 3. Respondents may include different price points for levels of service or delivery per product such as tailgate delivery, inside delivery, and delivery plus installation/assembly.
 4. A tiered, escalating percentage discount structure based on purchase dollar volume is acceptable and encouraged. Such a tiered structure should be clearly included in the pricing file.
 5. Services such as project management design, delivery, installation, training, and other services must be included and priced or listed as free to be offered on the contract.
 6. Provide pricing for warranties and extended warranties, if applicable
- e. Rebates

- i. If offered, please describe any rebates available to customers. Indicate if rebates are applicable above a certain purchasing threshold and if there are any other limitations applicable to offered rebates.

- f. Project Management Services
 - i. Indicate your company's project management service capabilities.
 - ii. Indicate the hourly rate (if applicable) offered to BuyQ participants for project management services, and the corresponding discount off of your company's published or standard rates for project management services.

- g. Design Services
 - i. Indicate your company's design service capabilities.
 - ii. Indicate the hourly rate (if applicable) offered to BuyQ participants for design services, and the corresponding discount off of your company's published or standard rates for design services.

- h. New and Expanding School Pricing and terms
 - i. Strong proposals will offer deeper discounts on products, services and/or value-added services to new and expanding schools. New and expanding schools, which we define as any school that is opening a new campus (including brand new schools and existing schools that are expanding) are a key market segment and can drive significant sales volume. Recognizing the special opportunity these customers provide presents your company the opportunity to build a strong relationship from day one. The strongest proposals will offer additional discounts and/or an exclusive value-added offering for new schools to be applied for the six-months-prior-to and two-months-after the new or expanding school's opening period. The strongest responses to this question will include special pricing and extended payment terms.

Please describe any special new and expanding school benefits offered to applicable customers.

- i. Pricing Scale
 - i. Compare the proposed pricing and terms to large school districts, public agencies and other cooperative group purchasing organizations. 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.

- j. Pricing Information
 - i. In addition to the current typical unit pricing furnished herein, the Vendor agrees to offer all future product introductions at prices that are proportionate to Contract Pricing. Yes/No (If answer is no, attach a statement detailing how pricing for BuyQ participants would be calculated.)

- k. Administrative Fee Confirmation
 - i. Please confirm that the pricing submitted includes the required administrative fee. See Section 5 of the attached Master Agreement. Yes/No

- l. Other Restrictions and Fees
 - i. 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, restocking

fees, and/or any other relevant fee or restriction associated with this contract. Fees or restrictions not listed will not be allowed under this contract.

m. Value Added Products and Services

- i. 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.
- ii. Any additional products or services offered in this section will only be considered by BuyQ if auditable pricing is offered for them. Any products or services for which pricing is not offered (unless those products and services are offered at no cost) will not be considered a part of any contract awarded as a result of this RFP.
- iii. 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.

3. **ORDERING AND DISTRIBUTION**

NOTE: Where applicable, the awarded vendor's submissions in this section will be incorporated into sections 9, 10, and 11 of the Master Agreement.

- a. Which best describes your company's position in the distribution channel (check all that apply):
 - Manufacturer direct
 - Authorized distributor
 - Value-added reseller
 - Certified education/government reseller
 - Manufacturer marketing through a reseller
 - Other (describe)
- b. Describe how your company proposes to nationally distribute Products outlined in this RFP through your distribution system.
- c. More and more charter and private schools are adopting procurement software and using it to punch-out to vendor e-commerce sites. Describe your company's experience with and ability to (if any) connect with a customer's e-procurement software via punch-out or other means of electronic data interchange (EDI).
- d. Identify all other companies that will be involved in processing, handling, or shipping Products and/or Related Services to the end user. If you use a distributor or reseller sales model, please attach a list of all distributors nationwide and the territory they cover.
- e. Provide relevant information regarding your ordering process including your ability for BuyQ participants to verify they are receiving contract pricing.
- f. State your products' normal delivery time and any options and associated costs for expedited delivery, desktop delivery, and returns.
- g. How does the company handle emergency orders?
- h. Provide your company's average fill rate.
- i. Provide your company's average on time delivery rate.
- j. Provide your return and restocking policy and applicable fees.
- k. Describe your backorder policy.
- l. Describe your invoicing process. Include payment terms and acceptable methods of payments. Respondents shall describe any associated fees pertaining to credit cards/p-cards.

4. **MARKETING, SALES and CUSTOMER SERVICE**

BuyQ is seeking the ability to serve all current and prospective Participating charter and private schools. The Respondent must demonstrate the ability to both market and service their services/products nationwide.

a. 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, but should include (but not be limited to) the following activities:

- A contract marketing "launch" meeting with applicable Vendor and BuyQ representatives
- Announcement of award through applicable marketing channels including 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 National Association of Independent Schools Annual 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 efforts.

b. Sales and Marketing Commitment

- i. 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. Supplier 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.

c. Existing Charter and Private School Business

- i. How many charter school customers did your company serve in 2022? Close estimates are acceptable.
- ii. Provide the 2022 aggregate sales volume in dollars to those charter schools for the products and services under consideration in this RFP.
- iii. How many private school customers (according to the BuyQ definition, provided earlier in the RFP) did your company serve in 2022? Close estimates are acceptable.
- iv. Provide the 2022 aggregate sales volume in dollars to those private schools for the products and services under consideration in this RFP.

d. Sales Structure and Training

- i. 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?
- ii. Does your sales force consist of employees, independent contractors, third-party employees, or a mix? Please explain.
- iii. Please provide a list of all applicable salespeople and their corresponding geographic territories.

- iv. 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.
- v. Describe your plan for delivering training on the implementation of this contract to your sales force. Please indicate the degree to which BuyQ may be involved in that training.
- e. Customer Service and Retention
 - i. Describe your company's approach to customer service/customer service philosophy
 - ii. Describe your company's customer service department (hours of operation, number of service centers, etc.).
 - iii. Outline your process for responding to customer service requests and conflict resolution.
 - iv. Describe your service response time policy and explain any warranty programs.
 - v. Provide your company-wide customer retention rate.

5. TERMS AND CONDITIONS – MASTER AGREEMENT

Please see the attached MASTER AGREEMENT (BUYQ GROUP PURCHASING AGREEMENT) between BuyQ and the awarded vendor.

- a. Instructions
 - i. Respondents are advised to carefully read the 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 as part of your submission. (Note: Unacceptable exceptions 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.)

6. EDGAR CERTIFICATION

- i. Respondents must download, complete (sign) and upload an EDGAR Certification form. This form will become Exhibit B of the Master Agreement.

7. REPORTING

- a. As per section 6.0 in the Agreement, the contracted 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. Please acknowledge and agree that this report can be provided with the following information:
 - Customer Organization Name
 - Customer ID (assigned by Vendor)
 - Customer Address
 - Name of Product(s) purchased
 - Product category (and any other available descriptors)
 - Total Sale amount
 - Sale date
 - List price
 - Savings amount