

# **Rice University**

## ***“Emergency Notification and Campus Safety System”*** **Request for Proposal**

RFP#2017-04-001

**Date Submitted: April 10, 2017**

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## Purpose

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified sources to establish a contract through competitive negotiations to provide an Emergency Notification System for Rice University. The system will be used to ensure that students, faculty and staff are rapidly notified and enabled to respond quickly and safely to any emergency incidents affecting the campus community. The system must support notification via SMS, email, and voice messages at a minimum. Additionally, it will provide a means for campus security to quickly identify and respond to personal safety incidents. This system will be a key component of our campus safety and emergency communication strategy.

## Evaluation and Award Criteria

Responses to this RFP will be evaluated based on the proposer's ability to:

- Meet the minimum required functionality.
- Demonstrate robustness/redundancy of messaging infrastructure and high rates of message delivery.
- Provide additional capabilities deemed to be valuable to meeting the overall objectives of enhancing campus safety.
- Provide support and training services needed to ensure program success.
- Provide university client references specific to the product and services required.
- Demonstrate focus on higher education requirements.
- Overall price.

## Background

Provide details on the institution: public/private, location, enrollment, number of faculty and staff, number of campuses, Rice University is a private research university located on a 295-acre campus in Houston, Texas. The university enrolls 3,800+ undergraduate students, 2,800+ graduate students (~6,500 total student population), ~ 2,900 faculty and staff for a total campus population of ~10,000 (including campus visitors/contractors).

## Proposal Prep and Submission Guidelines

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Information which the proposer desires to present that does not fall within any of the requirements of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

As used in this RFP, the terms “must,” “shall,” “should” and “may” identify the criticality of requirements. “Must” and “shall” identify requirements whose absence will have a major negative impact on the suitability of the proposed solution. Items labeled as “should” or “may” are highly desirable, although their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual “must” and “shall” items may not be fully satisfied, but it is the intent to satisfy most, if not all, “must” and “shall” requirements. The inability of a proposer to satisfy a “must” or “shall” requirement does not automatically remove that proposer from consideration; however, it may seriously affect the overall rating of the proposer’s proposal.

Timeline for purchasing and implementation process is as follows:

- 1) Issuance of RFP: April 10, 2017.
- 2) Notification of intent to respond or refuse shall be received on or before April 12, 2017 at 2:00PM. Shall be sent via e-mail to Jerusha Kasch, Director of Institutional Crisis Management at [jkasch@rice.edu](mailto:jkasch@rice.edu)
- 3) Final questions to be received in writing no later than April 21, 2017 at 2:00PM and will be accepted by e-mail to [jkasch@rice.edu](mailto:jkasch@rice.edu)
- 4) Clarification answers to be posted in the Open Solicitations website: April 28, 2017.
- 5) Responses shall be sent via e-mail to Jerusha Kasch, Director of Institutional Crisis Management at [jkasch@rice.edu](mailto:jkasch@rice.edu) no later than May 10, 2017 at 2:00PM.
- 6) Finalists announced: May 24, 2017.
- 7) Follow-up meetings and demonstrations: June 5-9, 2017.
- 8) Award notification to the successful Vendor: June 16, 2017.
- 9) Expected implementation complete date: August 31, 2017.

## Contact Info

Provide contact information and availability information for institution’s RFP coordinator and/or primary points of contact.

## Statement of Needs

### General Requirements Overview

Requirement	Response
Provide a high-level overview of the proposed solution.	

### Company Info

Requirement	Response
Provide the primary point of contact and contact information for the proposer.	
Describe the proposer’s form of business ( <i>i.e.</i> , individual, sole proprietor, corporation, nonprofit corporation, partnership, limited liability company) and detail the name, mailing address and telephone number of the person the Institution should contact regarding the proposal.	
Provide the following as documentation of financial responsibility and stability: <ul style="list-style-type: none"> <li>• A current written bank reference, in the form of a standard business letter, indicating that the proposer’s</li> </ul>	

<p>business relationship with the financial institution is in positive standing.</p> <ul style="list-style-type: none"> <li>• Two current written, positive credit references, in the form of standard business letters, from vendors with which the proposer has done business or documentation of a positive credit rating determined by an accredited credit bureau within the last 6 months.</li> <li>• A copy of a valid certificate of insurance indicating liability insurance in the amount of at least \$3,000,000 in the aggregate.</li> </ul>	
<p>Provide a statement of whether the proposer or any of the proposer's employees, agents, independent contractors or subcontractors have been convicted of, pled guilty to or pled <i>nolo contendere</i> to any felony, and if so, an explanation providing relevant details.</p>	
<p>Provide a brief, descriptive statement indicating the proposer's credentials to deliver the services sought under this RFP.</p>	
<p>Proposer must have provided similar services for a minimum of 5 years. Please describe.</p>	
<p>Indicate the proposer organization's number of employees, client base and location of offices.</p>	
<p>Proposer must be able to warrant that they provide background checks on all employees and that only employees who have undergone background checks will have access to data.</p>	
<p>Proposer should support higher education clients. State current number of higher education clients. Provide any appropriate customer retention statistics over the last 5 years.</p>	
<p>Indicate the proposer's focus on the unique needs of higher education as a customer base in their development and services road map.</p>	
<p>Provide a narrative description of the proposed project team and its organizational structure, list its members and include resumes.</p>	
<p>Provide customer references for three completed projects at institutions of similar size and mission currently serviced by the proposer.</p> <p>Each reference must include:</p> <ul style="list-style-type: none"> <li>• The institution name and business address.</li> <li>• The name, title and telephone number of the company contact knowledgeable about the project work.</li> </ul>	

<ul style="list-style-type: none"> <li>• A brief description of the service provided and the period of service.</li> </ul>	
Proposer shall describe any partnerships with wireless carriers, including their names and details about the relationship. How would these partnerships help the institution?	

### **Technical Information**

<b>Requirement</b>	<b>Response</b>
Proposer’s solution must be a hosted, Software-as-a-Service (SaaS) model. Please describe any on-site installation required or other deviations from a hosted, SaaS model.	
Proposer must demonstrate an adequate business continuity plan and should discuss the methods used to ensure redundancy. Specifically describe the hosting infrastructure and methods used to ensure redundancy.	
Are there any single points of failure in the messaging delivery between your hosting center and the “last mile” infrastructure (e.g., calling centers, SMS aggregator binds, etc.)? Please describe how delivery risk is minimized along the message delivery chain for the different message types.	
Proposer must provide security for individual data. Please describe your policies for ensuring data privacy and security.	
How can users be sure their information is secure and will not be used for any other purposes or sold to third parties?	
Proposer should demonstrate regular, third-party monitoring and review of all security procedures.	
Proposer should describe their ongoing maintenance and system testing procedures. Include in this response information relative to how new features are addressed.	
Proposer should describe its data backup and recovery policies.	
Proposer’s system must minimally support the following notification methods: <ul style="list-style-type: none"> <li>• SMS via SMPP.</li> <li>• Email.</li> <li>• Outbound dialed voice.</li> <li>• Social media (Twitter, Facebook).</li> <li>• Publish RSS feed.</li> <li>• Send OASIS-compliant CAP message (not a must but desired).</li> <li>• Send messages to FEMA’s IPAWS-OPEN platform.</li> </ul>	
Proposer’s system must work across all major wireless carriers and wireless phone models. Describe any limitations and how the system addresses delivery to smaller carriers.	

Proposer must demonstrate carrier-grade voice message delivery. Please describe your voice message delivery architecture. Does the system rely on VOIP or SS7? If VOIP, please describe any additional features to prevent quality degradation under high volume or denial-of-service attacks.	
Proposer must demonstrate an effective SMS delivery architecture. Please describe your SMS delivery architecture. Do you deliver messages via SMTP or SMPP? If delivery is via SMTP only, please detail carrier white-listing relationships. If SMPP, does your system utilize direct binds or aggregators? What safeguards are in place to ensure message delivery?	

## **Messaging**

<b>Requirement</b>	<b>Response</b>
Proposer's solution should implement a unified approach to messaging, allowing an alert author to activate any combination of notification methods from a single interface. Describe.	
Proposer should detail best- and worst-case delivery intervals for each type of message (SMS, email and voice), including the impact of additional numbers of users (X1, X100, X1000, X10,000) on delivery times. What additional factors should the institution consider when predicting message delivery performance?	
Proposer's system must provide the means to initiate and deliver a notification message to all registered users on a 24/7 basis.	
Describe any limit on the number of SMS messages processed through the proposed system. Describe how the number of messages will affect delivery of messages.	
A minimum SMS capacity of 100,000 messages per minute is required.	
Support for two-way message responses for SMS message is required. Specify delivery modes that support two-way messaging.	
Please explain how your product defines "successful delivery" for text, email and voice messages. Does your product receive handset delivery confirmation receipts from wireless carrier networks?	
Proposer must demonstrate sufficient monitoring to ensure SMS delivery. Please describe any monitoring performed to ensure end-to-end SMS message delivery.	
Proposer must provide an alternate means to send emergency messages if the internet is congested. Please describe.	
Proposer's solution must allow for administrators to define ad hoc target audiences based on query parameters within the system. Creating a new recipient group or list must not require a query to be run in another system.	

Proposer's solution must allow for opt-in groups and provide a website where users can view and opt into those groups.	
Proposer's solution must allow for the upload of a target recipient list that was extracted from another system.	
Proposer's solution must allow the creation, saving and editing of "canned" alerts.	
Proposer's solution should provide users the ability to set their own communication preferences (e.g., email and SMS, no email, etc.). Please describe.	
Proposer's solution should provide users the ability to opt out of all text messaging services except for emergency alerts. Please describe.	
Proposer's solution should allow users the ability to opt in or opt out of text messages from their phone by sending a text message to the system. What other options for opting in or out do users have?	
Can users send messages to the entire group? Describe the categories of groups available and how they operate.	
Can users invite other system users to their groups via web, email and text messaging?	
Proposer's solution should allow for administrators to define groups as "private" (only visible to people who are authorized to view the group) or "public" (visible to everybody at the school).	
Proposer must warrant that the system telephone number databases shall not be available, sold or shared otherwise to telemarketers or other solicitors. Database must be secure. Provide detail.	
Proposer's solution shall provide an interactive capability by including provisions for touch-tone responses on request.	
Proposer's solution should provide an interactive capability by including provisions for SMS responses on request. Describe how messages are presented to administrators.	
Does the proposer's solution provide a secure means that allows the institution to record a voice message with a single click, such that the alert author is not required to key in user-ids, passwords or message codes?	
Proposer's solution should allow for a prerecorded introductory message to precede all voice alerts when allowing a recognizable human voice to introduce each alert, including Text to Speech (TTS). Describe the system's approach to improving alert effectiveness.	
Proposer's solution should allow for Text-to-Speech (TTS) generation of voice alerts. Solution must provide a secure means in which to preview the resulting translation with a single click, such that the alert author is not required to key in user IDs, passwords or message codes.	
Proposer's solution shall be able to detect and re-call busy, no-answer and operator-intercepted telephone numbers upon request. Describe the system's reporting capabilities in this area.	
Proposer's solution should allow for configurable caller IDs based for voice alerting.	
Proposer's solution shall provide a method for publishing	

<p>alerts via RSS to institutional websites, personal RSS readers and digital signage systems.</p> <p>What access controls are put in place to support an Institution with multiple institutional websites or digital signage systems?</p>	
<p>Proposer's solution shall measure and adjust for network congestion or over-subscription during emergency conditions.</p>	
<p>What is the SMS delivery rate capability? Are there any limitations?</p>	
<p>Please provide real-world examples of high-volume (50,000+ messages) SMS throughput/delivery metrics observed in actual use of your system. Please identify the event, users targeted and delivery performance.</p>	
<p>What is the email delivery rate capability? Are there any limitations?</p>	
<p>Provide real-world examples of high-volume (100,000+ messages) email throughput/delivery metrics observed in actual use of your system. Please identify the event, users targeted and delivery performance.</p>	
<p>Proposer's solution must support rapid delivery of voice messages. Please describe. What is the delivery rate capability? Are there any limitations?</p>	
<p>Proposer's solution must allow for institution-defined call-throttling rules to slow down dialing, reducing the chances of congestion and subsequent call retries for voice-based alerting. Solution must allow for multiple groups, each group having its own concurrent call limit and unrestricted number of line ranges.</p>	
<p>Proposer's solution shall automatically measure and adjust for voice network congestion and reactively slow down dialing when downstream network capacity has been exceeded.</p>	
<p>Proposer's solution shall provide a method for publishing alerts via CAP. The solution should support delivery of CAP documents via web services or published to a directory as an XML document.</p> <ul style="list-style-type: none"> <li>• What versions of the OASIS CAP standard does your platform support?</li> <li>• What is the maximum number of CAP endpoints?</li> <li>• What strategies have you implemented to insulate users from this complex data standard?</li> </ul> <p>What access controls are put in place to support an Institution with multiple CAP endpoints?</p>	
<p>Proposer's solution must allow institution to post notifications to social media feeds. Please describe how this is addressed by the proposed solution.</p> <p>What access controls are put in place to support an Institution with multiple social media accounts?</p>	
<p>Proposer's solution shall provide a comprehensive call, SMS and email reporting capability. Activation reports shall be provided to the client at the start of notification and after</p>	

every event. Provide samples of standard reports.	
Proposer must provide reports down to the individual recipient level across modes. Describe.	

## ***User Management***

<b>Requirement</b>	<b>Response</b>
Proposer's solution must allow for users to self-register through an institution-branded website. Please describe.	
Proposer's solution must allow for registration authentication to ensure users are affiliated with the institution. Institution must have the ability to select from the following authentication methods to control access to the internal user registration portal: <ul style="list-style-type: none"> <li>• Authentication native to the proposer's solution.</li> <li>• Integration with institution's LDAP server.</li> <li>• Integration with institution's IMAP server.</li> <li>• Integration with institution's CAS SSO.</li> <li>• Integration with institution's shibboleth SSO.</li> </ul>	
Proposer's solution must have phone validation processes to validate that the user who registers owns the phone and is able to receive messages. Please describe.	
Proposer's solution must allow for regular bulk upload of users captured outside the proposer's system. Please describe, specifically covering how updates and deletions are handled.	
Proposer's system should expose APIs for the purpose of user management functions. Describe.	
Proposer's solution should allow for regular upload of course/user associations to facilitate course messaging and administration by faculty.	
Proposer's solution must allow for user types that are only allowed to send broadcast alert messages, not edit or access user data.	
Proposer's solution should allow for user types that are only allowed permission to message defined groups that are a subset of the larger user population. Higher-level administrators should be able to define those permissions. Please describe.	
Proposer's solution should provide tools for administrators to manage user information within the system. Please describe capabilities.	
Proposer's solution should support unlimited administrative user accounts at no additional cost. Describe any limitations or costs related to administrative users and alert authors.	
Proposer's solution should allow for the upload of attributes about users that can be used to define alertable "groups" or "lists." Please describe.	
Describe the processes recommended for administering the system and authorizing users to generate messages and broadcast alerts.	

<p>Proposer's solution should have multiple workflows:</p> <ul style="list-style-type: none"> <li>• Inclusive workflow -- allowing more experienced users with full control of the system.</li> <li>• Simplified workflow -- optimized for casual users or users with specific messaging responsibility.</li> </ul>	
<p>Proposer's solution should provide extensive access controls that limit the recipients a specific alert activator can reach. Describe in detail.</p>	
<p>Proposer's solution should provide extensive access controls that limit the templates a specific alert activator can utilize when sending a notification. Describe in detail.</p>	
<p>Proposer's solution must provide reports that detail the integrity of the contact information in the system. Examples include reports of undeliverable emails or phone numbers. Describe.</p>	
<p>Proposer's solution should allow user registration via SMS. Solution must have a mechanism for authenticating those users. Please describe.</p>	
<p>Proposer's solution should provide a website where registered users can modify their contact information and preferences.</p>	

## Integration

Requirement	Response
Provide details on any integration required with institutional systems in order to enable the proposed services.	
Proposer's solution should provide published APIs that will facilitate automated messaging through the system's message delivery architecture. Please describe.	
Proposer's solution should support IMS v1.1 format for upload of class associations and other stored attributes to support academic group messaging.	
Proposer's system should accept OASIS-compliant CAP messages from external systems to trigger a multi-modal broadcast alert. Describe how the system determines which CAP messages to act on and what action to take.	
Proposer should provide native integration with Alertus desktop notification and safety beacon technology.	

## Individual Safety

Requirement	Response
Proposer's system should allow students' profile information to instantly display in the Public Safety Department in the event of an emergency.	
Proposer's system should provide students with the ability to set a timer alarm from their phone which, when expired, presents important information about the student to campus police. System may also provide information about the location of the student when available. Describe.	
Proposer's system should allow for reporting of common times and areas where students set their timers.	
Proposer's system should support a "one-button" push outreach to public safety responders. Describe.	
Proposer's system should support a means for students, staff and faculty to send information (text messages, rich media) to public safety.	
Proposer's system should support categorized tip-line messages to public safety.	
Proposer's system should support anonymous tip capability.	
Proposer's system should offer location-aware tip capability. Describe.	
Proposer's system should support a means for campus community members to provide supplemental information directly to 9-1-1 safety responders (e.g., people with disabilities, individuals with access and functional needs, and other information critical to responders). Describe in detail.	

## ***Implementation, Training and Support***

<b>Requirement</b>	<b>Response</b>
Describe any tools or services provided to maximize service adoption and registrations. Any additional costs should be clearly detailed in the pricing section below.	
Proposer's solution shall include initial training for system administrators and operators. Describe proposed training and detail any additional cost for future training.	
Provide a brief description of the major steps in the implementation process, including university resource needs, any on-premise activities required and timelines.	
Proposer must provide 24/7/365 phone support. Describe the support levels.	
Describe the support process provided.	
Describe any ongoing resource requirements expected from the institution.	
Proposer should provide an advanced training learning management environment that is available 24 hours a day. Describe offerings and usage.	
Access to training resources should be unlimited.	
Training resources should be supported on personal computers and via a mobile application supporting at least iOS and Android mobile devices. Describe functionality.	
Proposer's training system should offer a certification process that validates successful completion of courseware.	

## ***Other Capabilities and Future Enhancements***

<b>Requirement</b>	<b>Response</b>
Please provide a brief description of other products or services not specifically detailed in this document that you feel are relevant to a purchasing decision.	
Please provide a brief overview of the general direction of your development focus over the next year and how you feel that will impact our capabilities.	

## **Pricing**

Illustrate all financial elements in this section so that all costs (one-time, fixed, recurring, ongoing, optional, usage-based, etc.) for all services, hardware, software, licensing, hardware maintenance, software maintenance, development, documentation, training, support and operation are reflected. All pricing should be broken out by line-item category. The proposer shall also list and price any item that is part of the solution (whether hardware, software or management-related) that has not been specified in the requirements but is needed in order for successful installation, development and operation of this service.