

San Francisco Unified School District

**Student Nutrition Services
Request for Proposal No. SMT2016**

**To Develop a SFUSD-Owned Smart Meal Technology Platform for SFUSD's Student
Nutrition Services**

**PRE-PROPOSAL CONFERENCE
February 9, 2016 – 10:00 A.M., Room 4**

Questions and Answers re SMT2016

Below are the questions SFUSD has received regarding RFP SMT2016, as well as the District's responses to these questions.

- 1. The proposal mentions that the app should be tablet compatible - is that in reference to just iPads or Android tablets as well?**

District Response: Currently, iPads are the only tablets that are planned to be used in the dining areas. Please see RFP page 5, list item 1. See page 6, list item 1, and page 11, list item 5.

- 2. What is the oldest iOS version that we want to support?**

District Response: We think iOS9 should suffice. However, we are open to discuss this with the developer.

- 3. The IDEO scope sounds pretty extensive - in light of that, what do you foresee as the developers' level of involvement? Would there be freedom in terms of input and direction, or is the assumption that they are providing just the software solution and maintenance?**

District Response: SFUSD's FDE partnered with IDEO to map the conceptual development of the Smart Meal Technology platform, and it currently possesses wireframes, system maps (including feeds and data sources) and detailed use cases for the development of the platform. These resources can serve as a point of reference; however, they are not specific enough to serve as the business requirements for the design process. Please see RFP page 5, the fourth paragraph from the bottom. See also the requirements of the contract, including without limitation: page 2, section j; page 4, section 4 item a.

- 4. Are you looking for a solution that is specific to SFUSD, that you would own the IP for, or are you open to one that is licensed?**

District Response: Under the RFP, the Smart Meal Technology will be owned by SFUSD. Accordingly, SFUSD is willing to entertain proposals from a company with an existing meal services-related app that the company proposes to adapt to meet SFUSD's specifications, however, SFUSD would not be getting a license from such a vendor to use the vendor's app -- rather, under this RFP, the vendor would be developing an app to meet SFUSD specifications as a work for hire, and SFUSD would own the resulting app. It will be up to such a vendor to decide if it wishes to make a proposal given the work-for-hire (SFUSD owns) requirements of the RFP. Please see RFP page 1, title. See also the requirements of the contract, including without limitation page 14 section 20 item a and b.

5. Does this rule out a product that is already provided to other districts that SFUSD wouldn't have IP to?

District Response: Under the RFP, the Smart Meal Technology will be owned by SFUSD. Accordingly, SFUSD is willing to entertain proposals from a company with an existing meal services-related app that the company proposes to adapt to meet SFUSD's specifications, however, SFUSD would not be getting a license from such a vendor to use the vendor's app -- rather, under this RFP, the vendor would be developing an app to meet SFUSD specifications as a work for hire, and SFUSD would own the resulting app. It will be up to such a vendor to decide if it wishes to make a proposal given the work-for-hire (SFUSD owns) requirements of the RFP. Please see RFP page 1, title. See also the requirements of the contract, including without limitation: page 14 section 20 item a and b.

6. Would you accept a proposal that entertains licensing, if it met the scope of work but wasn't owned by you?

District Response: Under the RFP, the Smart Meal Technology will be owned by SFUSD. Accordingly, SFUSD is willing to entertain proposals from a company with an existing meal services-related app that the company proposes to adapt to meet SFUSD's specifications, however, SFUSD would not be getting a license from such a vendor to use the vendor's app -- rather, under this RFP, the vendor would be developing an app to meet SFUSD specifications as a work for hire, and SFUSD would own the resulting app. It will be up to such a vendor to decide if it wishes to make a proposal given the work-for-hire (SFUSD owns) requirements of the RFP. Please see RFP page 1, title. See also the requirements of the contract, including without limitation: page 14 section 20 item a and b.

7. What are the security measures going to be for the app? Will each student have an individual ID?

District Response: Login capabilities that are specific to students and staff will be determined by SFUSD and will comply with applicable state and federal laws and regulations.

Please see RFP page 6, list item number 1. See also page 7, list item number 3. See also page 11 list items 4 and 5. See also the requirements of the contract, including without limitation page 3 item l.

8. Are there COPPA regulations around what is able to be stored vs what isn't? Is the expectation that the developer would advise/research on this, or does SFUSD already have that outlined beyond what is included the proposal?

District Response: SFUSD will research and address whether, and, if so, how, the Children's Online Privacy and Protections Act ("COPPA") may apply to the Smart Meal Technology platform to be developed under this RFP. As SFUSD will own and operate the app to be developed, it is not anticipated that COPPA will apply, but a more definitive determination on this may have to wait until the app is further along in the design process. As noted, SFUSD will research this and make this determination.

9. Would you want to explore an age gate process? Is it necessary?

District Response: Assuming that the "age gate" asked about in this question refers to requirements under the Children's Online Privacy and Protections Act ("COPPA"), please see SFUSD's answer to the above question regarding COPPA.

10. How flexible is the launch timeline?

District Response: It is anticipated that Smart Meal Technology development, including without limitation Application and Platform development will take place on a schedule that will enable piloting to take place during the summer of 2016, and for, at a minimum, a limited release to take place during the 2016-2017 school year. The Proposal's Project Schedule must take this into account. Please see RFP page 5, the third paragraph from the bottom. See also RFP page 12, section 7.

11. How is the database currently structured? What databases is SFUSD currently using?

District Response: SFUSD currently uses Synergy as a central data source and Student Nutrition Services currently uses Cybersoft Primero Edge and Horizon Onesource as meal software. The app would need to be able to pull from these sources. Services should bridge between SFUSD's Student Information System, Student Nutrition Services Food Management software, Online Prepayment System, and Web based Free & Reduced Meal Application software. See RFP page 6, section 4, and RFP page 7, list item 1. See also contract page 2, item f.

12. Typically Primero and Horizon provide the same type of child nutrition software, how are you using those two systems?

District Response: Student Nutrition Services currently uses Primero for Meal Application processing and Front of House services. Student Nutrition Services currently uses Horizon for Back Of House support and nutritional information. The app needs to be developed in such a way that if software providers were to change, the backend connections could easily adapt to a new software provider. Services should bridge between SFUSD's Student Information System, Student Nutrition Services Food Management software, Online Prepayment System, and Web based Free & Reduced Meal Application software. See RFP page 6, section 4, and RFP page 7, list item 1. See also contract page 2, item f.

13. Would the app's system be able to pull from whichever system you're using at a time?

District Response: Services should bridge between SFUSD's Student Information System, Student Nutrition Services Food Management software, Online Prepayment System, and Web based Free & Reduced Meal Application software. See RFP page 6, section 4, and RFP page 7, list item 1. See also contract page 2, item f.

14. Would the pre-order accounts integrate into Horizon for production?

District Response: At a district-wide level; at the school and grade level; and at the student level. These reports will be used by SNS management and School Lunchroom Staff to ensure sufficient meals at each school, to set up an express line for students who pre order meals so they can avoid time waiting in line, and to analyze order histories. Student level reports will be pushed out to schools via the POS. See RFP page 9, list item 1. See also RFP page 10, bullet 2.

15. Are you leaning towards a specific reporting system?

District Response: We have not decided which reporting system will be used and we would want the developer to coach us through this decision.

16. Is SFUSD currently using any additional software/systems that would need to integrate with the API?

District Response: My Payments Plus is being used as the payment processing system. Services should bridge between SFUSD's Student Information System, Student Nutrition Services Food Management software, Online Prepayment System, and Web based Free & Reduced Meal Application software. See RFP page 6, section 4, and RFP page 7, item 1. See also contract page 2, item f.

17. Will the schools be providing the mobile devices or will the students be using their own devices?

District Response: Students with smartphones will be able to access the App at no charge from their phones; students without smartphones will access the App from iPads in convenient school locations. Please see RFP page 5, list item 1. See page 6, list item 1, and page 11, list item 5.

18. The RFP mentions that the app should be available in 3 languages (English, Spanish, Chinese) - is the expectation that the languages would be localized in the code or is a CMS with translation capabilities desired?

District Response: We would look to the company for guidance on this issue.

19. Is the Chinese translation expected to be in Cantonese or Mandarin?

District Response: Cantonese

20. During the Beta release, is there flexibility in phasing launches by platform (i.e. releasing iOS and Android at the same time, or iOS first and Android later)?

District Response: It is anticipated that Smart Meal Technology development, including without limitation Application and Platform development will take place on a schedule that will enable piloting to take place during the summer of 2016, and for, at a minimum, a limited release to take place during the 2016-2017 school year. The Proposal's Project Schedule must take this into account. Please see RFP page 5, the third paragraph from the bottom, and RFP page 12, section 7.

21. If you are open to licensing model, are you interested in a white label app (branded SFUSD) or one that can be branded as an outside vendor, such as Nutrislice?

District Response: Under the RFP, the Smart Meal Technology will be owned by SFUSD. Accordingly, SFUSD is willing to entertain proposals from a company with an existing meal services-related app that the company proposes to adapt to meet SFUSD's specifications, however, SFUSD would not be getting a license from such a vendor to use the vendor's app -- rather, under this RFP, the vendor would be developing an app to meet SFUSD specifications as a work for hire, and SFUSD would own the resulting app. It will be up to such a vendor to decide if it wishes to make a proposal given the work-for-hire (SFUSD owns) requirements of the RFP. Please see RFP page 1, title. See also the requirements of the contract, including without limitation page 14 section 20 item a and b.

22. How many users would you be anticipating during the initial launch?

District Response: 5,000-10,000. It would be launched at 12 middle and high school sites initially. Later on, it will have greater distribution.

23. Do most campuses have Wi-Fi and do students have access to it?

District Response: Yes, most of the middle and high schools have Wi-Fi and the students do have access to it.

24. Does the app need to have size restrictions or limitations? Assuming there is no Wi-Fi around, or it isn't functioning, is it more beneficial for it to be dynamic?

District Response: We currently have not identified size restrictions for the app.

25. How far in advance do you want students to be able to pre-order menu items?

District Response: 2 weeks, as outlined in the RFP, page 7, item 7 (labeled "Pre-Order").

26. To what extent will IDEO continue to be involved in the app development? Will they continue to consult throughout the development of the app?

District Response: Our engagement with IDEO for this project has ended.

27. Do you know how much access you would like to provide staff to the back end of the app? What levels of access, and how many (i.e. 3 levels deep, view only), do you envision?

District Response: We would be open to different levels of access and would like to discuss this with the developer. Access to the CMS should include, as stated in the RFP, page 9, section 2, the following: adding and removing users to manage to CMS; checking student details and determining students' access eligibility; authenticating new students; and removing students.

28. Is there a preferred vendor for push notification services?

District Response: We are open to suggestions; no vendor has currently been identified.

29. Is there interest in cloud web service providers (i.e. Amazon)?

District Response: Yes, we are open to cloud service providers. However, we need to confirm that the data being stored is safe and secure, as per the RFP page 11, section 6. See also contract page 5, section 7 ("Online Hosting; Support") including without limitation subsections 7(c), (d) and (e).

30. What is the stakeholder approval process that SFUSD has to go through in order to approve different stages of the development process? What will the process look like since the timeline is so tight?

District Response: Per both the RFP page 12, section 9, and the contract, page 13, section 17, a Designated Representative shall be provided to facilitate provision of access to staff as needed. Angie McKee will project manage the process for SFUSD and we expect that the developer will provide a project manager for their team who will inform us of all timelines and

deadlines. SFUSD will have a designated committee that will make decisions concerning the app, which will enable the process to move forward quickly and smoothly.

31. What types of interviews or meetings are expected?

District Response: As the RFP states, page 12, section 8, we are open to having in person and Skype meetings. There is no predetermined amount of meetings that must take place.

32. The proposal states that students will be able to redeem points offline- does the POS currently work with existing systems that are intended to manage that?

District Response: We will need to have a conversation with the developer in order to determine how this process will work.

33. Are there any known budget thresholds that can be shared with vendors?

District Response: No.

34. Are there future plans to implement digital signage in the dining halls?

District Response: Digital signage is not part of scope of work for the app, but it is a goal of the department in the future.

35. How frequently would we want the nutritional challenges be updated? Is there a set format (i.e. multiple choice, fill in the blank, true/false) that has been imagined?

District Response: We currently do not have a set format for how the nutritional challenges should be presented. However, we would like for the material to be updated often enough so that it maintains student interest. In addition, information should be presented in a creative and engaging way. We are currently partnering with UC Berkeley, as noted on RFP page 5, second paragraph from the bottom, to create content for the app and do not have additional information at the time concerning the format.

36. What are the support expectations or needs after launch and delivery of the app?

District Response: The RFP requires maintenance and support by the contractor for the term of the agreement—see page 6, section 8. See also page 14, section 2. Regarding the term of the agreement, page 5, the third paragraph from the bottom details the project schedule as “a pilot prototype in the spring or summer of 2016 and a limited release to schools . . . during the 2016-17 school year.” See also page 12, section 7 (“Project Schedule”), which references the 2016-17 school year—but the exact project schedule will vary depending on the proposal. The term of the agreement will come out of the project schedule, once decided. See also RFP page 13, section 1(e) regarding Project Schedule. See also the requirements of the contract, including without limitation: Section 1(a) (“Acceptance”); Section 1(b) (“Acceptance Testing”), Section 1(c) (“Acceptance Testing Period”), Section 7 (“Online Hosting”), Section 19 (“Contractor Staffing and Support Services”).

37. Are additional support services included in the initial scope of work?

District Response: The RFP requires maintenance and support by the contractor for the term of the agreement—see page 6, section 8. See also page 14, section 2. Regarding the term of the agreement, page 5, the third paragraph from the bottom details the project

schedule as “a pilot prototype in the spring or summer of 2016 and a limited release to schools . . . during the 2016-17 school year.” See also page 12, section 7 (“Project Schedule”), which references the 2016-17 school year—but the exact project schedule will vary depending on the proposal. The term of the agreement will come out of the project schedule, once decided. See also RFP page 13, section 1(e) regarding Project Schedule. See also the requirements of the contract, including without limitation: Section 1(a) (“Acceptance”); Section 1(b) (“Acceptance Testing”), Section 1(c) (“Acceptance Testing Period”), Section 7 (“Online Hosting”), Section 19 (“Contractor Staffing and Support Services”).

38. Is there room for an annual contract (or single fee) for API maintenance to be part of this scope?

District Response: Please see the answer provided to questions 36 and 37, above. After the term of the agreement, we are open to continued support and maintenance by the contractor. However, after-term maintenance and support services are separate from this RFP. If you are interested in providing after-term maintenance and support services, you may provide an estimate for such services in addition to your proposal, but it should not be included as part of your proposal and it will not impact the evaluation of your proposal.

39. If the developer builds on a specific server (i.e. Amazon web hosting) and hands it off, is it at that point up to someone else (SFUSD or otherwise) to maintain long term?

District Response: Initially, the Smart Meal Technology will remain on the hosted environment used by the developer under this RFP, if an award is made. SFUSD will determine future hosting environments (in-house or outside) based on SFUSD needs.

Per the RFP page 6, section 8, and contract page 14, section 19(c), the vendor will provide activation support, including supporting implementation, and will offer reasonable levels of continuing support, including App, CMS, database and API maintenance and support once launched during the term of the agreement.

Please also see the answers to questions 36 and 37 regarding required maintenance and support during the term of the agreement—those sections are relevant to online hosting as well. In addition, please see the answer to question 38 regarding the provision of maintenance and support after the term of the agreement—those sections are relevant to online hosting as well.

40. Do you have an IT point of contact identified that will lead the effort on SFUSD’s end?

District Response: We will have an SFUSD IT person available to work with the developer as stated in the RFP page 11, section 4, which states that the vendor will collaborate with the server team in SFUSD’s Information Technology Department. Per contract page 13, section 17, the Designated Representative will facilitate provision of access to said staff.

41. In the proposal, should we include an estimate for ongoing maintenance cost (i.e. an a la carte menu of service fees)?

District Response: Please see the answers to questions 36 and 37 regarding required maintenance and support during the term of the agreement. Please see the answer to question 38 regarding the provision of maintenance and support after the term of the agreement.

42. You mentioned response back in text doc format, would you accept a PDF of a Keynote file or any other more presentation-like format?

District Response: Yes, a PDF is acceptable as long as it is comprehensive and provides the information requested in the RFP.

43. Do you want the developer to sign the contract at the time of submission do or at time of accepting the bid?

District Response: You do not need to sign the contract at the time of proposal submission. Contract completion will commence once the selection process is complete and an award, if any, is made under this RFP. If you have any changes to the contract that you would like to propose for consideration, any such proposed changes must be submitted at time of proposal submission as required in the RFP. Please see RFP page 14, section 3 and page 16, the section entitled "Contract Provisions."

44. QUESTION SENT IN VIA EMAIL ON 2/9 AND WAS READ TO THE GROUP: We understand that the district wishes to have due consultation before deciding whether a mobile web based application/hybrid/native app is required. However, based on which method is chosen, the cost of development may considerably change. Would SFUSD's have any preference in order to quote appropriately for this requirement?

District Response: We are looking for a product that will best serve the needs of our students. As stated in the RFP, the app will need to work on iOS, Android devices, and iPads. We also asked that the learning layer information be accessible via a desktop computer. We understand that the price could change depending on how it is developed, but we are open to the development style as long as it meets the needs of our students. All proposed methods must be submitted with an accompanying cost quote as required in RFP. Please see RFP page 12, section 10, and page 13, section f.

45. QUESTION SENT IN VIA EMAIL ON 2/9 AND WAS READ TO THE GROUP: "SFUSD's FDE seeks a vendor that is able to develop an integrated App and CMS for SFUSD that builds on the design recommendations created through the collaboration with IDEO" We understand that it means that some of the app and CMS design and wireframes have already been created in collaboration with the company IDEO. Please confirm. How much of the design work is available for re-use by the vendor?

District Response: The Developer will have access to the materials that were created during the engagement with IDEO and can use the designs to inform the process in the performance of this project under this RFP. Please see RFP page 5, the section entitled "Smart Meal Technology Project Purpose and Expectations," the fourth paragraph from the bottom.