Project JAM: Request for Information (Phase 1 - Concept Proposal)

GENERAL INFO:

Phase 1 - Concept Proposal Package Submission Deadlines:

- Expressions of Interest are required of interested applicants no later than March 1, 2019
- Questions regarding this Phase 1 - Concept Proposal RFI should be directed to the RFI Primary Contact electronically at the RFI Contact Email no later than March 19, 2019. Answers to any questions received will be posted periodically on the website. Final responses will be posted by March 22, 2019 on the website
- Submission of the Concept Proposal Package should be emailed to the RFI Contact Email below by April 1, 2019

RFI Primary Contact:

Denise Shephard, VP Engineering and Data Analytics
EducationSuperHighway
433 California St., Suite 500
San Francisco, CA 94104

RFI Contact Email:

- jam@educationsuperhighway.org

RFI Information Website: https://www.educationsuperhighway.org/jamproduct

Common Terms Used in RFI:

- **Applicant**: Organizations/entities responding to this RFI
- **Initiative**: EducationSuperHighway’s effort to ensure K-12 broadband upgrades continue and school districts meet the 1 Mbps per student bandwidth goal
- **JAM Product**: Software product that will support the completion of the initiative goals (details in Initiative Goals and Product Introduction)
OVERVIEW:

Introduction:
This is a Request for Information (RFI) to help EducationSuperHighway find a partnering organization to operate and promote a software product that will assist state leaders in continuing to drive K-12 broadband upgrades in their states and ensure school districts meet the FCC-adopted 1 Mbps per student bandwidth goal. The RFI process is Phase 1 of two phases. Phase 1 - Concept Proposal is an open call for concepts from organizations. Concepts will be reviewed according to the criteria outlined in the Scope and Responsibilities section. Selected applicants will be sent a Request for Proposal (RFP) to complete a full proposal in Phase 2 (“Phase 2 - Full Proposal RFP”).

Background:
EducationSuperHighway (ESH) is a national nonprofit that was founded in 2012 to upgrade the Internet access in every classroom in America so that all students have the opportunity to take advantage of digital learning. Since 2012, ESH has developed data products and programs to help school districts upgrade their connectivity. Today, 98% of school districts have the minimum connectivity of 100 kbps per student they need to access digital learning. This is an increase from 30% in 2013. We project that when schools open in 2020, nearly 100% of school districts will meet the minimum connectivity goal and approximately 100% will have access to scalable technology (i.e., fiber or equivalent). Thanks to the efforts of many organizations and policy makers across the country, ESH is on track to complete its mission of connecting 99% of America’s K-12 students to high-speed Internet access by the start of the 2020 school year.

We plan to sunset ESH in the fall of 2020 and are now focusing on how to sustain this momentum so that every school has the broadband they need to make digital learning a reality in every classroom, every day. For example, today, only 28% of school districts meet the FCC’s long-term 1 Mbps per student connectivity goal, which emphasizes that school districts will need continued support to upgrade their connectivity into the future.

There have been two keys to our success: actionable data and strong leadership. Our tools like compareandconnectk12.org empower schools to upgrade their networks by leveraging price transparency, and our annual State of the States report helps state leaders to advocate for resources and track progress. We have seen many times how actionable data in the right hands helps students get the connectivity they need. States - and in particular, state leaders - have been critical drivers for change, and will continue to be moving forward. Through our partnerships with over 30 states we understand that each has their own unique context and support model. We have observed that when districts have strong support at the regional and state level, they are better able to upgrade infrastructure and maintain robust connections. More specifically, a key capability common to all successful states is the ability to leverage data, draw insights, and take targeted action. Moving forward, we believe that state leaders will continue to play a critical role in supporting school districts to ensure robust access for all students.

Our aim is to partner with an organization (or multiple organizations) to equip state leaders with the information necessary to continue to drive K-12 broadband upgrades in their states and ensure districts meet the 1 Mbps per student bandwidth goal.

Initiative Goals:
The primary goals of this initiative are the following:

1. Ensure K-12 public schools have adequate bandwidth to fully realize digital learning, using the FCC 1 Mbps/student goal as a benchmark
2. Provide our audience with the data they need to be effective advocates for the E-rate program and ensure school districts take advantage of their funds
3. Help school districts to continue to improve the affordability of their Internet access through price transparency

Product Introduction:
To meet the goals of the initiative, ESH is developing a software product that will leverage E-rate’s open data to surface in an easy-to-use way data on K-12 broadband access and E-rate usage at a national, state, and district-level.

In addition to surfacing E-rate data, the product will provide downloadable resources, actionable templates, and curated district maps to simplify and streamline supporting district upgrades for time-constrained state leaders. This product will be available publicly and free of charge. Screenshots of the work-in-progress low-fidelity prototype, demonstrating key proposed data points and features for inclusion in the product, are attached as Appendix A: Product Prototypes.

Product Objectives / Calls-to-Action:
In order to help achieve the goals of the initiative, the product should support users in taking the following actions:

1. Identify districts to target for bandwidth upgrades and conduct targeted outreach to convince them to upgrade
2. Assist districts to price shop and procure fair prices for their Internet services
3. Ensure districts are leveraging E-rate and advocate to the FCC and USAC for maintaining an effective E-rate program
4. Track state progress on K-12 bandwidth growth and the achievement of the 1 Mbps/student goal

Target Audience:
State leaders are the primary audience for this product because of their ability to drive change and support districts at scale. However, we believe that other audiences will be able to leverage this information as well, such as school districts and K-12 technology advocates.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Tertiary</th>
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<tbody>
<tr>
<td>● State Education Leaders, particularly those focused on technology or digital learning</td>
<td>● District Leaders (Superintendent, Business, Technology Director)</td>
<td></td>
</tr>
<tr>
<td>● State E-rate Coordinator &amp; other State E-rate Leaders</td>
<td>● Consortia Leaders</td>
<td></td>
</tr>
<tr>
<td>● State Broadband Leaders (Broadband)</td>
<td>● Amplifiers (Advocacy groups, press, lobbyists, think tanks)</td>
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<td></td>
<td></td>
<td>● Vendors and Service Providers</td>
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<td></td>
<td></td>
<td>● Federal Decision Makers (U.S. Congress, Senate, FCC, USAC)</td>
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<td></td>
<td></td>
<td>● Students, Teachers, Parents</td>
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<td></td>
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<td>● Public Utilities Commission</td>
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</table>
Office, State Network)  
● Governor Staff and Policy Advisors  
● Other Digital Learning Leaders

SCOPE & RESPONSIBILITIES:

Scope:
Concepts in your response should assume the following parameters:
● This product is meant for all public school districts in the U.S., not including private, tribal, and charter schools. Other E-rate eligible entities are not included in the scope of the product.
● The aim is to serve all 50 states in the United States, not including territories

Partner Responsibilities:
The approach to this solution we seek should include a mix of the following capabilities and responsibilities. There are four key capability areas: Program Management, Software Development, Data Cleaning, and Annual Executive Summary. See Appendix B: Project Scope for more details.

Program Management:
● Coordinate with software and data processing teams to ensure:
  ○ Product operates well
  ○ Data is refreshed yearly and ready for product
  ○ Marketing messages are displayed during appropriate times
● Coordinate with state leaders to ensure:
  ○ Product is well received and being used
  ○ Issues and feature change requests are being received and implemented
  ○ The benefits of the product are being promoted
● Increase adoption and use for target audiences
● Communicate E-rate policy changes
● Promote the annual executive summary
● Launch an awareness campaign for the product to the target audience in year one (2020)
● Manage and/or develop communications channels to all target audiences
● Develop and/or maintain relationships with key stakeholders and influencers, including FCC, USAC, vendors, and education technology industry leaders
● Track and report on key metrics to improve adoption and awareness for all audiences

Software Development:
● Secure software engineers to maintain the product
● Download data from Universal Service Administrative Company (USAC) Extract, Transform, Load (ETL) into the data warehouse
● Maintain quality of the product, including resolving bugs
Data Cleaning:
- Maintain a high-level of data quality by verifying and editing data through the following key activities:
  - Conduct outreach to state and school district partners in order to verify and update data imported from E-rate on districts’ Internet bandwidth and cost
  - Verify each state's procurement model
  - Verify and update data in database on telecom service providers (e.g., monitor mergers and acquisitions and name changes)
  - Process and respond to user reports of data errors represented within the product, validate the information provided by external audiences, and make ongoing data edits in a timely manner

Annual Executive Summary:
- Publish and promote an annual report that leverages data from the product to identify national trends, highlight state success, and communicate opportunity areas

Product Requirements
- The key product objectives and required features established within this RFI must be free-of-charge to all audiences. If the Applicant wishes to offer enhanced services or features that go beyond the agreement at further cost, please list those services or features in your response to Attachment A: Concept Proposal Template, which can be further discussed.
- Data quality standards must be met to ensure that the product produces reliable metrics and data

ESH Support
To ensure success of the initiative, ESH will provide the following tools and support to the chosen Applicant:
- Software to support externally facing website similar to compareandconnectk12.org
- Software to support data retrieval and data verification
- All source code and documentation including detailed business processes
- Funding to support year 1 transition and ongoing maintenance of the product
- Support with outsourcing data processing and software development resources
- Training and tutorials to verify data and maintain software products

Timeline and Milestones:
Our goal is to identify and onboard a Partner in 2019 so that the Partner and ESH have one year to iterate on the product, and understand key business processes (e.g., data cleaning, product updates). Below is an estimated timeline with key milestones. Details and specific dates will be discussed and agreed upon when the Partner is selected.
- Estimated timeline for 2019-2020:
  - Fall/winter 2019:
    - Partnership agreement and/or contract is finalized
    - Program Manager is secured for the initiative
    - Plan for the product release (marketing, user feedback planning, etc.)
    - ESH and the chosen Applicant release an initial version (V1) of the product (~September)
Gather user feedback and iterate on product releases
The chosen Applicant training and onboarding on data management and data tools
Select and onboard data processing team

- Spring 2020:
  - Select and onboard software engineers
  - 2020 Form 471 data is imported and verified
  - E-rate data from Funding Year 2020 is publicly available in product

- Fall 2020:
  - EducationSuperHighway sunsets and the chosen Applicant takes over all partner responsibilities for the product and overall initiative

RULES AND GUIDELINES:

Eligibility:

- Preferred Criteria:
  - We have a preference for bipartisan, US-based organizations that have strong relationships with our primary and secondary audiences. We will consider organizations that are nonpartisan or funded by vendors

Evaluation Criteria:

This process has two phases. In Phase 1 - Concept Proposal, organizations will respond with a Concept Proposal and some basic information on capabilities. Based on those responses, a select group of applicants will be invited to complete a Phase 2 - Full Proposal RFP, which will include more specifics on execution, including budget and detailed planning.

Phase 1 - Concept Proposal applications will be evaluated on the following criteria:
- Product has strategic alignment with applicant’s existing goals and initiatives
- Targeted marketing approaches and channels to capture our primary audience (e.g. state leaders) and secondary audience (e.g. districts, FCC/USAC)
- Knowledge and understanding of E-rate program and policies
- Demonstrated expertise in software product delivery and program management (see Appendix B: Project Scope for program management definition)
- Ability to fulfill requirements stated in scope of work

Successful stage 1 submissions will:
- Provide a clear scope and broad overview of how criteria will be delivered (see How to Submit a Proposal for details)
- Demonstrate the ability to sufficiently cover the scope proposed
- Include all required attachments in accordance with guidelines provided
Key Dates:

- **February 20, 2019 – 10:00am (PT):** RFI publicly posted
- **March 1, 2019 – 05:00 pm (PT):** Deadline for submitting expression of interest
- **March 19, 2019 – 05:00 pm (PT):** Deadline for submitting questions
- **March 22, 2019 – 05:00 pm (PT):** All responses to questions publicly posted
- **April 1, 2019 – 05:00 pm (PT):** Deadline for submitting response to RFI
- **Month of April, 2019:** Invitations for Phase II RFP announced and guidelines shared
- **Month of May, 2019:** Deadline for submitting Phase II RFP
- **Month of June, 2019:** Final partner announced

**HOW TO SUBMIT A PROPOSAL:**

**Submission Materials:**

To be eligible to apply for this RFI an expression of interest must be submitted by March 1, 2019 no later than 5:00pm PT. The Phase 1 - Concept Proposal Package must be submitted by April 1, 2019 no later than 5:00pm PT.

The Phase 1 - Concept Proposal Package should include all attachments listed below.

- Attachment A: Concept Proposal (.doc)
- Attachment B: Capabilities Checklist (.xlsx)

The Phase 2 - Full Proposal RFP will ask for more detailed information, including:

- Budgeting needs
- Implementation strategy
- Go-to-market strategy plan
- Technical implementation
- Data strategy

**Submission Instructions:**

All application materials must be submitted via email at jam@educationsuperhighway.org no later April 1, 2019 at 5:00pm PT.

**Help Contacts**

Email clarifying questions on the concept or the submission to jam@educationsuperhighway.org. All clarifying questions on the content of the concept must be submitted on or before March 19th, 05:00pm (PT) and all responses will be shared with the full applicant pool on www.educationsuperhighway.org/jamproduct. Questions regarding the submission process may be submitted at any point during the process and responses will be posted online.
KEY TERMS AND CONDITIONS

A. Disclosure Notice
To help ESH with its review of RFI responses, ESH may disclose proposals, documents, communications, and associated materials in response to this RFI (collectively, “Submission Materials”) to its employees, contingent workers, consultants, independent subject matter experts, and potential co-funders. Please carefully consider the information included in the Submission Materials. If you (the “Applicant”) have any doubts about the wisdom of disclosure of confidential or proprietary information, EducationSuperHighway recommends you consult with your legal counsel and take any steps you deem necessary to protect your intellectual property. You may wish to consider whether such information is critical for evaluating the submission or if more general, non-confidential information may be adequate as an alternative for these purposes.

Notwithstanding the Applicants characterization of any information as being confidential, ESH is under no obligation to treat such information as confidential.

B. Disclaimer
This RFI is not an offer to contract or award grant funds. ESH assumes no responsibility for the Applicants cost to respond to this RFI. All responses generated by this RFI become the property of ESH.

C. Release and Verification
In exchange for the opportunity to be awarded a grant or contract, the Applicant agrees that ESH may, in its sole discretion: (1) amend or cancel the RFI, in whole or in part, at any time; (2) extend the deadline for submitting responses; (3) determine whether a response does or does not substantially comply with the requirements of the RFI; (4) waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFI; (5) issue multiple awards; (6) share responses generated by this RFI with ESH staff, consultants, contingent workers, subject matter experts, and potential co-funders; and (7) copy the responses.

Applicant agrees not to bring a legal challenge of any kind against ESH relating to ESH’s selection and award of a grant or contract arising from this RFI.
Applicant represents that it has responded to the RFI with complete honesty and accuracy. If facts provided in Applicant’s response change, Applicant will supplement its response in writing with any deletions, additions or changes within 10 days of the changes. Applicant will do this, as necessary, throughout the selection process. Applicant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a grant or contract award.
By responding to this RFI, you are representing: (i) that you have authority to bind the named Applicant to the terms and conditions set forth above, without amendment; and (ii) that you agree to be bound by them.

ESH will be selecting applicants based on the conclusion that their technologies and expertise will be most appropriate for the success of this RFI.
About EducationSuperHighway:
EducationSuperHighway is the leading nonprofit focused on upgrading the Internet access in every public school classroom in America. We believe that digital learning has the potential to provide all students with equal access to educational opportunity and that every school requires high-speed broadband to make that opportunity a reality.

Our work focuses on catalyzing federal and state action on K-12 broadband initiatives and accelerating upgrades in school districts by connecting them to competitive service provider options. We have worked with governors in over 30 states providing technical and procurement support to hundreds of school districts. Our Compare & Connect K-12 online tool helps schools, state leaders, and service providers view broadband services and bandwidth information for school districts nationwide so they can get and deliver more bandwidth for their broadband budgets. As a nonprofit, our tools and services are offered free of charge.

EducationSuperHighway is funded by national foundations including the Chan Zuckerberg Initiative and the Bill and Melinda Gates Foundation and our mission is supported by America's leading CEOs.

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APPENDIX A: PRODUCT PROTOTYPES

See images below.
State leadership has made digital learning a reality in American classrooms. But as states adopt personalized digital learning and one-to-one computing environments, schools will need more bandwidth to be future ready.

State progress towards the FCC’S 1 Mbps per student goal

Click on a state below to view its connectivity.

Learn how these leaders are transforming education with 1 Mbps/student.

State leaders are accelerating school broadband growth

137 state leaders have committed to supporting their schools to meet the 1 Mbps per student goal.

Pledge your support
of school districts nationwide are already meeting the 1 Mbps/student FCC connectivity goal

15% of the nation’s 1,000 largest school districts
48% of America’s smallest school districts
36% of America’s rural school districts

Arkansas has 98% of its school districts already meeting the 1 Mbps/student goal.

Learn how mega district San Diego Unified in California upgraded
Learn how rural district Baldwin Consolidated in Montana upgraded

State Ranking
% of school districts meeting 1 Mbps/student target by state

Learn more about the importance of broadband connectivity and explore additional resources at our connectivity partners:

Logo 1  Logo 2  Logo 3  Logo 4
Internet Bandwidth in CA

In three years, median bandwidth per student has increased by 3.1X across California.

321 school districts in CA have less than FCC 1 Mbps/student goal.

62% of districts could upgrade to 1 Mbps/student if they receive median pricing from their provider.

Internet Service Providers in California

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Min/Max and Median Cost/Mbps</th>
<th># of Districts under 1 Mbps Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T</td>
<td>Min: $0.92, Median: $1.67, Max: $18.62</td>
<td>261</td>
</tr>
<tr>
<td>Comcast</td>
<td>Min: $0.92, Median: $1.73, Max: $16.92</td>
<td>99</td>
</tr>
<tr>
<td>Spectrum</td>
<td>Min: $0.92, Median: $1.51, Max: $8.92</td>
<td>90</td>
</tr>
<tr>
<td>CVIN</td>
<td>Min: $1.90, Median: $2.45, Max: $6.02</td>
<td>60</td>
</tr>
</tbody>
</table>

View all (43 more)
Oakley Union Elem School District

Services Received in Funding Year 2018

- **Purpose**: Transport to ISP
  - **Bandwidth**: 1 Gbps
  - **Connection Type**: Lit Fiber
  - **Connection**: 1
  - **Monthly Recurring Cost/Connection**: $1,097
  - **Non-Recurring Cost**: $0
  - **Service Provider**: Comcast
  - **Contract End Date**: 06/30/2019

- **Purpose**: Internet (no circuit)
  - **Bandwidth**: 2 Gbps
  - **Connection Type**: ISP Only
  - **Connection**: 1
  - **Monthly Recurring Cost/Connection**: $0
  - **Non-Recurring Cost**: $9,500
  - **Service Provider**: Contra Costa County Office of Ed.
  - **Contract End Date**: 06/30/2019

Total Bandwidth: 1 Gbps
Total Monthly Internet Access Cost: $9,908

Find nearby Districts receiving 1 Gbps from Comcast
Click on a district pin or cluster of districts to learn more.
### E-rate Funding Usage in CA

**$150.5 Million**

Federal E-rate funds received for K-12 districts in 2018

- **$111.2M** Category 1
- **$139.3M** Category 2

**897 districts** in California applied for E-rate funding in 2018

**4.2M students** benefit from E-rate funding

**$630 million** Estimated Category 2 E-rate funding budgeted for California schools since 2015.

**623 districts** in California have used their Category 2 funds since 2015.

The Federal E-rate Program is crucial to California’s public schools, driving access to broadband and digital education throughout the state.

### E-rate Funding Usage by School District

<table>
<thead>
<tr>
<th>School District</th>
<th>Total E-rate $ Disbursed FY18</th>
<th>Cat 1 Discount %</th>
<th>Cat 2 Discount %</th>
<th>Most Recent Year District Filed for E-rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballard Elem</td>
<td>$430,000</td>
<td>60%</td>
<td>40%</td>
<td>2018</td>
</tr>
<tr>
<td>Buena Vista Elem</td>
<td>$50,000</td>
<td>20%</td>
<td>20%</td>
<td>2018</td>
</tr>
<tr>
<td>Charter Oak Unified</td>
<td>$400,500</td>
<td>60%</td>
<td>40%</td>
<td>2018</td>
</tr>
<tr>
<td>Chula Vista Elem</td>
<td>$2,100</td>
<td>20%</td>
<td>20%</td>
<td>2018</td>
</tr>
<tr>
<td>Eureka Valley</td>
<td>$0</td>
<td>40%</td>
<td>40%</td>
<td>2015</td>
</tr>
<tr>
<td>Mariposa Co Unified</td>
<td>$1,200,000</td>
<td>60%</td>
<td>40%</td>
<td>2018</td>
</tr>
<tr>
<td>Ravendale-Termo</td>
<td>$0</td>
<td>40%</td>
<td>20%</td>
<td>2017</td>
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APPENDIX B: PROJECT SCOPE

There are four key project components. A "full scope" proposal includes all four components in the scope. “Partial scope” proposals will also be accepted, but must include Program Management at a minimum.

1. **Program Management:** Act as the lead to ensure overall success. Provide leadership for all aspects of the project, including software development, data cleaning, and annual executive summary. Ensure successful marketing and adoption of the product, and secure and coordinate resources and partners, as necessary, to deliver on project objectives.

2. **Software Development:** Ensure that technical requirements of the product are being met. Provide software development resources who will maintain the product and make any necessary modifications or enhancements.

3. **Data Cleaning:** Ensure that the level of data accuracy meets the standards required for the product to be effective. Work with ESH to establish systems and processes to collect E-rate data and apply algorithms and processes to "clean" the data. Maintain quality of other key data sets, such as student, school, district and state information.

4. **Annual Executive Summary:** Produce, publish and promote an annual report through the duration of the project to build national, statewide and local awareness on the key progress and gaps.

A "full scope" proposal will include all four components: Program Management, Software Development, Data Cleaning, and Annual Executive Summary.

A "partial scope" proposal must include Program Management at a minimum, and can include either none or a combination of the other components.

- Partial Scope Example 1: Program Management, Annual Executive Summary
- Partial Scope Example 2: Program Management, Data Cleaning