


# BID TABULATION SHEET

	A	B	C
1			
2	<b>RPF#: 179-2324-249-WEBSITE_SVS</b>		
3		Bid Opening Date: 05/29/24	
4	<b>BIDDER NAME</b>	<b>BID TOTAL</b>	<b>COMMENTS</b>
5	MADE IN MARS LLC	SEE ATTACHMENT	
6	PARENT SQUARE	SEE ATTACHMENT	
7	POWERSCHOOL	SEE ATTACHMENT	
8	APPTEGY	SEE ATTACHMENT	
9	INFOSTRIDE	SEE ATTACHMENT	
10	DARANETIIX SOLUTIONS INC	SEE ATTACHMENT	
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Attachment C



# ParentSquare

Product	Description	Price X Quantity	Total
<p>ParentSquare Engagement Platform (website + mass communications)</p>	<ul style="list-style-type: none"> <li>• Integrated Content Management System (CMS) module of ParentSquare's unified K12 platform</li> <li>• ADA compliance</li> <li>• Mobile Responsive Design</li> <li>• Unlimited social media connections.</li> <li>• Publishing to all social media feeds (district, athletics, school sites, programs, etc)</li> <li>• Unlimited calendar feed options.</li> <li>• ParentSquare single sign on and authentication</li> <li>• SEO settings and reporting</li> <li>• Access an expansive knowledge base, on-demand training, and webinars to support all levels of users</li> <li>• Administrative oversight</li> <li>• Site edit traceability, revision history, and deleted content restoration</li> <li>• Unlimited storage capacity for documents, images, and videos• Mobile App &amp; Web Portal</li> <li>• Language Translation</li> <li>• Analytics, Reporting &amp; Archiving</li> <li>• SIS Integrations, SSO (API, SFTP, other)</li> <li>• Smart &amp; Urgent Alerts</li> <li>• Posts &amp; Newsletters (Admins only)</li> <li>• Social Media &amp; Website Share</li> <li>• Attendance &amp; Auto Notices (includes lunch balances)</li> <li>• Project Management</li> <li>• Site Launch Consultation</li> <li>• Staff Directory</li> <li>• Template Configuration</li> <li>• Activation</li> <li>• Coordination between ParentSquare Implementation Team and Points of Contact</li> <li>• Creation &amp; configuration of the ParentSquare site</li> <li>• Data migration and review of Staff, Student, Parent and Roster data</li> <li>• Digital training opportunities including recurring webinars, digital training modules, and videos</li> <li>• Access to "Resource Kit" and Best Practice materials to support Launch</li> <li>• Ongoing help and support for Admins via email, chat, and voice</li> <li>• Discovery call with Implementation Manager</li> <li>• District walkthrough videos w/ G&amp;A option</li> <li>• Launch check in meeting</li> <li>• Ongoing engagement with Customer Success Team</li> <li>• Dedicated Customer Success Manager &amp; Implementation Manager for data integration</li> <li>• 10 Hours of Training (Can be used for District Training, Admin Webinars, Teacher Training, Help Desk Training, etc.)</li> <li>• Customized training plan</li> <li>• Recurring team meetings with project status and action items</li> <li>• Content Migration (up to 500 pages)</li> </ul>	<p>\$2.90 per student X 31,000</p>	<p>\$89,900.00</p>
<p>Design + Onboarding</p>	<ul style="list-style-type: none"> <li>• Coordination between ParentSquare Implementation Team and Points of Contact</li> <li>• Creation &amp; configuration of the ParentSquare site</li> <li>• Data migration and review of Staff, Student, Parent and Roster data</li> <li>• Digital training opportunities including recurring webinars, digital training modules, and videos</li> <li>• Access to "Resource Kit" and Best Practice materials to support Launch</li> <li>• Ongoing help and support for Admins via email, chat, and voice</li> <li>• Discovery call with Implementation Manager</li> <li>• District walkthrough videos w/ G&amp;A option</li> <li>• Launch check in meeting</li> <li>• Ongoing engagement with Customer Success Team</li> <li>• Dedicated Customer Success Manager &amp; Implementation Manager for data integration</li> <li>• 10 Hours of Training (Can be used for District Training, Admin Webinars, Teacher Training, Help Desk Training, etc.)</li> <li>• Customized training plan</li> <li>• Recurring team meetings with project status and action items</li> <li>• Content Migration (up to 500 pages)</li> </ul>	<p>\$19,256.25 X 1</p>	<p>\$19,256.25</p>

\$109,156.25

## Durham Public Schools—Website Services

Customers pay an annual subscription fee for ParentSquare based on per-student pricing.

Total Year 1 investment is **\$109,156.25** with an annual renewal of **\$89,900.00** in subsequent years.

### **First Year Smart Sites Onboarding / Implementation**

**Design + Onboarding  
\$25,995.00 w/ DPS discount = \$19,256.25 Total One Time Cost**

- Project Management
- Site Launch Consultation
- Staff Directory
- Template Configuration
- Activation
- Coordination between ParentSquare Implementation Team and Points of Contact
- Creation & configuration of the ParentSquare site
- Data migration and review of Staff, Student, Parent and Roster data
- Digital training opportunities including recurring webinars, digital training modules, and videos
- Access to "Resource Kit" and Best Practice materials to support Launch
- Ongoing help and support for Admins via email, chat, and voice
- Discovery call with Implementation Manager
- District walkthrough videos w/ Q&A option
- Launch check in meeting
- Ongoing engagement with Customer Success Team
- Dedicated Customer Success Manager & Implementation Manager for data integration
- 10 Hours of Training (Can be used for District Training, Admin Webinars, Teacher Training, Help Desk Training, etc.)
- Customized training plan
- Recurring team meetings with project status and action items
- Content Migration (up to 500 pages)

**Engagement Platform (website + mass communications)  
\$3.25 w/ DPS discount = \$2.90 per student x 31,000 Students (\$89,900.00  
Total)**

- Integrated Content Management System (CMS) module of ParentSquare's unified K12 platform
- ADA compliance
- Mobile Responsive Design
- Unlimited social media connections.
- Publishing to all social media feeds (district, athletics, school sites, programs, etc)
- Unlimited calendar feed options.
- ParentSquare single sign on and authentication
- SEO settings and reporting
- Access an expansive knowledge base, on-demand training, and webinars to support all levels of users
- Administrative oversight
- Site edit traceability, revision history, and deleted content restoration
- Unlimited storage capacity for documents, images, and videos
- Language Translation
- Analytics, Reporting & Archiving
- SIS Integrations, SSO (API, SFTP, other)
- Smart & Urgent Alerts
- Posts & Newsletters (Admins only)
- Social Media & Website Share
- Attendance & Auto Notices (Includes lunch balances)

***The following optional services may be added to your subscription anytime during the contract term.***

- Content migration \$750.00 per 100 pages (outside initial 500 pages).
- *Virtual Training (beyond what's included in Onboarding) - \$350.00 / hour*
  - *Customized Training specific for Durham Public Schools*
- *Onsite Training - \$3,000 / day*
  - *Customized Training specific for Durham Public Schools Onsite (Full Day)*

**ParentSquare also provides optional add-ons solutions should the district be interested:**

**Enhanced Classroom Communications (including two-way messaging)  
An additional \$2.25 per student**

- **Adds the following additional features:**
  - Direct Messaging
  - Posts & Newsletters
  - Appointments (including parent-teacher conferences)
  - Volunteering & Sign Ups
  - StudentSquare
  - Calendar & Event RSVP
  - Forms & Permission Slips (Includes Surveys)

### **Optional Third Party Smart Sites Enhancement Packages**

**Optional Third Party Enhancement: Language Translation through Weglot  
\$3,290.00 Annually plus One Time Onboarding Fee of \$500.**

- Weglot, Advanced: 1MM words per month, 10 languages, 10 websites

**Optional Third Party Enhancement: Website Accessibility through Monsido  
\$6,292.00 Annually**

Monsido, Standard:

- Web Accessibility
- Mobile Accessibility
- Site Inventory
- Quality Assurance
- Uptime Monitoring
- Policies
- SEO
- Analytics
- PDF Accessibility
- PageAssist
- PageCorrect
- HeatMaps

PROPOSAL

# Project Costs

Includes project management, training, implementation, site development, and all products and services listed on the previous pages for the Durham Public Schools.

## Initial Term and Fees

Total Setup Cost

\$17,000 Select Design Package: <https://www.finalsite.com/sowssel>

### Schedule

Period 1 - 07/01/2024	\$133,554
Period 2 - 07/01/2025	\$186,554
Period 3 - 07/01/2026	\$186,554
Period 4 - 07/01/2027	\$186,554
Period 5 - 07/01/2028	\$186,554

The initial term of this Order is for the (5) year period beginning from the effective date, unless otherwise outlined in the schedule above (the "initial Term"). Annual pricing is based on a multi-year contract.

## Alternate Design Options

One-Time Implementation Cost (replaces the \$17,000 Select Design cost)

<p><b>Theme Design</b>   Start with one of pre-packaged designs from the Theme Library and then customize with your own imagery, logo, school colors and fonts to individualize the theme for your school. <a href="http://www.finalsite.com/sowpt">www.finalsite.com/sowpt</a>. Free as DPS is a conversion client migrating from Blackboard WCM.</p>	\$0.00
<p><b>Theme Flex Design</b>   Select a design of the website from Finalsite's collection of pre-built designs in the Theme Library. Customization options include some structural changes as well as imagery, logo, colors, fonts, and other modification options beyond the Theme Design. <a href="http://www.finalsite.com/sowptf">www.finalsite.com/sowptf</a></p>	\$5,000
<p><b>Signature Design</b>   The Signature design package is a custom website solution that includes software enablement, design implementation, website build, technical review, and launch. The project plan duration is typically 32 to 36 weeks. A project plan with specific dates and milestones will be created in collaboration with the Client project team. See the Package 3 Design Scope of Work at <a href="https://www.finalsite.com/sowsig">https://www.finalsite.com/sowsig</a></p>	\$52,000* Applies \$10,000 already paid in P+
<p><b>Best in Class Design</b>   The Best-in-Class design package is a custom website solution that includes software enablement, design implementation, website build, technical review, and launch. The project plan duration is typically 36 to 40 weeks. A project plan with specific dates and milestones will be created in collaboration with the Client project team. See the Best in Class Scope of Work at <a href="https://www.finalsite.com/sowbic">https://www.finalsite.com/sowbic</a></p>	\$73,000* Applies \$10,000 already paid in P+

## Optional Add-on Products and Services

### Optional One-Time Services

Virtual Webmaster – Additional 20 hour block (40 hours included)	\$3,000
<p><u>Launch Video</u> The website launch video for the school district aims to effectively communicate the features and benefits of their new website, fostering engagement and excitement among students, parents, and staff members.</p>	<p><u>Standard:</u> \$3,500 <u>Custom:</u> \$6,000</p>

### Optional Annual Subscription Additions

<u>AudioEye Accessibility Management</u> - automatically fix non-accessible content	\$30,345
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Pricing below includes:

- **SchoolMessenger Presence.** CMS Website Solution.
- **Communicate.** Mass Communications by Phone, Email and SMS Text.
- **SchoolMessenger CustomApp.** District-Branded Custom Mobile App.
- **Optional Add-On:** PowerSchool Instant Teacher Messaging.

## Licenses and Subscription

License and Subscription	Unit	Unit Cost	Annual Cost
SchoolMessenger Presence CMS and Website	31,000	\$1.14	\$35,340
SchoolMessenger Communicate Mass Communications	31,000	\$1.06	\$32,984
SchoolMessenger CustomApp Custom Mobile App	31,000	\$0.52	\$16,176
<b>Total</b>		<b>\$2.73</b>	<b>\$84,500</b>
Optional Add-On: PowerSchool Instant Teacher Messaging	31,000	\$1.14	\$35,340

## Services and Training

Services and Training	Unit	Unit Cost	Total One-Time Cost
Website Services: Tailored District Design, Template-Level School Designs, and Full Content Migration	1	\$38,699	\$38,699
Website Training	5 Hours	\$260	\$1,300
Mass Communications Deployment	1	\$8,640	\$6,912
Mass Communications Training	4 Hours	\$260	\$1,040
Custom Mobile App Deployment	1	\$8,160	\$6,528
Custom Mobile App Training	4 Hours	\$260	\$1,040
<b>Total</b>			<b>\$55,519</b>
Optional: Instant Messaging Deployment	1	\$2,200	\$1,760
Instant Messaging Training	3 Hours	\$260	\$780



# Pricing

Our pricing structure is really simple—we only charge for two components: implementation and annual cost, as outlined below. This pricing includes all deliverables in this proposal.

One Time Development		Annual	
<b>Website &amp; Mobile App Development</b>	<b>\$9,000</b>	<b>Thrillshare Publishing Platform</b>	<b>97,950</b>
iOS & Android apps + new website for the district + 57 school sites		Publishing Platform (desktop & mobile) for 31,000 students	
<b>Custom Design</b>	<b>\$25,000</b>	<b>Website Design &amp; Hosting</b>	Included
Up to 200 hours of design and development. Typically includes: custom homepage design and development; 2 custom school homepage designs + development; custom sub page design and style guide; custom enrollment page and careers page. Usually 3-5 revisions.		Includes 1 free re-design per contract year	
<b>Content Migration</b>	<b>\$14,500</b>	<b>Alerts Mass Notification System</b>	Included
All pages and documents for 57 campuses		<b>Unlimited</b> texts, voice calls, emails	
<b>Content Consulting</b>	<b>\$14,500</b>	<b>Support Articles + Videos</b>	Included
-100 hours of consulting over the course of the implementation		<b>Unlimited</b> on-demand support and training	
<b>DPS Discount</b>	<b>-\$25,000</b>	<b>Total</b>	<b>\$97,950</b>
One-time discount on the development		<b>(Optional) Live Support &amp; Training</b>	<b>+9,300</b>
<b>Total</b>	<b>\$38,000</b>	<b>Unlimited</b> users, support requests, training sessions, etc.	



- Our solutions will be compliant with relevant regulations and standards, including FERPA (Family Educational Rights and Privacy Act), COPPA (Children's Online Privacy Protection Act), and web accessibility guidelines (WCAG 2.1).
- vi. Security Awareness and Training:**
- DSI employees undergo regular security awareness training to ensure they are up to date with the latest security threats, best practices, and policies.
  - DPS staff and administrators will receive comprehensive training on secure usage, incident reporting, and data handling procedures.
- vii. Incident Response and Disaster Recovery:**
- A robust incident response plan will be in place to effectively detect, respond to, and recover from security incidents and data breaches.
  - Regular disaster recovery testing will be conducted to ensure the ability to restore critical systems and data in case of an emergency or system failure.

At DSI, we prioritize the security and privacy of our clients' digital assets and stakeholder information. Our comprehensive security measures, coupled with our commitment to continuous improvement and adherence to industry best practices, ensure that DPS can confidently embrace our proposed solutions while minimizing risks and maintaining a secure and compliant digital environment.

## 8. Costing

Costing Proposed for DPS

Website Development & Implementation	\$1,032,235
Support & Maintenance (One Year)	\$206,447
Travel Cost	\$371,605
Website Hosting (One Year)	\$6,912
	<b>\$1,617,199</b>

**Total Cost \$ One million six hundred seventeen thousand one hundred ninety-nine.**