



Town of Newmarket

Request for Proposal:

Telephone System Replacement, Hosting and Support Services

BID#: 2021-001

The Town of Newmarket is seeking quotations for a hosted PBX system, installation of the system, and support after installation is complete. As part of the process, the Town also seeks to acquire new phones via a lease option.

Proposals must be received by the Town of Newmarket, Attn: Finance Department, 186 Main Street 03857, no later than 4:00 pm Monday, March 29th, 2021. Submission of a proposal indicates acceptance by the company of the conditions in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Town of Newmarket and the company selected. There is no expressed or implied obligation for the Town of Newmarket to reimburse companies for any expenses incurred in preparing proposals in response to this request.

PURPOSE

The Town of Newmarket is requesting proposals for the replacement of its current PBX system with a new system capable of integrating with its current network configuration. The new system shall include Unified Messaging that will be integrated with the Town's email system. Proposals must provide complete, end to end solutions for the installation, including design, planning, installation, training (end user and system administration) and post installation support. As part of this process, the Town also seeks to acquire new phones via a lease option.

BACKGROUND INFORMATION

The Town of Newmarket currently uses a Cisco IP phone system employing the SPA 504G (51) in the majority of Town buildings, and SPA 508 (4) with add on consoles (4) at the Police Department. The Cisco system was installed in 2017 based on a standard PBX platform. There are currently 55 telephones throughout 6 municipal buildings in the Town (Town Hall, Police, Fire/Public Works, Environmental Services, and Recreation Complex and Senior Center). The system has Auto attendants at the Town Hall and Fire Department, and 10 Virtual Mail Boxes at the Police Department. The current phone system supports internal dialing of a 4-digit extension number assigned to each phone.

Most of the Town departments have one ethernet cable per workstation. The new system phones must provide a Gigabit PC port as well as the LAN port to be PoE based. The network switches will be provided by the Town's IT department. The Phone must have the ability to be programmed with a voice VLAN tag that our network department specifies and would prefer that the phone has the ability to also tag the PC port for specific VLANs when needed. Proposed IP phones must have these features.

Each location also has at least 1 analog line for use as building alarm, fax, elevator, or credit card usage (see page 9 for details).

The Town's 6 buildings (Town Hall, Police, Fire/Public Works, Environmental Services, and Recreation Complex and Senior Center) are interconnected via Town owned fiber optic cable between Town building.

INSTRUCTIONS REGARDING PROPOSALS

Copies of your sealed proposal will be accepted by the Town Finance Director, by mail to Town of Newmarket, 186 Main Street, Newmarket, NH 03857, until 4:00 pm on Monday, March 29, 2021. Proposals delivered in hand will be accepted at the Town Hall at 186 Main Street in Newmarket until the deadline.

Proposals must include:

1. Qualifications of the Company
 - a) A description of your company and its relevant prior experience.
 - b) List at least three references pertaining to similar PBX implementations.
 - c) Include an affirmative statement indicating qualifications of assigned professional staff.
2. Fees

The company's proposal must indicate the maximum total your company will charge the Town for each month and year of this proposal. The proposal should separate the cost of the phone system (handsets, etc.) being leased from the services to be provided (e.g., lines, support).

Should the Town require an increase in the equipment, lines, applications or services provided, written notice to that effect must be given to the other party. The engagement can then be modified by mutual agreement as to additional work and compensation.

3. Appendix

The Appendix section of this RFP has a series of questions. Proposals must include clear and concise answers to those questions.

4. Insurance Requirements

The company awarded the contract must maintain, at their own expense, during the life of the contract, insurance against professional liability in the amount of \$1,000,000. The company shall also maintain at their own expense, during the life of the contract, the statutory Workers Compensation and Employee's Liability Insurance for all its employees engaged in work for this contract. Successful company will be required to provide full insurance documentation at the time of execution of a contract, and a Certificate of Insurance naming the Town of Newmarket as an additional insured.

5. Non-collusion clause

The following non-collusion clause shall be part of every bid specification package. Bidders must sign this statement and include it with their bid in order for the bid to be valid:

"The undersigned certified under penalties of perjury that this bid is in all respects bona fide, fair and made without collusion or fraud with any other person. As use in this section the word 'person' means any natural person, joint venture, partnership, corporation or other business or legal entity."

Name of person signing bid

Date

Company

AWARD OF CONTRACT

The Town Council will select a company based on an evaluation process with the submitted proposals. It is anticipated that a company will be selected no later than May 19th, 2021. Following notification of the company selected, a contract shall be presented by the selected company for review, to be executed between both parties by May 31st, 2021.

The Town reserves the right to negotiate with the individual company and to request additional information. The Town reserves the right to accept or reject any/all bids deemed to be in the best interest of the Town of Newmarket; and to accept the proposal that the Town deems to be in the best interest of the Town, regardless of lowest bid amount.

The Town of Newmarket reserves the right to request additional data or information or a presentation in support of written proposals. However, the Town may award a contract based on offers received, without additional submissions. Accordingly, the proposal should be submitted on the most favorable terms from all aspects, which the Bidder can submit. The Town reserves all rights to negotiate with the consultant of its choice based not solely upon cost alone, but on the qualifications and ability of the company to perform, consistent with the Town's intent, requirements, time schedule, and funds.

RIGHT TO REJECT

The Town of Newmarket reserves the right to reject any and all proposals submitted and to request additional information from all proposing parties. Any award will be made to the company which is best qualified to meet the specific requirements of the Town.

FURTHER INFORMATION

All inquiries regarding the RFP and all requests for appointments should be directed to William Tappan, Director of Finance & Administration, at (603) 659-3617 x1225 or email at wtappan@newmarketnh.gov.

EVALUATION CRITERIA

The following factors will be considered, to determine if a respondent's proposal is most advantageous for the Town.

1. Compliance with the equipment specifications, or approved equal, as outlined in this RFP.
2. The ability to provide the equipment, capabilities required, services and support.
3. Experience in managing telecommunications refresh/upgrade projects.
4. Staff quality
5. The equipment/lease terms.
6. The cost of the services.
7. The terms of the service level agreement.
8. Evidence of collusion with any other respondent.
9. Any other reason deemed important by the Town.

The Town may also contact and evaluate references, contact respondents for proposal clarifications, contact proposers' clients, and solicit information from appropriate sources concerning any aspect of a proposal.

TOWN REQUIREMENTS

The new telephone, voicemail and unified messaging system design should provide a uniform communication system for all current Town facilities and shall be expandable according to the Town's needs.

The total number of handsets, endpoints, and ports needed for each location is to be included in the proposal.

The Town understands and expects that vendors will need to assess the current network to determine the viability of integrating and installing the new voice system into it.

SERVICES

- **911 Service.** Emergency 911 Services are mandated for this system. Proposals must provide a solution for 911 dialing from within the Town's telephone network that achieves all of the expected performance of a 911 system without substantially changing any of the expected normal operations of the system.
- **Call Detail Record (CDR):** A Call Detail Record System is required and must be part of the base proposal for this system. The CDR must include reporting for inbound, outbound and internal calls and usage reports for all types of inbound, outbound and internal calls. Please describe your company's solution to the CDR and attach sample reports. Vendors must also provide training in the administration, maintenance, programming and daily operation of the system.
- **Unified Messaging:** The Town wishes to implement Unified Messaging and integrate the VoIP system with the Town's email system. The Town is using Microsoft Exchange/Outlook 365.
- **Police Lines Recorded:** All the lines at the Police Department will be recorded automatically (with manual override to provide exception for some phone devices).

TRAINING

Proposals must include on-premise training sessions including a complete description, cost, and number of days/hours.

FEATURE SET

Use the list below as a baseline and as a starting point for the expected operations of the system. The Town expects the successful vendor will have the experience with municipalities or businesses of the Town's size and scope and will be able to provide consulting advice, input and insight into what other municipalities are using and to provide suggestions that will enhance the usability and functionality of the system.

Some of the features but not limited to these:

- Automatic callback
- Call waiting
- Paging and group paging
- Direct Inward Dial
- Distinctive Rings
- Various Analog devices (stations, fax, modems)
- Automatic call distribution groups
- Custom call routing

- Group call routing
- Group call pickup
- Fax Management
- Remote maintenance
- Voicemail accessible from multiple devices and platforms
- Night service
- Soft phone features
- Consistent and excellent voice quality
- Toll charges, classes of service for toll restriction
- Add on conference
- Conference bridging for internal and external calls
- Call forwarding capability to external numbers
- Station message detail report
- Music on hold
- Voice mail light indicator
- Remote handsets (cell phone pick up and call transfer)
- Remote web administration

EMERGENCY OPERATIONS CENTER

The proposal should include a list of features that support the establishment of an Emergency operations center should a disaster situation be declared within the Town.

TECHNICAL INFORMATION & SYSTEM DESIGN

The Town uses a 4-digit internal dialing plan. Proposals may include the same dialing plan or a new dialing plan that is applicable to the new proposed system. The selected vendor will be responsible for developing a new plan if proposed and to assure training needs and corrective operations are met. All proposals must provide a complete system design showing the integration of the voice network to the data network; as well as the methodology for assuring voice quality throughout the system.

REDUNDANCY / FAILOVER

Any proposed system must have failover capabilities in case of system failure and to have an acceptable level of redundancy in case of power failure or other incident. The system must be operational 24/7. The Town currently has backup UPS and generator capability for some Town buildings (i.e., Police, Fire).

SYSTEM ADMINISTRATION & SECURITY

It is anticipated that the Town's Information Technology support team will administer the basic features of the system (adding/deleting users, setting up voice mails, assigning phones, etc.). Therefore, remote administration of the system must be an integral part of any proposed solution. The system should also have robust security administration and allow remote management of system and user security settings.

SUPPORT

Provide the Town with an explanation of how support will be provided. This is expected to take the form of a Service Level Agreement (SLA) which details the various levels of support including how the levels are define and the response times associated with each.

PROJECT MANAGEMENT & TRANSITION PLAN

Proposals must provide for a project manager who will oversee the installation and be the main contact with the Town for the duration of the project. The project manager will be assigned to the Town through the life of the project and whose assignment will not be changed without the prior consent of the Town. The Town expects that the Project Manager attend all meetings affiliated with this project. The Town reserves the right to request a change in project management based on performance.

The Town expects the installation of the new system to have little to no impact to on-going Town operations. Vendors are expected to have experience in this area and to provide the Town with a plan to accomplish this as follows:

- Move the units off the old system to the new system with minimized disruption to staff and to create a pre-planned schedule for notification purposes.
- Provide how (and validate procedure) the parallel process will migrate old to new

All documentation and equipment must be provided to the Town of Newmarket prior to commencement of installation, followed by submission of any moves, additions, or changes.

PRICING SCHEDULE

Provide pricing using the matrix below (or a close facsimile thereof) for all equipment and services. If reasonable, break down the cost of the project versus the ongoing monthly costs of service and support. Include the monthly phone lease costs as part of this proposal. The costs should be separated to easily determine the cost of the communications lines, the cost of the service and support, and the cost of the phones each month. The goal is to understand and fairly compare proposals.

Equipment (Hardware, Bandwidth, Analog/copper Lines, Software, etc.) and Services

Item	Quantity	Unit Cost	Monthly Cost/Charge
Add rows as needed			

Maintenance

Provide annual maintenance costs. If discounts are available for multi-year support agreements, please provide this information regarding the length of term and the net discount percentage.

Other Costs

Proposals must provide any and all charges, expenses, and/or costs to be incurred by the Town of Newmarket that are not included in this section. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.

COMPLETION OF APPENDIX

This RFP document contains an Appendix with a list of questions. The questions are specific to the Police Department, the Town Hall and Recreation Center. Answers to the questions in the Appendix must be part of submitted proposals. Failure to answer them will disqualify a proposal.

Newmarket Phone Device Audit

Building	Street	Phone/Item Quantity	Description
Town Hall	186 Main St.	16	IP Cisco 504
		1	Auto Attendant
		1	IP add-on Reception Console
Public Works	4 Young Lane	6	IP Cisco 504
Fire Dept.	4 Young Lane	5	IP Cisco 504
		1	Auto Attendant
DES (Water)	5 Young Lane	4	IP Cisco 504
DES (Sewer)	5 Young Lane	3	IP Cisco 504
Recreation	1 Terrace Lane	9	IP Cisco 504
Police	70 Exeter Rd.	8	IP Cisco 504
		4	IP Cisco 508 – (8 line phones)
		10	Virtual Mail Box
		3	IP add-on Console (for Dispatch)

Totals

IP Cisco 504	51
IP Cisco 508 – (8 line phones)	4
IP add-on Console	4
Virtual Mail Box	10
Auto Attendant	2

APPENDIX:

Departmental Questionnaire

Police Department

Redundancy:

1. What would happen if we lost the Internet connection to the Town?
2. What would happen if the phone system should fail?
3. What would happen if the fiber between the head end (Public Works Department) and Police Department should be damaged or taken out of service?
4. Can phones be moved to the Emergency Operations Center should one building's fiber connection be out of service?
5. Does your phone service allow for central office forwarding to UNH dispatch should there be an outage with the hosted phone service or ISP network?

General:

6. Does your system have remote call pick up to answer from another phone? If so, what is the process or feature code for remote call pickup?
7. For training purposes, the Dispatch Center needs the ability to listen in on calls when training personnel. What is the process to listen in or "barge in" on a call in-progress?
8. Police dispatches for other Town's emergency services. For example, Newfields is serviced by the Newmarket Police Dispatch. Does the hosted service allow you to port in a number that is not in the Newmarket exchange?
9. Customer support and service policy as the Newmarket Police Dispatch is in service 24/7. What is your after-hours service policy and response times?
10. Can your system provide multiple page groups using the intercom speakers of the IP phones? For example, a one-touch key to page all phones in the Fire Department and another one-touch key to page all phones at Town Hall for emergency purposes.
11. Are there any monthly costs associated with creating a virtual extension that is tied to a cell phone?
12. If the Dispatchers are busy or unavailable calls need to overflow to UNH backup dispatch, either in busy or no answer situations. Can your system provide this failover capability?
13. Does your system have the ability to provide a SIP trunk connection to our School District Asterisk based system so that we can be included in emergency 911 calls or direct dialing from our School Administrators to the Police dispatch.

Town Hall

1. Does your system provide multiple Auto Attendants that can be changed by our system administrator for events like storm closures, holidays and after hours? Can announcements for various departments be created, put in place and controlled by our administrative staff?
2. Can each user have the ability to have “find me - follow me” (to personal cell phone) and can they control this through a feature code of the phone? Can it be controlled by a time condition such as only allowing during business hours?
3. Is the Hosted Phone Service unlimited local and long distance or is there local and or long-distance calling charges? Do you offer a calling plan, please elaborate?
4. Does the Hosted Phone System provide virtual voicemail boxes for each department?

Recreation Dept.

What are the options for cordless phones? Recreation needs one multi-line cordless as well as the Sunrise Senior Center. Can we reuse existing cordless phones if they are not IP based? If so, what are the options?