



RFP ADDENDUM #1

To: All Bidders

From: Rita V. Brousseau, Chief Procurement Officer

Date: September 9, 2020

Re: RFP 2020-3 Digital Signage Solution

This Addendum modifies and forms a part of the Bid Set documents dated August 31, 2020.

This Addendum consists of the following: Two (2) typed pages.

Where any items called for in the bid documents are supplemented here, the supplemental requirements shall be considered as added thereto. Where any original item is amended, voided, or superseded here, the other provisions of such items not specifically amended, voided, or superseded shall remain in effect.

This RFP has been extended and is now due on or before 11:00 AM on Wednesday, September 23, 2020.

Answers to bidder's questions:

- 1. Question:** A media player is called out, quantity 27. Is there a brand that is favored for this project?
Answer: No
- 2. Question:** What are the differences between the Reference Components 2.4.1 and the Performance Information 2.4.2 versus Attachment B - References?
Answer: Disregard Attachment B and submit references per 2.4.1 & 2.4.2. 2.4.2 is additional information to be submitted with references submitted per 2.4.1. Project information submitted with each of the references submitted.
- 3. Question:** The RFP stipulates that you require windows platform to run server and players. Question is - will you accept Linux based solution?
Answer: If Linux runs on a Windows platform, yes, it will be acceptable.
- 4. Question:** The Software should support multi-lingual content." Does this mean we need to include translation? and if so, for how many languages?
Answer: At least two, Spanish and Khmer.



5. **Question:** In regard to integration "The Software should support third party apps and a multitude of content integration" what sources will the software need to integrate with?

Answer: The most widely used, Microsoft, Oracle, Dell, etc.

6. **Question:** Could you further explain/describe the "enclosure" products requested.

1.8 HARDWARE PROVIDED BY VENDOR

2. Five surface mounted enclosures to fit 55" screens and

4. Twenty-two mounted enclosures to fit 32" screens

Answer: Enclosure shall be a decorative frame that fastens to the screen and fits in a recessed screen mount/equipment box. A recessed pivot arm shall allow for ease of repair or replacement and hides unsightly cords and equipment. Frame colors will be determined at time of contract award.

7. **Question:** 1.8 HARDWARE PROVIDED BY VENDOR - Where will the 55" and 32" screens be mounted (ie. wall mounted, counter mounted, hanging from ceiling)?

And what material is that wall, counter, ceiling, or wherever it is mounted?

Answer: All screens will be mounted to a wall. Walls are assumed to be drywall.

8. **Question:** Please describe the use case for having an output signal that is compatible with a cable television camera?

Answer: LHA may find the need to use the displays as TV's and want the capability to do so.

9. **Question:** Do you want cable tv to be put onto the digital signage system? Is this one channel being broadcast to every location? Or is the expectation that every tv will have an iptv connection on it?

Answer: Our expectation is that every tv will have the ability to be used as a normal tv for streaming current news, important televised events, etc.

10. **Question:** Typically, our sales staff which is comprised of an Account Executive, Sales Engineer, and Solutions Consultant present our solution at this stage of the procurement process. They work closely with our Delivery staff (including Project Managers) to put together a scope of work and implementation timeline to present to our clients. The Project Manager is then named at a later date depending on when the project actually goes live and resources available. Would the LHA allow for the Solutions Consultant to present our implementation timeline during the presentation and interview?

Answer: There is no guarantee that interviews will be conducted. All bidders are required to develop a plan of service that will be carried out during the project and a PM is a very important part of the plan, therefore; a PM must be identified for



evaluation purposes. Absent of this information may result in an “unacceptable” ranking in that criterion.

11. **Question:** Please provide the number of screens implemented at each property location listed in the Summary of Project.

Answer: Please see below:

Property	Size 55"	Size 32"	Locations
Highland Parkway	1	1	1-55" Lobby (Right of Door) 1-32" Learning Zone (Rear Wall)
South Common Village			
198 South Street	2		2-55" Community Room & New Seating Area
174 Summer Street		1	1-32" Lobby (Front)
130 South Street		2	1-32" Lobby (Front),
50 Summer Street		1	1-32" Lobby (Front)
65 Summer Street		1	1-55" Lobby (Front)
43 Summer Street		3	1-32" Lobby (Front) 1-32" (Side Door)
Belvidere Heights	0	4	2-32" (Front Facing) 2-32" (Front Ramp Exits)
Centralville Gardens		1	1-32" (Entryway)
Concord River Mill	X	2	1- 32" (Outside Elevator) 1-32" (Outside Office)
Francis Gatehouse	X	2	1-32" (Community Room) 1-32" (Lower Level Exit Rear)
North Common Village	1	1	1-55" (Office Waiting Room),1-32" (Learning Zone)
City View Towers & Office	1	3	1- 32" (Resident Service Office) 1-55" (Rear Waiting) 1-32" (Front Waiting) 1-32" Division of Leased Housing)

12. **Question:** Have you identified specific application uses cases or designs for the content listed?

Answer: Not at this time.

13. **Question:** What system manages Emergency Messages?

Answer: Right now, emergency messages are sent via SMS. The reference in the bid



to emergency messages is just addressing our capacity to have the ability to create emergency templates and broadcast efficiently in the case of emergency situations.

14. **Question:** Can you confirm Non-Construction Labor Install cost is Professional Services? If not, are vendors allowed to add Professional Services Costs as another line item?

Answer: All construction-related work will be done by LHA. If any other construction-related work is needed during installation, it will be performed by LHA. Professional Services that do not include install or labor may be proposed.

15. **Question:** Would staff at each property need access to the software to contribute property specific content?

Answer: As stated in the RFP, there may be up to three authorized users. None have been identified as of this RFP.

16. **Question:** Please confirm if LHA is planning on hosting the solution on-premise? Or are vendors allowed to propose a Cloud-hosted solution?

Answer: Yes, vendors may propose a cloud-hosted solution.

17. **Question:** Please confirm what software is needed to run in a virtual machine? The authoring tool used to create templates or the player software that drives the content on screen?

Answer: We don't have specific requirements for the centralized software or player software as long as the vendor implements a software that provides for the execution and broadcast of content as defined in the specs.

18. **Question:** What version of Windows 10 is preferred?

Answer: Don't have a preference. We just want to ensure operating system is windows.

19. **Question:** How many analog endpoints will be used and is there a preferred video connection? i.e. VGA, composite, etc.

Answer: No preference for video connection.

20. **Question:** Is there a preferred method of remote control for the screens? i.e. IP, RS232, etc.

Answer: We do not have a preferred method.

21. **Question:** Based on the RFP, it appears that you are open to negotiating the terms and conditions governing the parties' engagement. We also recognize that you have included certain template agreements with the RFP. Given the proprietary nature of our software and need to ensure we are adequately protecting our intellectual



property, are you open to using our standard agreement as a starting point for negotiations (in lieu of the form contract included)?

Answer: No, we are not open to negotiating to any T&C's of LHA's contract. However, copyright or proprietary language can be submitted and will be considered at the time of contract award. M.G.L. c.30B allows for the negotiation of the "plan of service" only, provided it does not affect the price or scope of services sought.

22. **Question:** How soon after award of the contract will contract negotiations commence?

Answer: The proposer awarded the contract will be required to sign LHA's agreement as is. Copyright or proprietary language can be proposed and is subject to our attorney's approval.

23. **Question:** The Software should support third party apps and a multitude of content integration. What are the apps and content providers? What is the expectation for how this these will appear on the displays?

Answer: The content and applications refer to our ability to broadcast web-based content, tickers, and/or emergency weather alerts if desired.

24. **Question:** Software must be capable of running in a virtual server (such as VMWare) environment. 5. Software must allow Windows Server 2003 or later as the host operating system for any server-side application components and allow for Windows 10 for locally installed client application components. Are you looking to do your own CMS hosting? Are you open to a true cloud-based CMS?

Answer: We ideally would like to have a true cloud-based CMS.

25. **Question:** System latency shall be less than one second. Can you give an example of what this is in reference to?

Answer: We just want to be able to broadcast nearly instantaneously.

26. **Question:** Software must be able to display Cable TV and Video including internal Video News feeds in lieu of Cable. Can you describe how you would like this to function? Will there be a set-top-box at all the displays you desire to have cable TV?

Answer: Yes, we would just like to have the ability to use it as TV. Cable boxes would be provided by us if desired.

27. **Question:** Does Lowell Housing Authority have an existing digital signage system in place?

Answer: No

28. **Question:** Would Lowell Housing Authority like to see Service and Support options for continued maintenance after the 1-year warranty is complete?



Answer: Yes, but no more than a total of three years as the statute does not allow for a contract exceeding three years without board approval.

29. **Question:** Does the Housing Authority want bidders to complete the Standard LHA Goods & Services Contract as well as all Exhibits as part of the bid submission?

Answer: No, it is for information purposes, so the vendor is aware of our standard contract terms.

30. **Question:** There is some confusion regarding several attachments being mislabeled. Could the Housing Authority please clarify which Attachments are required with the bid submission?

Clarification: The following attachments must be submitted with your bid in order to be considered a complete proposal:

- Functionality Chart (submit with Technical Proposal)
- Cost Sheet (in separate sealed envelope labeled “Cost Proposal”)
- HUD 5369-C (submit with Technical Proposal)
- Profile of Firm (submit with Technical Proposal)
- Required Certifications (submit with Technical Proposal)
 - Certificate of Corporate Vote of Authorization
 - Certificate of Non-Collusion & Certificate of Tax Compliance
 - W9 Form
- Certification for Business Concerns Seeking Section 3 Business Preference (submit with Cost Proposal, if applicable)

References submitted need not be submitted on Attachment B but rather can be submitted on a separate sheet of paper and with the information requested per 2.4.1 & 2.4.2 in this RFP.

31. **Question:** Section 4.3. “Proposal Format” lists Attachment I as “Transmittal Form.” However, Attachment I in the original bid documents is the “Standard LHA Goods & Services Contract.” Could the Housing Authority please provide the Transmittal Form?

Answer: ~~DELETE - 4.3 Proposal Format #9 Attachment I (Transmittal Form) shall be deleted from this RFP.~~

32. **Question:** Regarding 2.1.1, #9: “The Software should have a web interface for all administration and management purposes.” **Q:** Is it possible to allow for different interfaces for different purposes? For example, if the web interface was used for content management purposes and to keep contributor-only level users way from admin function, while a more powerful application interface was used by Admin/Power users to gain full access to the system, does this meet this requirement?

Answer: Yes, this is acceptable.

33. **Question:** Regarding 2.1.2, #6: “Software must have no restrictions on proprietary hardware to run digital signage Software.” **Q:** Can you please clarify whether this



means “software must not be restricted to a single type of hardware” or “software must work on any player hardware even if it is proprietary to another solution”?

Answer: We want to ensure that the housing authority can use the software with any piece of electronic hardware that is suitable for displaying content.

34. **Question:** Regarding 2.1.3 #1: “System must have the ability to leverage Active Directory (LDAP) for security.” **Q:** Is the Housing Authority willing to extend VPN access to the web server in order to allow it check authentication?

Answer: Yes

35. **Question:** Regarding 2.1.3 #3: “Software provider must be PCI* DSS compliant to ensure customer data privacy.” **Q:** Can you clarify the role PCI compliance will play in this solution? Is this intended to be used for monetary transactions? If this will be used for transactions, would a handoff to a PCI compliant transactional software for that role without interruption of the signage portion be considered equivalent?

Answer: This is not necessary.

36. **Question:** In addition to the 27 screens defined in the scope document, will any existing screens also be utilized?

Answer: No.

37. **Question:** Re: the system must distribute content over an IP Network, does your network support multicasting?

Answer: The infrastructure is not there yet, --this would be done in concert with our managed IT partner, Resolve IT for implementation.

38. **Question:** What’s the maximum number of users that will be online at one time?

Answer: 3

39. **Question:** What languages will be used for multi-lingual content?

Answer: Potentially Spanish and Khmer.

40. **Question:** Windows Server 2003 support from Microsoft ended on July 14, 2015. Are there specific instances or location where only Windows Server 2003 is utilized?

Answer: No, we would just want the newest and most stable operating system to run the software.

41. **Question:** Please provide models of screen hardware that will be utilized.

Answer: Statutorily we cannot ask for brand specific hardware; the vendor will be required to propose hardware that meets our performance standards listed in the RFP and further defined in this addendum.



42. **Question:** What formats of internal Video News feeds, in lieu of Cable, will be used? Is traditional cable TV (i.e., Verizon, Xfinity) to be utilized?
Answer: Potentially video file uploads. We want the flexibility to use the screens as televisions if desired using traditional cable.
43. **Question:** How will Adobe Flash formats be utilized? FYI - Support for Flash from Adobe is ending December 31st, 2020.
Answer: We just want to ensure that we are not restricted by third-party products for implementation. Just needs to have the flexibility to utilize multiple third-party technologies to provide best experience.
44. **Question:** What orientation is required for the 32” display, landscape, portrait, or both?
Answer: Both
45. **Question:** Re: the enclosures for the 55” and 32” displays, what level of security (locking?) or weatherproofing is required?
Answer: Weatherproofing is not required because all screens will be located indoors. Enclosures should be designed with a key lock to hide wiring and prevent tampering and theft.
46. **Question:** Can you provide a map of the digital signage locations, relative to data closets/networking infrastructure?
Answer: That information is not available at this time.
47. **Question:** What resolution is required for the digital displays (e.g., 1920x1080, 4k, etc.)? What screen brightness is required for the screens (e.g., 500, 700 or higher nits)?
Answer: Screens should be a high resolution, but don't have specific requirements. Screens should be visible from a variety of angles. Some screens will be placed in entryways, so attention should be paid to brightness and resolution to combat screen glare from sunlight.
48. **Question:** What is the projected daily runtime of the monitors (e.g. 8-12, 16 or 24 hours per day)?
Answer: 8-12 hours per day.
49. **Question:** Are any of the screens to be placed close to or in direct sunlight?
Answer: Yes, close to direct sunlight.
50. **Question:** Are there any ADA requirements to consider for screen placements?
Answer: No, LHA has already identified screen placements.



51. **Question:** Is the content on all of individual screens unique to that particular screen at all times? Or will any of the screens share the same content simultaneously, and at all times?

Answer: Content will be unique to particular screens at certain times. Many times, all the screens will share the same content. Software offered must be able to accommodate these scenarios.

52. **Question:** Are electronic submissions as opposed to a hard copy submission acceptable in light of the current Covid-19 situation?

Answer: As stated in the RFP, no electronic submission will be accepted. All proposals must be mailed, or hand delivered to the address specified in the RFP.

53. **Question:** Does the product/service need to be on COMMBUYS? Does the Vendor need to be on COMMBUYS? Is it acceptable to use a different buying group or consortium for pricing if required?

Answer: COMMBUYS was used as an advertising tool as statutorily required. Vendors are not required to be a COMMBUYS or any other purchasing consortium related vendor. Proposals shall NOT be submitted via COMMBUYS.

54. **Question:** If we have payment terms or items that differ from Attachment I should we mark them there and submit with the bid?

Answer: Yes

55. **Question:** Can you elaborate on the purposes of this? Is this for SSO? System must have the ability to leverage Active Directory (LDAP) for security.

Answer: Yes, this is for SSO.

NOTE TO ALL BIDDERS: YOU MUST ACKNOWLEDGE RECEIPT OF ALL ADDENDA ON YOUR BID SUBMISSION FORM WHERE INDICATED OR INCLUDE A COPY OF ADDENDA IN YOUR BID SUBMISSION.