



# **MAGNOLIA PUBLIC SCHOOLS**

Request for Proposals  
to Provide Two (2) Digital Signs at  
Magnolia Science Academy | San Diego

Due Date:

**November 22, 2021**

## 1.0 INTRODUCTION

Magnolia Education & Research Foundation doing-business as Magnolia Public Schools ("MPS"), a charter school management organization, operates Magnolia Science Academy San Diego ("MSA-SD") located at 6525 Estrella Ave in the City of San Diego. MSA-SD is located on land owned by and leased from the San Diego Unified School District.

The purpose of this RFP is to solicit bids to install two (2) digital signs -- a wall mounted sign and a stand-alone/marquee sign at the premises. Should there be a similar need for any other Magnolia Public Schools (MPS), the approved vendor, the need, and the price will be used.

The locations are shown on Exhibit A.

### Site Tour

A site tour will be facilitated.

### Proposals Due

Responses to the RFP are due no later than **5:00 PM (PST), Monday, November 22, 2021**, to the following individual:

Mustafa Sahin  
Facility Project Manager  
Magnolia Public Schools  
250 East 1<sup>st</sup> Street  
Suite 1500  
Los Angeles, CA 90012  
[msahin@magnoliapublicschools.org](mailto:msahin@magnoliapublicschools.org)  
760-587-6031

Questions regarding this RFP may be directed to the individual identified above via email.

### Proposal Format:

One (1) electronic PDF copy (by email) of your proposal must be delivered to the person indicated by the deadline stated above. Please endeavor to keep any emailed material to a single manageable file size (at or about 10 MBs) so that it may be easily distributed to the Selection Committee.

Respondents are encouraged to only include information pertinent to the Project and the Selection Committee's ability to select the vendor best suited to successfully complete this job.

### Interviews:

Interviews will be held at the discretion of MPS and MSA-SD. Interviews, if any, are expected to be held on November 23<sup>rd</sup> via zoom call. Time is to be determined.

If interviews are held, respondents will meet with the Selection Committee for approximately ½ hour to 1 hour. The interview will be an open, unscripted format. Respondents will have 20 minutes to present any information they feel is pertinent followed by questions and answers and general discussion.

### Selection Committee:

The Selection Committee will be composed of representatives from MPS and MSA-SD.

## 1.1 Timeline

RFP Distributed:	November 16, 2021
Proposals Due:	November 22, 2021
Interviews, if any (exact date and time TBD):	November 23, 2021
Selection Announced:	November 23, 2021
Contract Execution:	December 15, 2021

## 2.0 PROJECT DESCRIPTION

The Project is to install two (2) digital signs where the school can update with its announcements, post pictures, and show videos as needed.

1st one needs to be wall mounted at the main office wall, facing to the parking lot, minimum size is 3'x7',

2nd one needs to be installed at the corner of Estrella Ave and Zion Ave, as a stand alone marquee/pole sign, minimum size is 5'x10'

The installation areas are shown on Exhibit A.

## 3.0 PROPOSAL FORMAT

Respondent shall format its response as set forth below to facilitate timely review and selection. Please be specific to the RFP, and do not include materials not explicitly requested, such as generic marketing materials.

### **Your response should include the following:**

- Letter of interest
- Name of your company and the individual responsible for the account
- Restate all the requirements of Section 4.0 and provide responses to each

See Section 1.0 for additional proposal format clarifications.

## 4.0 PROPOSAL REQUIREMENTS

### 4.1 Vendor Qualifications and Experience

#### 4.1.1 Vendor Description.

Provide a description of your company and why it is qualified to undertake the Project. Please describe any similar projects your company has completed, including any similar projects submitted to and approved by DSA.

Provide the following:

A minimum of three (3) references, including

- (a) name and scope of the project
- (b) client name and contact information
- (c) contract amount

#### **4.1.2 Qualifications and Experience of Key Personnel.**

Identify the person(s) that will be principally responsible for working with the MPS and leading this engagement and their qualifications and experience.

#### **4.1.3 Insurance.**

Provide a description of vendor's insurance coverage.

### **4.2 Cost**

Respondent's proposal should include an overall not to exceed cost and should be broken down in detail. The proposal should also provide a break-down of any and all other costs and fees including, but not limited to, labor, delivery fees, installation fees, applicable taxes, etc.

### **4.3 Product Information**

Respondent will confirm its ability to provide the Project as described above in Section 2.0. Where a respondent believes there are multiple options for the Project, the respondent may provide such alternatives explaining the difference in each alternative and describing the cost differences.

Respondent will also identify any other work that needs to be completed in conjunction with this Project – for example, connecting the signs to power sources – and will state whether it can perform that work or whether another vendor must be used for such purpose.

### **4.4 Warranty Information**

Provide a description of the warranty provided for the Project.

### **4.5 Schedule**

MPS and MSA-SD desire to complete this project as soon as possible, please also provide the expected duration and completion of the project. Note that, due to its lease agreement with San Diego Unified School District, MPS and MSA-SD will seek approval from the SDUSD for placement of the signs on the premises.

### **4.6 Contract**

The successful respondent will be required to sign an agreement with Owner in the form of Exhibit B (AIA Document A105-2017). Please provide an affirmative statement of respondent's concurrence or else any changes that respondent desires to make to the form agreement attached as Exhibit B.

## **5.0 CONTACT**

Questions to Owner will be accepted via email by the Facility Project Manager identified above. Answers to questions will be provided to all participants as available.

**6.0 RFP/Q EXHIBITS**

**Exhibit A      School Map**  
**Exhibit B      Form of Contract**

**7.0 BID ACCEPTANCE/REJECTION**

The Owner reserves the right to reject any or all proposals or cancel the solicitation process at its sole discretion.

**8.0 PROPOSAL VALIDITY**

RFP responses shall be valid until execution of a contract, which is expected to occur on or about December 15, 2021. No changes to information received within the Respondent's proposal shall be changed or altered without approval by the Owner.

# Exhibit A School map

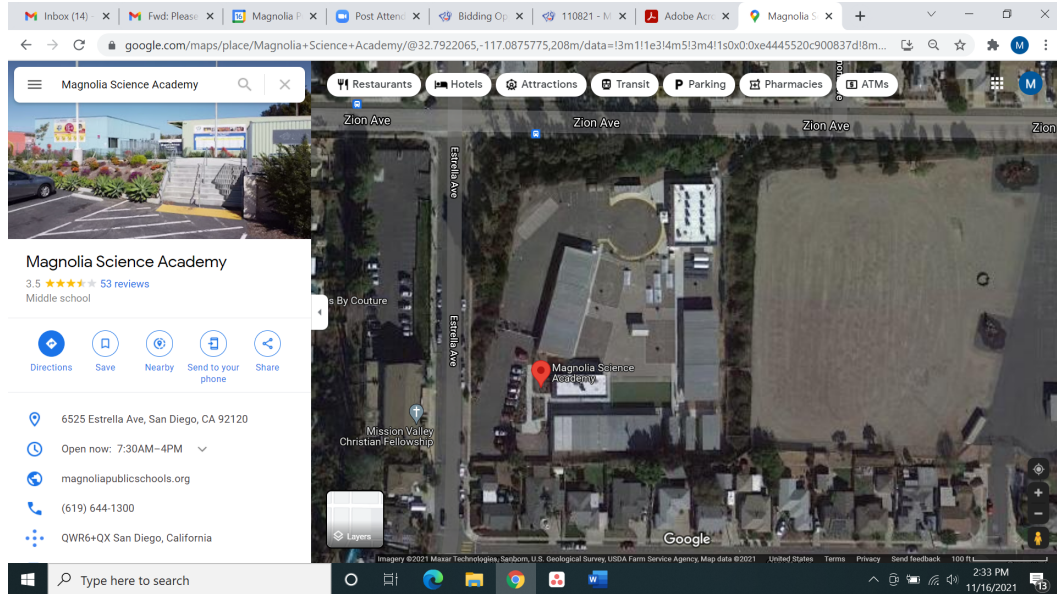


Exhibit B

Form of Contract  
(AIA Document A105™-2017)