

Indiana State University

General Information

B1000502

Bulk Television Programming

Attached please find an RFP for bulk television programming for Indiana State University. Indiana State is located in Terre Haute Indiana and currently has approximately 13,000 students.

Replies to this RFP are public documents.

- **Interpretation of wording in this document**

As used in this RFP, the terms “must”, “shall”, “should” and “may” identify the criticality of requirements. “Must” and “shall” identify requirements whose absence will have a major negative impact on the suitability of the proposed solution. Items labeled as “should” or “may” are highly desirable, although their absence will not have as large an impact and as requirements labeled as “must” or “shall”. Depending on the overall response to the RFP, some individual “must” and “shall” items may not be fully satisfied, but it is the intent to satisfy most, if not all, “must” and “shall” requirements. The inability of a proposer to satisfy a “must” or “shall” requirement does not automatically remove that proposer from consideration; however, it may seriously affect the overall rating of the proposers’ proposal.

- **Award Authority**

By submitting a proposal in response to the RFP, the vendor accepts the terms and conditions set forth in this RFP. By submitting a response, the vendor agrees that Indiana State University has the sole authority to determine which vendor best meets the needs of the University.

- **Bid responses**

- Your bid response should be submitted electronically to:
- Ernie Kramer
- Ernie.kramer@indstate.edu
- Louise.montgomery@indstate.edu
 - Electronic responses must be submitted by the bid due date, however, ISU has the discretion to accept a bid which, due to technical or other difficulties, was not received on the due date. **Request an email confirmation to your electronic submission**

- **Hard Copies of Bid Responses**

- Send six hard copies of your bid response to:
Indiana State University
Purchasing and Receiving
951 Sycamore Street
Terre Haute, IN 47809
Attn: B1000502

- All questions should be submitted via email to addresses listed under Bid Responses above

- **Pricing**

- Be sure to have a section labeled pricing in your reply. It is preferable if pricing is toward the front of the RFP response, right after the executive summary

- **Meeting date and time**

- There will be a meeting at Indiana State University for all interested vendors at 11:00 AM Eastern on December 3, 2014
- Purpose is to field questions and increase the awareness of the ISU television distribution system
- Place
 - Indiana State University
 - 217 North 6th Street
 - Gillum Hall conference room 101 D
 - Terre Haute, IN 47809

1.0 INTRODUCTION

1.1 Purpose of Procurement

This RFP (request for proposal) invites vendors to submit proposals to provide bulk television programming for Indiana State University (ISU). The successful bidder will also provide maintenance and support for the installed distribution system. Programming costs should reflect bulk programming options for **standard digital channels and optional premium programming**. ISU is interested in reviewing vendor proposals that provide IPTV and premium movies selected by the students served in addition to the basic, bulk service currently being provided. (See Appendix A)

It is the University's desire to provide the highest quality services to students while employing the newest technology available. Vendors with designs employing advanced technology are invited to submit detailed plans proposing how they will utilize the latest delivery systems. This includes, but is not limited to, IPTV and on demand delivery designs. If the bidder proposes to offer IPTV delivered programming in addition to the standard package please submit a list of the additional programming available, and the compatibility with technology commonly available to students.

The winning bidder shall move ISU's head end from its current location in the basement of Dreiser Hall to the Gillum Hall lower level room G003. The vendor shall provide service and maintenance of the system's head end, including any needed signal amplification equipment and off air antennas, digital satellite antennas, and/or interface systems needed for the reception of the video signals to be distributed. If the system proposed is delivered by satellite the dish shall be equipped with heaters for reliable operation in the winter.

1.2 Restrictions on Communications with Staff

All questions regarding this RFP must be submitted in the following format:

Company Name

1. Question

Citation of relevant section of the RFP

2. Question

Citation of relevant section of the RFP

Questions must be directed in writing via email per instructions on the general information on the front of this proposal

Questions must include the company name and the referenced RFP section. Answers will be distributed to all bidders from ISU's Purchasing Department.

From the issue date of this RFP until a contractor is selected and the selection is announced, bidders are not allowed to communicate for any reason with any ISU staff except through the Issuing Officer named herein or during the bidder's conference. The University reserves the right to reject the proposal of any bidder violating this provision. All questions concerning this RFP must be submitted in writing (e-mail may be used) to the Issuing Officer. No questions other than written will be accepted. No response other than written shall be binding upon the University.

1.3 Issuing Officer

Ernie Kramer
Ernie.kramer@indstate.edu

The selected contractor shall follow all construction specifications and all University rules and policies.

1.4 Contract Term

Please quote your proposal in a term of approximately one year and an alternate of approximately three years. June 30 will be the established end date of the contract and it is anticipated that April 1, 2015 will be the start date of the contract. Each option will be with annual renewals.

1.5 Background

ISU's cable distribution system is a closed circuit television system providing programming to both residential and non-residential buildings. The residence halls include traditional rooms, suites and apartments. The total number of units "in use" varies by term. The average monthly unit count for billing purposes is 1961. (Appendix C).

Television service in the 32 academic locations is used much less frequently than the residence locations and should be considered as low use areas. (Appendix D) The per drop cost should reflect this lower use.

The existing cable plant is a predominantly 750 MHz fiber/coax hybrid system with a 50-750 MHz forward path for analog and digital broadcast to the ISU campus. Currently, four campus originated channels can broadcast on channels 14, 15, 20, and 21. The cable system is currently only capable of one-way transmission. A few areas still have active devices that may limit the bandwidth to 450 MHz, these devices will need to be replaced. Not all buildings on campus have been migrated to the fiber backbone.

1.6 Preferred Services

This section identifies all preferences which should present in the proposal before further consideration will be given.

1. The Contractor shall install fee-based television services to:
 - All residence halls.
 - 435 Apartments both on and off the contiguous ISU campus and three associated administrative offices.
 - Academic buildings for educational use. (Appendix E)
 - Administrative offices (Appendix E)
2. The Contractor shall include a separate line item for the Condit House (the on campus home of Indiana State University's president). This line item should include all possible programming tiers available.
3. The Contractor shall use the university-provided fiber pathways for the interconnection of the distribution system between buildings.
4. If the winning bid proposes to employ IP based solutions the servers must be located in one of the university data centers..
5. The Contractor shall provide services on a per outlet basis for each occupied residence hall room or lounge.
6. The University shall not be required to pay for service to unoccupied residence hall rooms and there shall be no minimum number of subscribers.
7. Indiana State University shall have the sole responsibility to determine the channel lineup.
8. The bidder shall not charge a service fee for the addition, deletion, or substitution of channels.
9. All marketing material used or provided by the Contractor shall be subject to approval by Indiana State University.
10. If the Contractor proposes the use of a set top box for any optional premium services, The Office of Information Technology- Video Engineering Services must be provided with two open units for system monitoring. Any expense for these set top boxes must be added to the per channel fee, and not appear as a reoccurring or one time fee.
11. All programming is currently received at the cable head end located in the basement of Dreiser Hall, delivered on coaxial cable. ISU currently accepts a hybrid analog/digital feed from Time Warner. The bidder shall move the head end to Gillum Hall room G003. The moving of the head end will necessitate migrating

some remaining buildings (approximately five) still fed by co-ax to University provided fiber optic pathways, and install the requisite fiber optic equipment.

11. The selected Contractor shall provide pricing for connection, termination and testing of new CATV connections on a per connection basis. Additional coax and fiber are to be installed by the owner as the need arises.

12. Contractor shall provide a detailed description of the procedure to be used for complaint resolution. The details Service Level Agreement should be specified.

13. Contractor will provide to Indiana State University the following:

- All manuals for the equipment installed
- A signed copy of all measurements made to demonstrate compliance with the terms of the contract resulting from this RFP.
- As built drawings produced for this project in AutoCAD format.

14. The selected firm shall be responsible for all active devices in the distribution system, from the input to the head end to the user's jack. Bidder is also responsible for all passive devices in the system except the fiber pathways. All devices, whether active or passive, shall become the property of Indiana State University upon installation.

15. It is the Contractor's responsibility to insure compatibility between the existing infrastructure and any equipment installed, or be prepared to demonstrate why it is equal or superior in performance.

16. The selected Contractor shall provide all labor, tools, materials, insurance and incidentals necessary to install all required equipment; e.g. antennas, cabling, receivers, modulators, amplifiers etc. for this project. Installation shall include, but not be limited to, F.O.B. destination, unloading, uncrating, setting in place, completing hookups and interfaces etc. All trash, containers and packing materials are to be properly disposed of by the contractor.

17. Any annual rate increase shall not be more than the aggregate consumer price index for the prior 12 month period during the period of the contract.

18. The University shall be billed at the lower use rate for any non-premium program services delivered to any academic buildings or classrooms. The use rate shall be broken out in to 3 categories

(See Appendix E)

- Academic
- Administrative
- Students

19. It is the contractor's responsibility to remove and properly dispose of abandoned coaxial cables.
20. For maximum flexibility the modulators installed for ISU content delivery shall be a Blonder Tongue HDE-CHV-QAM or equivalent.
- 21.
22. No channel shall be down converted to composite video at any point in the distribution system.
23. The proposed system shall be a digital delivery system throughout.
24. The mounting of any satellite dish or other outside antenna will be coordinated with ISU Facilities Management.

1.7 Contractor Qualification Requirements

The Bidder should provide three referrals of projects completed for universities of similar size, with similar complexity to that of the proposed project for Indiana State University. Referrals should contain:

- Name of institution
- Title and contact name
- Address of institution
- Email and phone number of contact person
- Scope and size of completed projects.

1.8 Service Requirements

The successful bidder should provide 24-hour support for the maintenance of all programming signals, i.e., telephone support. The successful bidder will be responsible for the maintenance of the head end and the fiber receiver to the point of termination.

The vendor shall provide all necessary maintenance, repair, replacement and testing. All equipment incorporated into the ISU system for maintenance, repair or replacement becomes the property of ISU. For all interruptions of service, the vendor must provide a

technician(s) at the site and on the job ready to service, and resolve within 4 hours of initial notification by ISU. Signal maintenance including balancing and adjusting of head end equipment such as transmitters, receivers and amplifiers must be performed annually. ISU reserves the right to approve any outsourced vendor the bidder chooses to use in order to execute the requirements of this scope of work. The vendor shall provide a toll-free telephone number for customer service and technical support.

Cable leakage measurements required to demonstrate compliance with F.C.C. leakage rules, must include a written description of the procedure used, an equipment list of the equipment used and the results of the measurements. This report should be signed by the technician making the measurements and include a list of demonstrable qualifications.

During the period of transition from the present system to the new digital delivery system the successful bidder shall provide staffing on sight for not less than one week to insure uninterrupted service to campus constituents.

Major system failure – This shall be defined as a system wide loss of three cable channels or as a complete outage of one building:
4 hour response; 8 hour restoration including weekends and holidays

Service degradation – involves the total loss of less than three channels or noticeable signal degradations of all channels:
4 hour response; 24 hour restoration

1.9 Proposed Solution –of Services

The University desires a solution that reflects or anticipates the changing environment for delivery of television and other programming. This environment is changing currently and we expect it to continue to do so. Solutions proposed should show attention to the flexible and varied nature of content and delivery methods that are available now and which will continue to expand and change in the next several years

Each proposal should contain a detailed description of how the successful bidder will provide each of the services outlined in the RFP. Bidder should describe the technical and programmatic features and specifications in distinctly separate sections.

Also included in this section:

Customer Service: Describe in detail the plan to provide customer service and support to the University and the student customer.

Service Level Agreement: Describe in detail the plan to provide maintenance for the system.

Service and Revenue Enhancements: Describe any unique strategies and incentives intended to enhance services and/or maximize revenues to the University. These should be included as an attached exhibit to the proposal.

Proposed Solutions Utilizing Set Top Boxes: Proposals that utilize set top boxes must describe in detail how you propose to manage the set top devices. The proposal should also describe any potential income to the University.

Proposed solutions Utilizing IP delivery: Proposed solutions using IP based delivery shall include benchmark information for required bandwidth per device.

Two Way Requirements If the technology proposed requires two way capabilities in the distribution system, the vender shall furnish the engineering cost, labor and additional equipment and related devices to implement it.

Digital Delivery: Describe the method and protocol of digital delivery including premium channels. Describe if the channel lineup will be the same as the delivery for standard digital service. If there are differences in the lineup, explain the differences and the reasons for the differences.

Warranty and Service/Maintenance Agreements: Contractor should submit with the proposal a copy of the proposed warranty and service/maintenance agreements, if applicable.

Installation Schedule: The proposal should include a detailed installation schedule based on all factors outlined in the RFP. All work must be complete and the switch over of service must be done on **March 31, 2015**

The vendor shall supply a line-up of television networks available to Indiana State University. Our current analog offering is attached for reference (Appendix A). The lineup should consist of standard digital (basic), and if offered, premium channels. ISU requests separate pricing for standard digital programming, premium movie and sports packages.

ISU requests bidders supply a proposal for digital bulk service to the campus community and ways to maximize its current 73 channel capacity. ISU prefers not to offer digital and premium service based on additional hardware such as set top boxes. However, if additional hardware is required for digital bulk service, then the bidder must propose how to manage/deliver such equipment. In addition to the cost, the vendor should provide equipment specifications associated with each box or hardware item.

ISU realizes there will possibly be technological changes during the agreement. The University desires a solution that reflects or anticipates the changing environment for

delivery of television and other programming. This environment is changing currently and we expect it to continue to do so. Solutions proposed should show attention to the flexible and varied nature of content and delivery methods that are available now and which will continue to expand and change in the next several years

ISU reserves the right to generate revenue through various methods including inserting commercial advertising on channels. ISU is interested in exploring revenue sharing programs proposed by vendors or local ad insertion options. Vendors should describe unique strategies and incentives intended to enhance services to student and to maximize revenues to the University.

All equipment required for delivery of content as provided and maintained by Contractor/Vendor becomes property of ISU upon execution of the service contract. All equipment is expected to be new, current production equipment. A quote can be provided for the equipment, or it can be included as a separate item in the price of the service.

All channels will be provided in stereo when originated by the program producer in stereo.. Vendor should specify any EAS capability of the system. Integration with ISU's existing emergency alert systems should be explored.

2.0 Rejection of Proposals/Cancellation of RFP

ISU reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of ISU. It is also within the right of ISU to reject proposals that do not contain all elements and information requested in this document. ISU reserves the right to cancel this RFP at any time. ISU will not be liable for any cost/losses incurred by the bidders throughout this process.

2.1 Schedule of Events

This request for proposal shall be governed by the following schedule:

Dates

11/24/2014 Release of RFP
12/3/2014 Vender's conference and walkthrough
12/5/2014 Last day for vendors to ask questions
12/6/2014 Answers to written questions posted by ISU Purchasing.

12/15/2014 Vendor Proposals due

3/31/2014 xx/xx/xxxx Work complete and service switch over completed.

Appendix A

2	C-span	26	E! Entertainment TV	50	VH1
3	WB	27	CNN	51	MTV
4	WTTV-WB	28	Fox news Network	52	BET
5	WFYI- PBS	29	CNBC	53	Country Music TV
6	WRTV-ABC	30	CNN Headline News	54	Spike TV
7	WTWO-NBC	31	NSNBC	55	Woman's Entertainment
8	WFXW-FOX	32	ESPN	56	Oxygen
9	WGN	33	ESPN 2	57	Tuner Classic Movies
10	WTIU-PBS	34	ESPN Classic Sports	58	American Classic Movies
11	TBS Superstation	35	Fox Sports Ohio	59	FX
12	WTHI-CBS	36	Fox Sports Midwest	60	I Independent TV
13	Community Access	37	USA Network	61	FIT TV
14	ISU	38	TNT	62	TBN
15	ISU	39	ABC Family Channel	63	Eternal Word TV
16	Comedy Central	40	The Learning Channel	64	Inspirational Network
17	Bravo	41	Discovery Channel	65	C-SPAN 2
18	A&E	42	Cartoon Channel	66	Sci-fi Channel
19	TV Guide Channel	43	Food Network	67	Lifetime Movie Network
20	ISU Student Video	44	Nickeloden	68	Product Info Network
21	ISU	45	TV Land	69	MTV University Channel
22	Home and Garden	46	Animal Planet	71	Discovery Health Channel
23	Travel Channel	47	Court TV	72	Boomerang
24	Lifetime TV	48	The History Channel	73	Halmark Channel
25	Weather Channel	49	Disney Channel		

Appendix B

Schedule of Cable TV outlets by Location

Location	Academic Year Occupancy				Full Calendar Year Occupancy		
	Student Room	Guest Rooms	Chapter Rooms	Student Lounge Front Desk	Apartment	Administrative	
Cromwell Hall	203	1		3	5	1	
Rhoads Hall	205	3		4	6	1	
Mills Hall	Closed						
Blumberg Hall	210	5		3	5	1	
Burford Hall	118			6	3	2	
Pickerl Hall	118			13	8	1	
Erickson	130			9	4	3	
Hines Hall	138			2	5	1	
Jones Hall	138			2	5	3	
Sandison Hall	116			2	4	2	
Lincoln Quad.	768		10	1	8	2	
Reeves Hall	272		32				
University Apartments					382	3	
Non-Residential Outlets (Offices, Etc)						1	
500 Wabash	332		Under Construction	Finished		2015	
Totals by Location	2748	9	42	45	435	21	
Total of All Locations						2,968	

Appendix C

Annualized Average Monthly Usage 2014 - 2015 Projection

Month	Service Days Per Month	Total Available Units Per Month	Service Days X Units
Jul-14	31	580	17,980
Aug-14	14	580	8,120
Aug-14	17	2,968	50,456
Sep-14	30	2,968	89,040
Oct-14	31	2,968	92,008
Nov-14	21	2,968	62,328
Nov-14	9	510	3,250
Dec-14	5	2,968	14,830
Dec-14	26	510	13,260
Jan-15	7	510	13,570
Jan-15	24	2,968	71,232
Feb -15	28	2,968	83,104
Mar-15	18	2,968	53,424
Mar-15	13	560	7,280
Apr-15	30	2,968	89,040
May-15	9	2,968	26,712
May-15	22	510	11,220
Jun-15	30	580	17,400
	365		715,604
Weighted Average Units Per Month			1,961

NOTE: This schedule includes residential outlets, as well as, non- residential (lounges, administrative) outlets. This includes resident halls and University Apartments.

Appendix D

Building	Drops	Notes
Afro-American Center	10	
Animal Facilites	0	
Arena	58	
Bayh Collage of Education	96	
Career Ctr.	5	Estimate
College Business	243	
Condit House		Separate Line Item
Dreiser Hall	19	
Facilites Man.	0	
Fairbanks Hall	0	
Fine Arts	36	
Food Court	30	
Gillum Hall	30	
Hamiton Harris	0	
Holmstedt Hall	24	
Hulman Ctr.	24	
John Moore Peformance Ctr.	15	
Landsbaum Ctr.	40	
Library	8	
New Theater	0	
Normal Hall	0	Renovation
Nursing	6	
Rankin/Tirey	34	
Root Hall	10	
Science Building	105	
Stalker Hall	112	
Statesman Tower	0	Demolish 2015
Steam Plant	3	
Student Recreation Ctr.	73	
Student Service Ctr.	46	
Student Success Ctr.	44	
Tech A	11	
Tech Myers	48	
University Club	1	
Welcome Ctr.	7	
Total Drops	1138	

Appendix E

		Student	Admin.	Academic
Afro-American Cult.	10		10	
Rec. Center	73	73		
Student Service Ctr	46	46		
Food Court	30	30		
Hulman Ctr.	24		24	
Student Sucuess CTR	44	44		
Residential Life	2885	2885		
Arena	58		58	
Business	243			243
Dreiser Hall	19		38	
Fine Arts 1	36			36
John Moore Perf.CTR.	15			15
Gillum Hall	30		30	
Holmstedt Hall	24		24	
Landsbaum	40		40	
Library	8		8	
Nursing	6			6
Rankin/Tirey	34		34	
Root Hall	10			10
Science Bld.	105			105
Stalker Hall	112			112
Tech A	11			31
Tech Myers	48			48
University Hall	96			96
Steam Plant	3		3	
University Club	1		1	
Welcom Ctr.	7		7	
Total	4018	3078	277	702

Mar. 2014

