

**INFORMAL REQUEST FOR  
PROPOSALS  
PETERSBURG CITY PUBLIC SCHOOLS  
255 SOUTH BOULEVARD  
Petersburg, VA 23803  
INFORMAL REQUEST FOR PROPOSALS NUMBER: IRFP 25-011  
TITLE: School Improvement Key Performance Indicators  
(KPI) System Framework**

Proposals are being requested to provide services to develop a **School Improvement and Key Performance Indicators (KPI) System Framework** for Petersburg City Public Schools. **Proposals shall be returned no later than 2:00 p.m., September 16, 2025.**

**INQUIRIES:** Any questions which may arise as a result of this solicitation may be addressed to Lorie W. Newton, Procurement Consultant, at (804) 586-4830 or by email to [newtlw@outlook.com](mailto:newtlw@outlook.com). Contact initiated by an offeror concerning this solicitation with any other School Board representative, not expressly authorized elsewhere in this document, is prohibited. Any such unauthorized contact may result in disqualification of the offeror from this transaction.

This Informal Request for Proposals, signed by an individual who has authority to bind the partnership or corporation, shall be considered an offer on the part of the offeror and shall be deemed accepted upon approval by the Petersburg City School Board Procurement Department.

My signature below certifies that:

- I agree to abide by all conditions of this Proposal and that I am authorized to sign this Proposal.
- The accompanying proposal is not the result of, or affected by, any unlawful act of collusion with another person or company engaged in the same line of business or commerce, or any act of fraud punishable under Title 18.2, Chapter 12, 498.4 of the *Code of Virginia*, 1950 as amended. Furthermore, I understand that fraud and unlawful collusion are crimes under the Virginia Governmental Frauds Act, the Virginia Government Bid Rigging Act, the Virginia Antitrust Act, and Federal Law, and can result in fines, prison sentences, and civil damage awards.
- The accompanying proposal is in compliance with the *State and Local Government Conflict of Interests Act 2.2-3100*, supplemented by Article 6, 2.2-4367-69 of the *Code of Virginia*. Specifically, no school board employee, school board employee's partner, or any member of the school board employee's immediate family holds a position with the offeror such as an officer, director, trustee, partner or the like, or is employed in a capacity involving personal and substantial participation in the procurement transaction, or owns or controls an interest of more than five percent.

To receive consideration for award, this signature sheet must be returned to the Procurement Department as it shall be a part of your response.

**PLEASE COMPLETE THE FOLLOWING INFORMATION:**

**Complete Legal Name of Firm:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Federal Tax ID Number:** \_\_\_\_\_

**Signature of Authorized Representative:** \_\_\_\_\_

**Typed Name and Title:** \_\_\_\_\_

**Please provide the primary contact person for questions and concerns relative to this project:**

**Contact Name and Title:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ **Fax:** (\_\_\_\_) \_\_\_\_\_ **Email:** \_\_\_\_\_

**We hereby provide the following information to Petersburg City Public Schools regarding our business. We understand that it is provided for statistical purposes only and all firms submitting proposals will receive equal consideration.**

Minority-Owned Business:	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Petersburg City Business:	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Women-Owned Business:	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Small Business	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Service Disabled Veteran-Owned Business:	YES <input type="checkbox"/>	NO <input type="checkbox"/>			

## I. PURPOSE

Petersburg City Public Schools, Petersburg, Virginia is seeking to secure services for qualified consultants/companies to design and implement a Key Performance Indicator (KPI) System Framework aligned to school and division performance goals and measurable outcomes across specific identified areas ( i.e. student attendance, suspensions,

## II. BACKGROUND

Petersburg, Virginia, boasts a rich history intertwined with the state's and nation's development. From its founding as a trade and transportation hub in the 17th and 18th centuries, to its vital role during the Civil War, Petersburg has played a significant part in American history. Petersburg became a strategic target during the Civil War due to its railroad connections to the Confederate Capital of Richmond. The city was the scene of a nine-month siege, a pivotal campaign in the Civil War. Post Civil War, Petersburg experienced economic and social changes, including the rise of industrial manufacturing and the integration of its African American community. The city continued to develop, with notable developments including the establishment of Richard Bland College and Virginia State University. The Petersburg City Public Schools have a rich history, with roots tracing back to the early 19th century. The district has continued to grow and evolve, with Petersburg High School being rebuilt at its current location on Johnson Road in 1974, combining the older Petersburg High School and Peabody High School.

Petersburg City Public Schools consist of Nine (9) schools: 1- High, 1 -Middle, 1- 6<sup>th</sup> Grade Campus, 4 - Elementary, 1- Early Childhood Education Center and 1- Alternative Education Academy is focused on individual school and division-wide improvement through student growth and achievement.

## III. SCOPE OF SERVICES

The Consultant/Company will:

1. Design and build customized Key Performance Indicators (KPI) System Framework to monitor and measure the growth and success of (6) schools based on identified indicators aligned to school improvement targets and division goals
2. Provide visualizations, charts, reports, etc., including individual school and division profiles for ongoing monitoring, evaluation, and support.
3. Provide three training sessions/technical support for school and division leaders on the KPI system, structure and resources.

## IV. INSTRUCTIONS

**PROPOSAL SUBMISSION:** It is the sole responsibility of the Offeror to ensure the proposal is received by Procurement Department personnel before the time and date indicated above. Proposals and/or any addenda pertaining thereto, received after the specified time and date will not be considered. The School Board may request additional information at any time during the procurement process.

Proposals may be submitted by one of the following methods:

Electronically through eVA, hand deliver, email, or mail to the Petersburg City Public Schools, 255 E South Street, Petersburg, VA 23805. If mailed or hand delivered please provide original and three copies. Questions to be emailed to: [newtlw@outlook.com](mailto:newtlw@outlook.com). If emailing proposal, submit to [newtlw@outlook.com](mailto:newtlw@outlook.com)

## V. DETAILED PROPOSAL SUBMITTALS

Offerors should include as part of their proposal response the following information at a minimum:

- A. Signed cover sheet and all addenda acknowledgement, if applicable.
- B. A detailed description of the services to be provided which addresses each of the phases listed in Section III, Scope of Services. Clearly state your ability to meet or exceed the requested services and any alternative solutions that would benefit the School Board.
- C. Statement of Qualifications – The offeror should include a description of the organizational and staff experience as it relates to providing the requested services.
- D. Key Personnel – The offeror should provide a list of key personnel to be assigned to this contract, specify each person's role in administering the contract, and provide a resume for each person.
- E. Length of time that the consultant or firm has been in business.
- F. Proposed cost in accordance with Pricing Schedule, Section IX.

## VI. GENERAL TERMS AND CONDITIONS

- A. In addition to the terms and conditions listed herein, this purchase is also subject to Petersburg City Public School's terms and conditions which can be reviewed on the Procurement Department's website at <https://petersburg.k12.va.us>.
- B. **Contractor's Authorization To Transact Business:** In accordance with *Code of Virginia* Section 2.2-4311.2, as amended, any offeror organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the *Code of Virginia*, or as otherwise required by law. Any offeror organized or authorized to transact business in the Commonwealth of Virginia pursuant to Title 13.1 or Title 50 of the *Code of Virginia* shall include in its proposal the identification number issued to it by the State Corporation Commission. Any offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 of the *Code of Virginia*, or as otherwise required by law, shall include in its proposal a statement describing why the offeror is not required to be so authorized. This information shall be provided on Attachment A titled "Virginia State Corporation Commission (SCC) Registration Information". Failure to provide the required information may result in the rejection of the proposal. The Contractor shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth of Virginia, if so required under Title 13.1 or Title 50 of the *Code of Virginia*, to be revoked or cancelled at any time during the term of the contract. The School Board may void any contract with a Contractor if the Contractor fails to remain in compliance with the provisions of this section. **SEE ATTACHMENT A.**

## VII. SPECIAL TERMS AND CONDITIONS

- A. **Insurance Requirements:** The Contractor and insurance company should carefully review the insurance requirements set forth below. The Contractor shall furnish a copy of a certificate of insurance in accordance with the requirements before the School Board will

**execute a contract. The Contractor shall be responsible for maintaining current certificates of insurance on file with the School Board. The certificate of insurance does not need to accompany the proposal.**

The Contractor shall purchase and maintain in force, at his own expense, such insurance as will protect him and the School Board from claims which may arise out of or result from the Contractor's execution of the work, whether such execution be by himself, his employees, agents, subcontractors, or by anyone for whose acts any of them may be liable. The insurance coverages shall be such as to fully protect the Superintendent, School Board, the Consulting Professional (if applicable) and the general public from any and all claims for injury and damage resulting by any actions on the part of the Contractor or his forces as enumerated above.

The Contractor shall furnish insurance in satisfactory limits, and on forms and of companies that are acceptable to the School Board's Attorney and/or Risk Management Director and shall require and show evidence of insurance coverages on behalf of any subcontractors (if applicable), before entering into any agreement to sublet any part of the work to be done under this contract. All insurance carriers shall waive any and all subrogation against the School board, and it shall be the responsibility of the Contractor/the Contractor's insurance professional to ensure compliance with this requirement.

The Contractor's insurance coverage shall be primary and non-contributory to any program of insurance or self-insurance that the School Board may or may not have in force, and the insurance required hereunder shall not be interpreted to relieve the Contractor of any obligations under the contract. The Contractor shall remain fully liable for all deductibles and amounts in excess of the coverage actually realized.

The Contractor shall maintain during the initial term and any additional terms of this contract the following equivalent coverage and minimum limits:

1. Commercial General Liability: \$1,000,000 Combined Single Limit per occurrence. Coverage must be Broad Form and include Products & Completed Operations, Bodily Injury, Property Damage and Contractual Liability.
2. Business Automobile Liability: \$1,000,000 Combined Single Limit per occurrence. Coverage should include all owned, hired, and non-owned automobiles.
3. Workers' Compensation: Virginia Statutory limits including Employers Liability limits of \$100,000 each accident, \$100,000 each disease-each employee, and \$500,000 policy limit.
4. Employers' Liability: \$100,000 each accident
5. Professional Liability: \$1,000,000

An insurance certificate shall be provided as evidence of the required insurance. The insurance certificate:

1. Must reflect that the Commercial General Liability policy names the Petersburg City Public Schools, its officers, employees and agents, as additional insured by endorsement to the policy or as required by contract.

Additional insured status applies to all work of the named insured performed on behalf of the Petersburg City Public Schools for this policy period.

2. Must reflect that the policies are endorsed to require no less than 30 days' notice of cancellation or other change in coverage to the Superintendent and School Board.
3. Must have an authorized signature.
4. The Certificate Holder should be listed as:  
Petersburg City Public Schools  
255 South Boulevard  
Petersburg, VA 23805

**B. Protection of School Board Data:** To protect School Division/ Board data, as that term is defined in the Service Agreement, the Contractor shall maintain secure, efficient, and effective information security processes documented by evidenced usage of industry acceptable information security standards, such as current version of ISO 27001/ISO 27002 certification/compliance status, SSAE NO. 16 Attestation status, or use NIST 800-53 controls. The Offeror shall show evidence of usage of any or all these industry best practice controls to be considered for award of a contract.

School Board data transmitted to Contractor and stored by Contractor pursuant to the resultant Service Agreement shall reside at a data storage center within the United States (excluding the U.S. territories).

The Contractor agrees to notify the Superintendent promptly upon any knowledge of a security incident or security breach associated with School Board data bound by the resultant Service Agreement.

If Contractor requires the Superintendent/ School Board to agree to terms and conditions in addition to those contained in the Service Agreement, any limitations on Contractor's liability contained in such terms and conditions shall not apply to Security Breaches or the unauthorized release of School Board data. An "unauthorized release" means a security event in which School Board data is copied, transmitted, viewed, stolen, or used by an individual or entity unauthorized to do so.

**B. Subcontracts:** No portion of the work shall be subcontracted without prior written consent of the School Board. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish the Superintendent/School Board the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract and compliance with applicable General Terms and Conditions (including, without limitation, the non-discrimination and drug-free workplace provisions).

## VIII. EVALUATION AND AWARD

### A. EVALUATION CRITERIA

The following criteria will be utilized in the evaluation of proposals and award of the contract:

Criteria
1. Demonstration of the consultant's/company's ability to provide a comprehensive/ user friendly KPI System for a school district.
2. Experience and qualifications of the Consultant(s)/Company that will provide the service.
3. Evidence of at least <u>two</u> examples of the KPI system developed and implemented with other school districts
4. Ability to devote necessary staff to this project to meet established deadlines.
5. References from previous school districts where this type of work has been completed and implemented
6. Cost of Services

### B. AWARD

The Superintendent, Chief Academic Officer, and Chief of Staff shall select the offeror which, in its opinion, has made the best project approach, plan and proposal, and shall award the contract to that offeror. Negotiations shall be conducted if necessary.

## IX. PRICING SCHEDULE

Total Sum: \_\_\_\_\_

**In addition to the total sum price, please provide a breakdown of the proposed services for review and consideration by the team.**

## X. DELIVERABLES

Functional KPI System inclusive of the required components aligned to the school and division goals and targets
Consultant will participate in an initial meeting with the Superintendent, Chief Academic Officer and Chief of Staff to establish focus areas for the KPI System for the (6) schools and desired utilization
User friendly, visualizations, charts, reports, etc., including individual school and division profiles for ongoing monitoring, evaluation, and support.
Consultant will meet twice with the Superintendent, Chief Academic Officer, Chief of Staff and school principals via zoom as requested.
Pertinent training materials and technical support tools as required

**XI. ADDENDA**

Any changes or supplemental instructions to this solicitation shall be in the form of written addenda. All addenda are downloadable from the School Board website at: <https://petersburg.k12.va.us>. Each offeror is responsible for obtaining all addenda posted at the Procurement Department website or by emailing [newtlw@outlook.com](mailto:newtlw@outlook.com). Acknowledgement of receipt of all addenda shall be in the space provided below or by returning a copy of each signed addendum. Failure to do so may result in rejection of the proposal. All addenda issued shall become part of the solicitation and all resulting contract documents.

Addendum No. _____	Dated _____
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____

**ATTACHMENT A**

**Virginia State Corporation Commission (SCC) Registration Information (Complete and return with proposal submission)**

**The offeror shall check one of the following. The offeror is:**

☐ a corporation or other business entity with the following SCC identification number: \_\_\_\_\_ -  
**OR-**

☐ not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust **-OR-**

☐ an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the offeror in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from offeror's out-of-state location) -  
**OR-**

☐ an out-of-state business entity that is including with this proposal an opinion of legal counsel which accurately and completely discloses the undersigned offeror's current contacts with Virginia and describes why those contacts do not constitute the transaction of business in Virginia within the meaning of § 13.1-757 or other similar provisions in Titles 13.1 or 50 of the *Code of Virginia*.

**\*\*NOTE\*\*** >> Check the following box if you have not completed any of the foregoing options but currently have pending before the SCC an application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for proposals. No award shall be issued to an offeror who fails to provide the required information unless a waiver of these requests is granted by the chief executive of the local governing body (the School Board reserves the right to determine in its sole discretion whether to allow such waivers): ☐