



December 23, 2020

REQUEST FOR QUALIFICATION (RFQ 20-12-03)  
RADIO FREQUENCY SPECTRUM BROKER/AGENT SERVICES  
For Fort Smith Public School District Submission Deadline Date and  
Time:

January 28, 2021 2 p.m., CST

Proposals must be received in the Purchasing Office by 2 p.m. CST on January 28, 2021 for consideration. One (1) electronic copy of documents demonstrating qualification are required. Functioning links to sample work should be included as part of the electronic copy of the document.

Please direct questions and proposals to:

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Please be sure the RFQ number is clearly marked on the exterior of the package.

Any RFQ received after the specified date and time will not be accepted.

**1. BACKGROUND:** Fort Smith Public Schools (FSPSD) is a K-12 public school district serving approximately 15,000 students, 19 elementary schools, four junior high schools, two senior high schools, a 7-12 alternative learning center and an adult education center. The District also has grant-funded preschool services in many of its elementary schools. FSPSD employs almost 2,000 educators and support personnel.

### **1.1 Mission**

Fort Smith Public Schools, a premier district where innovation creates excellence, is dedicated to providing an equitable, challenging educational experience by engaging families and community partners as we prepare students to embrace their roles in our culturally diverse community and rapidly changing world.

### **1.2 Guiding Principles:**

In Fort Smith Public Schools, we believe:

- Our diversity is a recognized asset in our schools and in our community.
- All students deserve equitable access to a high-quality education in a safe and accepting environment structured to foster the learning process.
- All members of our community have value and play a critical role in its success.
- All students have the potential to become productive citizens in our diverse and rapidly- changing world.
- The involvement of families is important to the success of students.
- Community involvement in our schools is an essential and highly-valued investment in our students and our future.
- Embracing change enhances our ability to achieve at our highest potential.
- Educators are the foundation of our school system, and their ongoing professional development improves teaching and learning.

### **1.3 Strategic Goals:**

- **Career Planning:** Develop and implement education and career pathways so that each student graduates with a viable plan and relevant skill set for his or her future.
- **Equity:** Develop and implement a system-wide plan to provide all students with the resources they need to optimize their learning.
- **Instruction:** Design, develop and implement programs to promote rigor, relevance, collaboration, critical-thinking skills and learning environments designed to meet each student's unique needs and aspirations.
- **Learning Environment/Facilities:** Align resources, facilities and technology strategically and equitably across the district to maximize security and enhance the learning environment.
- **Staffing:** Recruit and retain highly-qualified faculty, staff and administration.
- **Technology:** Provide appropriate technology that is consistently available, effectively supported and equitably distributed for group and individual instruction.
- **Wellness:** Develop and train empathetic and nurturing employees to be sensitive to and supportive of the needs of all children and families.

**2. INTENT:** The Fort Smith Public Schools wishes to work with an experienced broker/agent/consultant to assist in the sale or lease of radio frequency spectrum channels in the Educational Broadband Service (EBS) band of the radio spectrum.

**3. SCOPE OF SERVICES:** The District is licensed by the Federal Communications Commission (FCC) for four channels in the 2.5 GHz EBS band. Further details may be found in the FCC's Universal Licensing System under call sign WNC468. The District believes it may be in its best interest to explore commercial opportunities for selling or leasing these channels or entering into another form or partnership with a third party. It is open to creative ideas for maximizing the value of these channels to further its educational mission and best serve its community. The District is proposing to retain the services of a qualified representative to assist it with marketing the channels and representing it through any bidding, negotiation and contract execution activities required to complete a transaction.

The successful Applicant's scope of services will include, but not be limited to the following:

- Advise the District on its best options for types of transactions and potential bidders that would maximize the value received for the channels.

- Assist the District in development of marketing materials and brochures describing the EBS assets that are for sale or lease.

- Assist the District in preparation of the offering and related documents.

- Develop and provide a database of qualified and prospective purchasers.

- Market the channels on a local and national basis, including direct contacts, advertising, and internet website marketing.

- Prepare periodic status reports indicating progress in marketing the properties.

- Meet with District personnel on a periodic basis to review status reports on marketing efforts.

- Assist in the sealed bid opening process or other bidding process as determined by the District.

- Assist with negotiation of all aspects of the sale or lease contract and other requirements related to the disposition of the channels.

- Assist the District with properly reporting and recording the transaction with the FCC and the State of Arkansas.

**4. REQUIREMENTS:** Applicants who respond to this Request for Qualifications (RFQ) must meet the following requirements:

- 4.1 Commitment to the FSPSD mission, guiding principles and strategic goals.

- 4.2 Available for on-site review of operations, as needed.

- 4.3 Must have no substantive conflict of interest in consulting for the FSPSD.

- 4.4 Act in a professional manner.

- 4.5 Demonstrated experience as a broker/agent in the sale or lease of radio frequency spectrum channels in the EBS band of radio spectrum.

- 4.6 Knowledgeable of laws and regulations applicable to public education and school districts in the State of Arkansas.

- 4.7 Knowledge and experience in the broadband industry in general.

4.8 Specific knowledge of the rules, regulations and procedures established by the Federal Communication Commission for sale or lease of EBS channels.

5. QUALIFICATIONS: Proposals must include

5.1 Introduction summarizing any relevant experience

5.2 Examples/samples of past projects

5.3 Proposed plan for accomplishing the scope of work that is well prepared for this departmental review.

5.4 Preferred method of billing.

5.5 Outline of resources and assistance to be provided by the district staff.

5.6 Point of contact information, including name, title, phone and email address.

5.7 Expected time required to complete the project. Also include the date available to start the solicitation process.

5.8 Names and qualifications of individual(s) who would be assigned to this project.

6. SELECTION CRITERIA: Proposals will be evaluated using the following criteria

6.1 Experience representing governmental clients in the sale or leasing of radio spectrum assets, especially in the EBS band.

6.2 Timeline and availability of staff and necessary resources to complete solicitation and outreach to potential buyers/bidders in a timely manner.

6.3 Knowledge of the rules, regulations and procedures established by the Federal Communication Commission for sale or lease of EBS channels.

6.4 Knowledgeable of laws and regulations applicable to public education and school districts in the State of Arkansas.

6.5 Qualifications of individual/staff who would provide services.

Criteria	Maximum Points
Demonstrated experience with similar projects	30
Timeline and availability of staff	20
Knowledge of FCC rules, regulations and procedures	15
Knowledge of laws and regulations in Arkansas	15
Qualification of staff	20
<b>Total</b>	<b>100</b>

7. SCHEDULE: RFQ Applications are due January 28, 2021.

8. SUBMISSION: Proposals must be received in the District office by 2 p.m. CST on Thursday, January 28, 2021 for consideration. One (1) electronic copy of the proposal are required. Functioning links to sample work should be included as part of the electronic copy of the document.

9. REFERENCES: A minimum of two (2) references attesting to the consultant's skills in the areas outlined above under Scope of Services must be provided.

10. FORM OF CONTRACT: The District intends to negotiate and enter into a contract with the best-qualified, most responsible Applicant(s) whose proposal is determined to be in the best interest of the Fort Smith Public Schools. Fees will be negotiated

between the consultant(s) and the District; fee structure will be commensurate with the market and experience. Note that the District expects that all reimbursable charges will be charged at the consultant's actual cost, without additional mark-up, and with prior District approval.

\*FSPSD has sole discretion and reserves the right to reject any and all responses received with respect to this RFQ and to cancel the RFQ process at any time prior to entering into a formal agreement. FSPSD reserves the right to request additional information or clarification of information provided in the response without changing the terms of the RFQ.