

Pikmykid Response to:

Huron Valley Schools
Request for Quote #HV-990-070422
for School Safety and Communications Solution

31 August 2022



Pikmykid 5005 W Laurel Street
, Suite 204, Tampa, Florida 33607



31 August 2022

Dear Huron Valley Schools and MAC Program Team,

Pikmykid is pleased to respond to the Request for Quote (RFQu) #HV-990-070422 for School Safety and Communications Solution. PMK is proposing our comprehensive Emergency Management Solution with Silent Alarm and Active Messaging. In addition to Emergency Management, the PMK Platform also offers daily management of school dismissals, after-school programs, contact information, and communications.

The PMK School Safety Platform enables district and school administrators, staff, students, parents, and guardians to stay informed and engaged with Active Messaging and other multi-channel communications. In emergency response mode initiated by Alert Management or the Silent Alarm, PMK Communications and instant messaging automatically extends to first responders and other authorized responding agencies and individuals.

The effectiveness, efficiency, and robustness of PMK standard and custom solutions have been tested and proven in public, charter, and private schools across the country and around the world, representing more than 2 million PMK users in all fifty U.S. states and in seven countries. Among our active contracts, we have contracts awarded by the BuyBoard Purchasing Cooperative with several districts in Michigan, Texas, Florida, and New York.

PMK's innovation and the high-quality, highly secure, highly available PMK Platform has made us a recognized industry leader in school safety and emergency management. The flexibility of our solutions enabled PMK schools to respond quickly and safely to the COVID-19 crisis by supporting car lines for meal pickup, drive-through COVID testing, and social distancing to ensure the safety and protect the health of frontline staff.

We are tremendously proud of our contributions to the partnerships we have with PMK districts and schools in identifying traditional and evolving safety challenges and developing essential and cost-effective solutions that ensure the highest levels of protection to students and staff and provide a safe campus and environment in which to learn.

Sincerely,

Chitra Kanagaraj, COO and Co-Founder

chitra@pikmykid.com ▪ 201-362-1531 ▪ 5005 W Laurel St, Ste 204, Tampa, FL 33607

Ph: 813-649-8028

Fax Number 813-533-5420



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SECTION 1.0 – BIDDER RESPONSES TO SCOPE OF WORK AND PRICING

1.1 Minimum Mandatory Requirements

All Bids will be reviewed for compliance with the mandatory requirements. Bids deemed non-responsive will be eliminated from further consideration.

1. Proposer must have three (3) years' experience, within the last five (5) years, providing School Safety and Communication Solutions that is equivalent or similar to that being requested by Huron Valley Schools as described herein.

Pikmykid (PMK) has over seven (7) years' experience providing School Safety and Communication Solutions equivalent or similar to the solutions being requested by Huron Valley Schools as described by the requirements and specifications in the Request for Qualifications (RFQu) #HV-990-070422. In the past seven years, we have successfully delivered, implemented, supported, and maintained school safety solutions for over 2,000 schools and school districts.

In 2014, the Pikmykid app was launched by reimagining school dismissal management. Today, the **PMK School Safety Platform** is helping school districts across the country to reimagine emergency and crisis management.

The PMK Platform integrates seamlessly with districts' and schools' existing emergency management ecosystems and extends the toolset available to district and school administrators and staff to prepare for, respond to, and recover from school emergencies.

PMK Emergency Management solutions align with standard response protocols (SRP) and standard reunification methods (SRM) and are built on the same platform of safety management tools that PMK schools use on a daily basis for managing contact information, conducting safety drills, and ensuring safe and efficient dismissals. In an emergency, there is no time to learn new or seldomly-used tools.

PMK Multi-Channel Communications and Active Messaging enable district and school administrators to instantly and securely communicate with emergency response agencies and authorized individuals, district and school administrators, school staff, parents, guardians, and designated emergency contacts. A secure, reliable, resilient, and redundant communications infrastructure is essential to ensure that emergency messaging gets through and gets to all stakeholders.

PMK Multi-Channel Communications and Active Messaging provide the control of communications that schools require in an emergency response, enabling district and school administrators working with any responding agencies and authorities to instantly disseminate accurate information, guidance, and instructions. More effective and efficient communication means students and school staff are accounted for and safely reunited with their families as soon as possible.



2. Provide pricing to Huron Valley Schools/MAC for School Safety and Communication Solution Services.

Please refer to our responses to the RFQu Section 1.9 Pricing Schedule for complete pricing information for the PMK School Safety Platform and Emergency Management solutions, support services, and optional platform extensions and customizations.

3. Please include a detailed proposal describing your company's software product and model for the training and delivery of services. Please also list the types of entities that you are currently providing services and normal timelines from scheduling to operation.

The PMK School Safety and Communications platform provides the highly secure services, tools, and resources that meet or exceed Huron Valley's detailed requirements identified in RFQu Attachment A for the planning and organization, administration, alert and response, communications, logging and reporting, administration, security, and maintenance of a comprehensive school safety and communications solution. PMK product and service details are provided in our A product and service overview are provided below. PMK Platform capabilities are detailed in our responses to the RFP Attachment A requirements.

PMK School Safety Solutions. School districts choose PMK because of the high-quality of the platform design and architecture and the exceptional usability of its toolset. PMK provides the efficiency, effectiveness, and adaptability that integrate well with the complementary components of a district's comprehensive emergency management strategies and implementations.

The PMK platform provides two types of management tools:

- **Daily Management** tools that staff, parents, and guardians use on a daily or routine basis to optimize the activities, scheduling, and record keeping required to support safe, stress-free morning check-ins and afternoon dismissals
- **Emergency Management** tools that leverage the familiarity of the Daily Management toolset while extending the platform with the specialized tools needed to support emergency alerting, responses, reunification, and recovery



| PMK School Safety and Communications Platform | |
|--|---|
| Daily Management | Emergency Management |
| Student Attendance & Morning Check-In | Silent Alarm |
| Change Management & Schedule Planning | Emergency Contact Management for Parents and Guardians |
| Hall Pass and After-School Program Management | Student Check-In for Designated Safe Zones |
| Early Dismissal Management | Parent and Guardian Check-in for Reunification Management |
| Auto-Announcement for Dismissals | Student-Caregiver Reunification Management |
| Questionnaires for Parents and Guardians | Safety Drill Management |
| Delegation for Pick-Up with Photo ID Security | Anonymous Tipline |
| Platform Services for Daily and Emergency Management Suites <ul style="list-style-type: none">▪ Secure user authentication▪ Multi-channel communications▪ Audit logs of time-stamped system activity, events, and usage▪ Analytics and reporting tools▪ Transportation management and scheduling▪ Contact information management | |



Training and Delivery of Services model: Pmk will manage, maintain all the software to meet the latest vendor standards for its SaaS application. pmk will train the district users to ensure they use the application for the functions outlined in the proposal. The software can work on all existing devices that can run on browsers.

The district

- Should be the change leader encouraging the staff, parents and administrators to get trained and use the application to the full potential and practice student safety.
- Provide sufficient workstations, laptops or educate staff to repurpose their existing devices for communications in case of emergency.
- The IT team should ensure the pmk domain is whitelisted to allow email and notifications to be sent from our software through your network.

We provide:

- Basic portal for anonymous reporting and basic notification capabilities – within 10 business days of receipt of order
- 24x7x365 support email and phone support during PST working hours
- Full implementation ready web services for testing – within 21 calendar days with all relevant data for integration available on time.
- Launch App based integration for anonymous reporting - within 100 days with all relevant data for integration available on time.
- A Project Management professional to oversee implementation

Dependencies:

- District should clearly layout the requirements and sign off on the design within project timelines
- District should share the clean contact information for staff and first responders to integrate to avoid any delays with staff registrations.
- Staff and Train the trainers should adhere to the training schedules to implement as per plan.
- Districts and schools should ensure all staff have access to devices with browser access with all staff, to receive and process the anonymous tips on desktop or smart devices.



- District should integrate the web anonymous reporting to every school and district webpage for easy access by students.
- District should use sufficient communications to improve awareness among students, parents, staff community to download the app or save the reporting



1.2 Product and Service Categories

Scope of Work - Objectives

Huron Valley is releasing this bid to establish relationships with one or more Vendors that will provide responsible and lowest-possible-cost access to software and technology services in various configurations for the agency and its clients (school districts and eligible Governmental Agencies). This bid covers School Safety Solutions, and similar products including upgrade components. The successful Vendors will be awarded an “optional use contract” that will be available to all MAC bid program Members and available to all eligible public entities. This contract will be awarded based on the responders’ ability to meet the goals of the RFP and the Requirements specified below.

Goals for this RFP

- Ongoing Competitive Pricing: Provide K-12 education/public entity pricing for hardware or services at the lowest-possible price and highest value, and maintain competitive pricing in the face of ongoing changes in the marketplace over the life of the Contract(s).



- **Best in State Contract Pricing:** Provide assurances that this RFP provides the best prices available for the State of Michigan. Pricing must be better than or equal to all contracts between the Proposer and entities in states identified in the RFP.
- **Continuing High Quality:** Provide assurances of high-quality solutions for hardware or services purchased off of the Contract(s). A successful proposal will address the following items (the "proposal objectives"), which are not all-inclusive, please review and respond to the Detailed Requirements – Attachment A.

We expect the vendor to guide us in our design decisions, ensuring members are following best practices regarding product usability.

1.3 Product Specifications

1.3.1 Reservation of Rights

Huron Valley Schools will evaluate the merits of all bids submitted and reserves the right, in its sole and absolute discretion, to accept or reject, in whole or in part, any or all bids or portions of bids with or without cause. Huron Valley Schools further reserves the right to waive any irregularity or informality in the RFQu process or any bid, and the right to award to one or multiple vendors. Huron Valley Schools reserves the right to add or delete services from the bid, extend agreements, or change vendors, in order to best serve the eligible agencies. These changes will follow approved bidding laws. Huron Valley Schools may use the product or service cost, or the sum of groups of products and/or services, may group similar products, and/or total cost of ownership, to evaluate prices and award bids. Huron Valley Schools reserves the right to request additional information from any or all Proposers. Huron Valley Schools also reserves the right to select one or more vendors to award a contract to under this RFQu. In the event a bid is accepted by Huron Valley Schools and the vendor asserts exceptions, special considerations or conditions after acceptance, Huron Valley Schools, in its sole and absolute discretion, reserves the right to reject the bid and award other Proposer(s).

1.3.2 Competition Promoted

The name of a model, manufacturer or brand in Huron Valley Schools bid documents shall not be considered as exclusive of other brands unless "NO SUBSTITUTE" is stated in the item description. Proposers may offer a variety of brands and models, as it is the intent of Huron Valley Schools to provide a multitude of options to the eligible agencies. Huron Valley Schools expects all supplies, materials, equipment or products bid to meet or exceed the specifications set forth in this RFQu. Further, it is Huron Valley Schools intent that this RFQu permit competition. Accordingly, the use of any patent, proprietary name or manufacturer's name is for demonstrative purposes only and is not intended to curtail competition. Whenever any supplies, materials, equipment or products requested in this RFQu are specified by patent, proprietary name or by the name of the manufacturer, unless stated differently, such specification shall be considered as if followed by the words "or comparable equivalent," whether or not such words appear. Huron Valley Schools, in its sole and absolute discretion, shall have the right to determine if the proposed equivalent



products/brands submitted by Proposer meet the specifications contained in this RFQu and possess equivalent and/or better qualities. It is the Proposer's responsibility to notify Huron Valley Schools in writing if any specifications or suggested comparable equivalent products/brands require clarification by Huron Valley Schools prior to the due date for bids.

Please confirm your understanding by checking Yes or No.

PMK Response: Yes No

1.4 Service Specifications

All services furnished must be in conformity with the participating agency requirements and specifications and will be subject to acceptance by the individual customers at delivery. The right is reserved to reject the service at the risk and expense of the vendor.

1.4.1 Contractor Code of Conduct

The purpose of the Huron Valley Schools and its employees is to provide a safe, positive learning environment for the students of the District. In providing that environment it is mandatory that all employees, visitors, and contractors follow certain levels of conduct, dress, and demeanor. This Code of Conduct outlines the expectations of the Huron Valley Schools for persons both contemplating performing work and performing work for Huron Valley Schools in the capacity of a contractor or subcontractor. These rules will become part of the mandatory working conditions of the contract and failure to comply by any contractor, subcontractor, management, employee, or contracted consultant may result in the cancellation of the contract. In general, it is expected that everyone entering a Huron Valley Schools facility, whether a school, support facility, or the surrounding grounds, must dress, act, and talk in a manner that is conducive to the education process of children while assuring their overall safety and security. The following rules have been established to assure that this is done:

Every contractor employee that enters or leaves the building must sign in and out at either the school office or the building engineer's office as designated by the school administrator. This sign-in sheet must record the name, time in and out, the firm, and the signature of the individual.

All contractors shall be furnished by their company a badge or identification that is to be worn while in the building. Such identification shall clearly indicate the individual's name and the name of the firm they are working for.

Prior to the beginning of a job, the contractor shall furnish the building engineer with a list of individuals expected to be on the job, contact persons with phone numbers, and a schedule of the activities to take place.

The contractor shall provide the building engineer with a scope of work and check with him prior to drilling or penetrating any walls, floors, or ceilings.

Each person working in a school building or on school property shall comply with the following:

No drinking or possession of liquor or alcoholic beverages and or possession of any kind of illicit drugs or narcotics.



No use of District facilities or equipment including telephone, computers, internet access, fax, kitchen, maintenance or office equipment.

No smoking or use of any tobacco products anywhere within the building at any time nor outside the school on District property during normal school hours (This is a law and punishable as a civil infraction by local authorities).

A reasonable standard of dress must be followed. Within the educational facilities where students and parents are or can be present, this is to mean clothing or attire must be suitable for the work and must not bear images or writing depicting anything to be construed as obscene in nature or promoting or portraying alcoholic beverages or use, drugs, narcotics, tobacco or establishments that serve or promote the use of these substances.

There shall be no use of profanity or obscene language or gestures. Language, gestures, or other actions that depict sexual or ethnic harassment or intimidation will not be permitted.

The contractor is responsible for a clean and safe workplace. To that end the following will be adhered to:

All work areas, walkways, and stairs must be kept clear of debris and loosely scattered materials.

Material storage is to be in an area designated by the Building Engineer

All work areas are to be cleaned by the contractor prior to leaving. Building staff will not be responsible for cleaning work areas.

All trash, debris, and material must be removed from the worksite each day and disposed of offsite. District dumpsters and trash containers are not to be used by contractors for disposal.

All contractor tools and equipment must be kept in good working order, with guards and safety devices in place and working. Defective tools must be taken out of service. District tools and equipment will not be loaned to contractors.

Contractors are to provide and use required protective safety equipment and comply with all local, state, and federal safety laws and regulations.

Contractors are responsible for the reporting of accidents both to the District and their management and to obtain any emergency treatment that may be required.

Upon leaving a jobsite all doors and windows must be locked, secured, or left as they were found prior to beginning the work.

Contractors are to provide their own site safety plan for areas that they are working in.

Contractors are reminded that there may be asbestos insulation in our buildings. They are not to disturb any insulation or enter any areas that contain asbestos containing building materials. If they have any questions, contact the building engineer for directions.

Contractor is not to disable or interfere with any fire or burglary system equipment or telephone lines servicing such equipment. If equipment needs to be removed, relocated, or temporarily disabled, the contractor needs to coordinate this with the building engineer.



The District will not tolerate acts of theft, vandalism, fighting, or abuse of the facilities or activities that threaten the security and safety of the school environment and its students, staff, and employees.

In summary, good judgment must be used to protect the learning environment. **Failure to comply with the above or to exhibit conduct which is deemed not in the best interest of the Huron Valley Schools will be grounds for immediate removal from the building and the project.**

Please confirm your understanding by checking Yes or No.

PMK Response: Yes No

1.5 Service Capabilities

1.5.1 Communication Plan/Contract Management

Proposers shall identify their company standards of communication as they relate to contract performance, issue management, and change management. An issue is an identified event that, if not addressed, may affect schedule, scope, service, delivery, quality, or budget. A change is identified as a change in corporate leadership, structure, merger or acquisition.

PMK Response:

PMK will manage, maintain all the software to meet the latest vendor standards for its SaaS application. PMK will set up, train and implement the solution for schools and districts to ensure they use the application for the functions outlined in the proposal.

The district

- Should be the change leader encouraging the staff, parents and administrators to get trained and use the application to the full potential and practice student safety.
- Provide sufficient workstations, laptops or educate staff to repurpose their existing devices for communications in case of emergency.
- The IT team should ensure the pikmykid domain is whitelisted to allow email and notifications to be sent from our software through your network.

Dependencies:

- District should clearly layout the requirements and sign off on the design within project timelines
- District should share the clean contact information for staff and first responders to integrate to avoid any delays with staff registrations.



- Staff and Train the trainers should adhere to the training schedules to implement as per plan.
- Districts and schools should ensure all staff have access to devices with browser access with all staff, to receive and process the anonymous tips on desktop or smart devices.
- District should integrate the web anonymous reporting to every school and district webpage for easy access by students.
- District should use sufficient communications to improve awareness among students, parents, staff community to download the app or save the reporting

| Contract Management | Description | Mode of Communication | Session Duration |
|----------------------|---|---|--------------------|
| Discovery call | Meeting with decision makers and key stakeholders to identify the available schedule for all the training and create a plan | Online meeting | 60 minutes |
| Introduction Meeting | Basic scope and implementation timelines defined and agreed with all stakeholders | Online meeting | 60 minutes |
| Create champions | We work directly with your champions. They are responsible for providing all timely inputs to get the projects moving | Online conference | 60 minutes |
| Change Management | We will schedule a sequence of project tracking meetings and review progress . Any changes would be called out for separate scope of work | Online meeting | 30 minutes/ weekly |
| Issue Management | Any issues identified during implementation will be tracked using issue tracker with SLAs and resolution | Online meeting | 30 minutes/ weekly |
| Test | Involve key champions to pilot run and test drill some messaging to | Online conference using a PC or Laptop with video and | 30 minutes |



| | | | |
|--------------------|---|--|--------------------------------|
| | ensure they are hands on | audio facility and these sessions will be recorded for future playback for individual groups | |
| Refresher training | We will plan annual and quarterly refresher training along with training videos and quick reference guide | | 30 minutes/ multiple groups |
| Project sign off | Once the product is implemented the program goes into maintenance mode | | |

PMK has built a technology and support team to stay abreast of the latest technologies and ensure every school is trained properly and maintains an 'Up-To-Date' level of preparedness as the safety environment evolves in the education community. Ongoing support and training along with scheduled upgrades enable schools to stay ahead of the curve when battling the ever changing needs regarding a safe and nurturing learning environment.

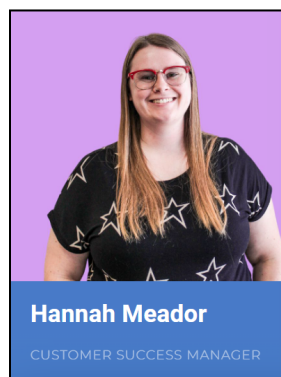
1.5.2 Primary Account Representative

Proposers must identify by name and location the primary account representatives and key contacts who will be responsible for the performance of a resulting contract, as well as contact persons for reports and bid documents. Include names, titles, address, phone number, and email addresses.

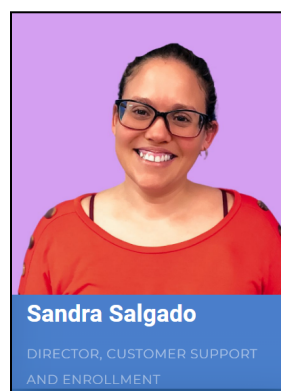
The contact information for Hannah Meador, your Account Manager, and Sandra Salgado, your Data Specialist, is provided below. Hannah and Sandra are the primary account representatives and key contacts for Huron Valley Schools and will be responsible for the performance of a resulting contract and will be the contact persons for reports and bid documents.



Account Manager Hannah Meador
Title Customer Success Manager
Location US Central
Address 5005 W Laurel St, Suite 204
City, State, Zip Tampa, FL 33607
Phone 813-649-8028 ext. 404
Email hannah@pikmykid.com



Data Specialist Sandra Salgado
Title Director, Customer Support & Enrollment
Location US Central
Address 5005 W Laurel St, Suite 204
City, State, Zip Tampa, FL 33607
Phone 813-649-8028 ext. 404
Email sandra@pikmykid.com



1.6 Customer Service

It is preferred that the Vendor have an accessible customer service department with an individual specifically assigned to Huron Valley Schools. Customer inquiries should be responded to within 48 hours or two (2) business days unless it is an emergency issue. Describe your company's Customer Service Department (hours of operation, number and location of service centers, regular and emergency response times, etc.)

Pikmykid Response:



Pmk has an award-winning customer success team who have rave reviews from all our school partners. The team stays very close to the customers in helping them solve any issues and train them on any new tools available for them to simplify the task. The Pmk team is available over the phone to handle any queries between 8:00 am to 6:00 pm Eastern time, Monday-Friday. Our emails are monitored and actioned all 7 days a week. Issues received during non-office hours will be collected and will be processed using an automated workflow system but will be reviewed and closed by the team on the next working day. We offer telephone support, monitored email support during business hours, remote assistance using Remote Desktop .

- Email support: 24x7x365
- Phone support: 7.30 am to 6.00 pm Eastern on business days and off hours emergency support
- Proactive Five-Star calls: Monthly with customers to receive feedback
- Chat support on marketing site: 8:00 am to 6:00 pm Eastern

Current SLAs we maintain for the existing schools now have a high volume of transactions and ~95% have first responses within SLA and 100% resolution within SLA time. There will be monthly reporting on the summary of tickets received and SLAs.

1.7 Purchase Orders

Requests for quotes will be initiated by participating entities as specific needs arise. Participating entities will issue individual detailed specifications to the pre-qualified vendor pool along with specific response information required, deliverables, and any special terms and conditions. The vendors will respond directly to the requesting agency within the timeframe specified in the request for quote. The participating entity will evaluate the responses and determine the vendor that will be awarded a purchase order (PO). Resulting orders are to be delivered and billed directly to these institutions.

Please confirm your understanding by checking Yes or No.

PMK Response: Yes No

1.8 Delivery & Acceptance

The Proposer will be required to quote prices for all known costs for the requested products and services.

Proposers should address the following items and costs in their proposal and other item/costs that they are aware of that may not have been requested in this bid.



- Time frames for delivery of service;

To ensure that new PMK schools have access to emergency reporting as quickly as possible, new PMK accounts are created and available via the web within 72 hours of the approval of a formal quote and order processing. Within 30 days, the PMK Platform is fully integrated with a school's communications infrastructure and administrators and school staff can log into the web portal of their PMK domain while work continues on any customizations and data integrations to meet specific safety or emergency management requirements of the new PMK district and schools.

- Please give a description and the costs associated with products and the service model you recommend.

Responsibilities of PMK. We will manage, maintain all the software to meet the latest vendor standards for its SaaS application. PMK will train the district users to ensure they use the application for the functions outlined in the proposal. The software can work on all existing devices that can run on browsers.

Responsibilities of the District. The District is expected to:

- Be the change leader encouraging the staff, parents and administrators to get trained and use the application to the full potential and practice student safety.
- Provide sufficient workstations, laptops or educate staff to repurpose their existing devices for communications in case of emergency.
- Ensure that Pikmykid URL/domain is whitelisted to enable email and notifications to be sent from our software through your network.

Implementation Schedule

| Implementation Phase | Tasks and Activities |
|--|---|
| Project Initiation PMK Facilitated | Key stakeholders attend the project kick-off meeting to establish the implementation and training schedule and timeline |
| Account Setup PMK Facilitated | Account is created to ensure immediate availability of incident reporting within 72 hours via the web. Administrators can track the incidents and host a web-based reporting while working with the district on data integration. |



| Implementation Phase | Tasks and Activities |
|---|--|
| Planning PMK Facilitated | Phone meeting(s) held to introduce key PMK and District change leadership. Together they refine major milestones and set up access to project management workbook. As needed, PMK team consults with leaders from key departments that plan to receive and act on anonymous tips |
| Implementation District/School Leadership, PMK Admin | Pre-configure groups contacts, messaging so its easy for schools to have consistency |
| Data Integration District IT, PMK IT | PMK performs data integration, configuration, and testing along with the District IT admin. |
| Review and Training PMK Trainers, District Leadership | Completion: PMK Account Manager reviews implementation and scheduling with District leadership. The Application Specialist and/or Professional Development Trainer perform training for the school admin, staff, and train the trainers online or in person. |
| Test Run District and School Admin and Leadership, PMK Support | Schools and Districts perform a test run on a scheduled date and sign off on the readiness of all the schools to use the program. |
| 24x7 Support PMK Support Team | Ongoing |

- [What is your Ordering procedure and/or process?](#)

PMK Response: Once a formal quote has been signed and approved by Huron Valley Schools or a MAC member, we immediately process the order and implementation and training are scheduled.

- [Policies and procedures for an organization accepting a delivery of service.](#)



PMK Response: Delivery or service is accepted when the following tasks have been performed or conditions have been met:

- The organization's PMK web portal is set up and available
- The organization's PMK Account Representative and Customer Success Manager are assigned
- The first 60-minute set of training is delivered to the organization
- The first acceptance test run is completed by the organization.

1.8.1 Reporting Capabilities

Contractors are required to submit quarterly sales reports and other reporting documents, as it pertains to this contract.

Please confirm your understanding by checking Yes or No.

PMK Response: Yes No

1.8.2 Shipping Errors

The receiving entities have been instructed to make immediate inspection on receipt of products/services and to process payment documents promptly. Payment documents, however, will be delayed if the products/services fail to comply with specification requirements.

Please confirm your understanding by checking Yes or No.

PMK Response: Yes No

If "NO" was answered on any items in Section 1.3, 1.4, 1.7, 1.8, please explain:

Not applicable.

1.9 Pricing Schedule

1. Price Guarantee

Price Stability Guarantee

For the first year of the Agreement, the vendor must guarantee to provide the products at the proposed rates. The vendor can propose price increases or decreases after the above stated time period.

Our proposed prices are guaranteed at the rates proposed for the first year of the Agreement. We understand that price changes may be proposed in the remaining years of the Agreement.

Promotional Pricing



Proposer may offer promotional pricing for awarded products and/or services during the contract term. Upon promotion expiration, the pricing must return to previous item price and remain in compliance with the Price Stability Guarantee.

In the event that promotional pricing is available and offered for awarded products and/or services during the contract, our pricing will return to previous item price and remain in compliance with the Price Stability Guarantee as stated in the previous response.

Free on Board (F.O.B) Delivered/Destination (Required)

Prices shall be quoted "F.O.B. Delivered/Destination" to each Customer with transportation charges prepaid on all orders of one (1) or more.

Although our products and services are not subject to transportation charges, should such charges apply, prices shall be quoted "F.O.B. Delivered/Destination" to each Customer with transportation charges prepaid on all orders of one (1) or more.

2. Bid Pricing

Bid pricing must reflect Net 30 payment terms.

Our proposed pricing reflects Net 30 payment terms.

3. Quantity Term

Vendor agrees to supply the complete quantity and products that each customer requires.

We agree to supply the complete quantity and products that each customer requires.

4. Rebates and Special Promotional Capabilities

All vendors are encouraged to make manufacturer promotions, rebates and special pricing opportunities available. Huron Valley Schools must approve promotional materials referring to the Huron Valley/MAC Agreement prior to release. Huron Valley/MAC will post rebate and special pricing information on its web site.

Guidelines for Vendor /Contractor promotions for Huron Valley/MAC awarded items:

- A. Submit all promotions for approval
- B. Identify the savings amount
- C. Identify the final price
- D. Specify the time period in which a purchase must be made
- E. Identify the link to a rebate form (preferred) or provide the form

PMK agrees to adhere to the guidelines above for promotions, rebates, and special pricing opportunities and will apply for Huron Valley School's approval of all promotional materials.

5. Tax Excluded from Price



- (a) **Sales Tax:** Huron Valley and local units of government are exempt from sales tax for direct purchases. The Proposer's prices must not include sales tax.

Our proposed PMK pricing does not include sales tax.

- (b) **Federal Excise Tax:** Huron Valley and local units of government may be exempt from Federal Excise Tax, or the taxes may be reimbursable, if articles purchased under any resulting Contract are used for Huron Valley Schools exclusive use. Certificates showing exclusive use for the purposes of substantiating a tax-free, or tax-reimbursable sale will be sent upon request. If a sale is tax exempt or tax reimbursable under the Internal Revenue Code, the Proposer's prices must not include the Federal Excise Tax.

PMK acknowledges and confirms that if a sale is tax exempt or tax reimbursable under the Internal Revenue Code, our pricing will not include the Federal Excise Tax.

PMK Pricing for Huron Valley Schools and MAC Program Members

Pikmykid is pleased to offer our preferred customer pricing with additional discounts in order to provide Huron Valley Schools and MAC bid program members with our **best possible pricing**.

Tiered, waterfall pricing enables us to deeply discount the annual PMK Emergency Alert license fees as the number of participating schools increase. Waterfall pricing enables us to decrease the per-tier, per-school licensing fees based on the total number of contracted schools.

In addition, we are **waiving** both the one-time implementation and set-up fees and the recurring training and support hourly rates for each participating school.

| Licensing Tiers | Implementation and Set-Up | Student & Staff Data Integration* | Support & Training | Annual License: List Price | Annual License: Huron Valley Discount Price |
|------------------------------|---|-----------------------------------|--|----------------------------|---|
| | One-Time Costs per School | | Recurring Costs per School | | |
| Tier 1 1-4 Schools | \$500 per School \$0 | Included \$0 | \$90 per Hour \$0 | \$1,800 | \$1500 |
| Tier 2 5-9 Schools | \$500 per School \$0 | Included \$0 | \$90 per Hour \$0 | \$1,500 | \$1200 |



| | | | | | |
|---------------|-----------------------------|------------|--------------------------|---------|--------------|
| Tier 3 | \$500 per School | Included | \$90 per Hour | \$1,200 | \$900 |
| 10-19 Schools | \$0 | \$0 | \$0 | | |

* Integration with Student Information System (SIS), ClassLink, or Secure File Transfer Protocol (SFTP)

Notes:

- If the district commits to a 3-year agreement, the pricing above will be held for the life of the contract, otherwise a 5% increase annually will be applied on the anniversary date.
- If the district reaches another tier in the waterfall pricing model during the annual year, the new price will be reflected on the anniversary year for the following subsequent year.

1.10 Price Assurance

The awarded vendor agrees to provide pricing to Huron Valley Schools and its participating entities ensuring the lowest pricing available. The awarded vendor agrees to promptly lower the cost of any product/service purchased through Huron Valley Schools following a reduction in the manufacturer or publisher's direct cost. If respondent has existing cooperative contracts in place, Huron Valley Schools requests equal or better than pricing to be submitted.

All pricing submitted to Huron Valley Schools shall include 2.0% administrative/remittance fee to be remitted to MAC by the awarded vendor. It is the awarded vendor's responsibility to keep all product listings and sales reports up to date and on file with Huron Valley Schools/MAC.

We agree to provide the lowest available pricing for our products and services to Huron Valley Schools and its participating entities. Should Pikmykid be the awarded vendor, we agree to promptly lower the cost of any product/service purchased through Huron Valley Schools following a reduction in our direct cost. Our proposed pricing for Huron Valley Schools is equal to or better than any existing in-place cooperative contracts.

As the awarded vendor, any pricing that we submit to Huron Valley Schools will include a 2.0% administrative/remittance fee that we will remit to MAC. As the awarded vendor, we acknowledge our responsibility to keep all product listings and sales reports up to date and on file with Huron Valley Schools and MAC.

Full PMK School Safety Daily Management and Emergency Management Suite Pricing

As Huron Valley Schools and MAC members evaluate Emergency Management solutions, PMK is pleased to offer additional product pricing options for the full suite of PMK safety services including Daily Management solutions for automated, safe dismissals, reunification support, one-way parent/guardian messaging, afterschool program management, and health check-in.



Standalone and Bundled PMK School Safety Suite

The Daily Management standalone product annual license includes Dismissal Automation, Parent/Guardian Messenger, After School Check-In, and Reunification Management.

The Daily and Emergency Management bundle annual license includes all of the features and functionality of both the Daily Management and Emergency Management suites of products.

| Licensing Tiers | Standalone Daily Management: Annual License List Price | Standalone Daily Management: Huron Valley Discount Pricing | Daily & Emergency Management Bundle: Huron Valley Discount Pricing |
|--------------------------------|---|---|---|
| Tier 1 1-4 Schools | \$3750 | \$3550 | \$4550 |
| Tier 2 5-9 Schools | \$3250 | \$3050 | \$4050 |
| Tier 3 10-19 Schools | \$2750 | \$2550 | \$3450 |

Additional Health Check-In & Anonymous Tipline

| Licensing Tiers | Annual License: Health Check-in | Annual License: Anonymous Tipline |
|------------------------------|------------------------------------|--------------------------------------|
| Tier 1 1-4 Schools | \$450 | \$1200 |
| Tier 2 5-9 Schools | \$425 | \$1100 |



| | | |
|--------------------------------|--------------|---------------|
| Tier 3 10-19 Schools | \$400 | \$1000 |
|--------------------------------|--------------|---------------|

Additional Custom Training

| | |
|---|---|
| 1-Day Onsite Training 2 x 2½ Hour Sessions | 2-Day Onsite Training 4 x 2½ Hour Sessions |
| \$1500 | \$2500 |

SECTION 2.0 – BIDDER INFORMATION AND ACCEPTANCE

1. The undersigned declares that the bid documents, including, without limitation, any RFP Addenda and Exhibits have been read.
2. The undersigned is authorized, offers, and agrees to furnish the articles and/or services specified in accordance with the Specifications, Terms & Conditions of the bid documents of RFQu # HV-990-070422 – School Safety and Communications Solution.
3. The undersigned has reviewed the bid documents and fully understands the requirements in this bid and that each bidder who is awarded a contract shall be, in fact, a prime contractor, not a subcontractor, and agrees that its bid, if accepted by Huron Valley Schools, will be the basis for the Bidder to enter into a contract with Huron Valley Schools in accordance with the intent of the bid Documents.
4. The undersigned acknowledges receipt and acceptance of all addenda.



5. The undersigned agrees to the following terms, conditions, certifications, and requirements listed in Section 2.3: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

Certification Regarding Nondiscrimination Under Federally and State Assisted Programs Assurance Regarding Access to Records and Financial Statements Iran Economic Sanctions Act

Familial Relationship Disclosure Non-Collusion Affidavit

6. The undersigned acknowledges that bidder will be in good standing in the State of Michigan, with all the necessary licenses, permits, certifications, approvals, and authorizations necessary to perform all obligations in connection with this RFQu and associated bid documents.

K.Chitra

August 27 2022

Signature and Date: _____

Name and Title : Chitra Kanagaraj, Director of Operations

7. It is the responsibility of each bidder to be familiar with all of the specifications, terms and conditions and, if applicable, the site condition. By the submission of a bid, the bidder certifies that if awarded a contract they will make no claim against Huron Valley Schools based upon ignorance of conditions or misunderstanding of the specifications.

8. Patent indemnity: Vendors who do business with the Huron Valley Schools shall hold Huron Valley Schools, its officers, agents and employees, harmless from liability of a nature or kind, including cost and expenses, for infringement or use of any patent, copyright or other proprietary right, secret process, patented or unpatented invention, article or appliance furnished or used in connection with the contract or purchase order.

9. Insurance certificates are not required at the time of submission. However, if awarded, the Contractor agrees to meet the minimum insurance requirements posted in the terms and



conditions. This documentation must be provided to Huron Valley Schools, prior to award, and shall include an insurance certificate and additional insured certificate, naming Huron Valley Schools, which meets the minimum insurance requirements, as stated in the terms and conditions.

10. Bidders are requested to submit a bid on any category(s) that they are able to supply as specified. Substitutions will not be considered. If the documents note "or acceptable equal" all manufacturers will be considered. Products for consideration must comply with bid category "general notes" and identify discrepancies where product does not meet or exceed the specified (basis of design) product for design, finish, and quality.

11. Should a Bidder find discrepancies in, or omissions from the specifications, details, instructions and bid proposal form, or should the bidder be in doubt as to the meaning, the bidder should notify, the bid contact who will send written instructions to all appropriate Bidders. The Owner shall not be responsible for any oral instructions.

12. It is the Bidder's responsibility to note any detail or specification that, in his opinion, is not practical or functional.

13. Interpretations and supplemental instructions will be issued by Addenda. No Bidder shall rely on any interpretations or corrections given by any other method. Interpretations, corrections, or changes of the Bidding Documents made in any other manner will not be binding.

14. Copies of addenda will be made available for inspection wherever Bidding Documents are posted.

15. Submit requests for clarification or interpretation of the Bidding Documents in writing on bidder's letterhead stationery, pdf format. The cut-off date for submission of clarifications, interpretations, ambiguities, inconsistencies, and or errors discovered is August 22, 2022.

16. Failure of Bidder to receive such addenda shall not relieve him from any obligation under his bid as submitted.

17. Failure to comply with instructions stated in this section may result in rejection of bid.

18. After a contract agreement has been executed, the Bidder shall not be allowed any sum over and above the price(s) specified in the contract agreement.

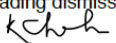
19. Huron Valley Schools requires all Contractor owners, employees, agents, representatives, subcontractors, and/or other personnel who will be present on School grounds to submit to a criminal history background check. This background check will include a requirement for each contractor owner, employee, agent, representative, subcontractor, and/or other personnel to be screened before he/she enters School grounds. A valid State ID card or Driver's License is required to complete the background check.

20. All information issued prior to the close of the bidding period shall be included in returned bid proposals and acknowledged on the Bid Proposal Form.

Solicitation Terms and Conditions/Sample contract will be posted with the Q & A documents.



2.1 Company Profile

| | |
|--|--|
| Official Name of Bidder: Pikmykid | Type of Entity/Organization (check one): |
| Street Address: 5005 W Laurel St, Suite 204 | <input checked="" type="checkbox"/> Corporation |
| City: Tampa | <input type="checkbox"/> Joint Venture |
| State: FL Zip Code: 33607 | <input type="checkbox"/> Limited Liability Partnership |
| Website: www.pikmykid.com | <input type="checkbox"/> Partnership |
| Primary Contact Name: Ms. Chitra Kanagaraj | <input type="checkbox"/> Limited Liability Corporation |
| Primary Contact Phone Number: 813-649-8028 | <input type="checkbox"/> Non-Profit / Church |
| Primary Contact Email Address: chitra@pikmykid.com | <input type="checkbox"/> Other: _____ |
| Dunn & Bradstreet (D&B) Number (if applicable): 092869489 | |
| Has your company been debarred by the Federal Government? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, has it been lifted and if so, when?</i> | |
| Has your company been debarred by State Governments? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>If yes, has it been lifted and if so, when?</i> | |
| Brief history of your company, including the year it was established: Founded in 2014 and incorporated in 2016, Pikmykid provides school safety and emergency management platforms including industry-leading dismissal management solutions. | |
| Signature:  | |
| Name and Title of Signer: Chitra Kanagaraj, Co-Founder and COO | |
| Date: 08/27/2022 | |

Please Include a current copy of a W-9 with your proposal.



RFQu Section 2.2 References

Provide a minimum of three (3) customer references for services of similar scope dating within the past 5 years.

| | |
|---|--|
| Entity Name: Anchorage Public Schools | |
| Contact Name: Kelly Ransdell | Title: Superintendent |
| Address: 11400 Ridge Rd, Anchorage, KY 40223 | E-Mail: kelley.ransdell@anchorage.kyschools.us |
| City: Anchorage | State: Kentucky |
| Phone Number: 502 245-2121 | Years Serviced: 5 years |
| Description of Services: August 2018 implementation of PMK Emergency Management and Silent Alarm (formerly Kid.io SAFER Panic Button). Training and maintenance services. | |
| Annual Volume: 3 schools and annual transaction volume of 60000 messages, app notification, alerts annually | |

| | |
|--|---|
| Entity Name: Garland ISD | |
| Contact Name: Brandy Schneider | Title: Principal, Gilbreath-Reed Career and Technical |
| Address: 4885 N President George Bush Hwy, Garland, TX 75040 | E-Mail: beschnei@garlandisd.net |
| City: Garland | State: Texas |
| Phone Number: 972-414-7480 | Years Serviced: 4 years |
| Description of Services: Garland ISD used pikmykid product suite for student safety and dismissals | |
| Annual Volume: Average 30000 messages, app notification, alerts annually per campus and the district has over 10 schools actively using our programs | |



| | |
|--|---------------------------------|
| Entity Name: Texarkana ISD | |
| Contact Name: Holly Tucker | Title: Chief Academic Officer |
| Address: 3413 Summerhill Rd, Texarkana, TX 75503 | E-Mail: Holly.Tucker@txkisd.net |
| City: Texarkana | State: Texas |
| Phone Number: 903-793-7561 | Years Serviced: 3 years |
| Description of Services: The school district users all our product suite for schools safety and dismissal | |
| Annual Volume: Average 30000 messages, app notification, alerts annually per campus and the district has over 10 schools actively using our programs | |

References from news articles

1. State of Michigan (MEDC) awarded the grant to help Florida-based PikMyKid expand its school traffic and safety solution in Michigan in collaboration with several rural schools within Mid-Michigan communities, including Carleton, Caro, Hillman and West Branch- Link to the press release from State of Michigan department of transportation
2. Safe Dismissal process helping Student behavior along with school safety – Link to a study on PikMyKid schools in Houston ISD Texas.
<https://webspm.com/articles/2018/09/01/safer-dismissal.aspx>

2.3 Assurances and Certifications

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

The prospective contractor certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded for from participating in this transaction by any Federal department of agency. Where the prospective contractor is unable to certify to any of the statements in this certification, such prospective contractor shall attach an explanation to this proposal.

Certification Regarding Nondiscrimination Under Federally and State Assisted Programs

The applicant hereby agrees that it will comply with all federal and Michigan laws and regulations prohibiting discrimination and, in accordance therewith, no person, on the basis of race, color, religion, national origin or ancestry, age, sex, marital status or handicap, shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which it is responsible or for which it receives financial assistance from the U.S. Department of Education or the Michigan Department of Education (MDE).



Assurance Regarding Access to Records and Financial Statements

The applicant hereby assures that it will provide the pass-through entity, i.e., the Huron Valley Schools, and auditors with access to the records and financial statements as necessary for the pass-through entity to comply with 2 CFR, Part 200, Subpart F, and Compliance Supplement for the U.S. Department of Education.

Iran Economic Sanctions Act

The prospective contractor certifies that its organization, by submission of this proposal, is not an Iran Linked Business. Please refer to the "Iran Economic Sanction Act" Public Act 517 for clarifications or questions. Huron Valley Schools as a Michigan public entity is required to follow Public Act 517 of 2012.

K. Chitna

Vendor Signature:

Date: August 27 2022

Notarized page attached at the end of this document

2.4 CONSTRUCTION BID DISCLOSURE STATEMENT – FAMILIAL RELATIONSHIP

Pursuant to MCL 380.1267, a sworn and notarized statement disclosing any familial relationship that exists between the owner or any employee of the bidder and any member of the Huron Valley Schools Board of Education or the Huron Valley Schools District Superintendent must be accompanied with the bid. Bids without this disclosure statement will not be accepted.

The members of the Huron Valley Schools Board of Education are listed on the following website:

<https://www.hvs.org/page/board-of-education>.

The Huron Valley Schools Superintendent is: Dr. Paul Salah

The Following are the familial relationships:

There are none

K. Chitna

Vendor Signature:

Date: August 27 2022

Notarized page attached at the end of this document

NON-COLLUSION AFFIDAVIT

Notarized page attached at the end of this document



Pikmykid Response to Huron Valley RFQu #HV-990-070422 for School Safety and Communications Solution

Attachment A - Detailed Requirements

Planning and Organization

1. Solution must provide the ability to schedule events and send notification of incidents and emergencies.

Yes, the **PMK School Safety Platform** provides a comprehensive emergency management and communications toolset which enables school districts and schools to schedule communications and messaging events as well as send real-time alerts and notification of incidents and emergencies.

Authorized users can activate the **PMK Emergency Alert System** which immediately puts platform services into emergency alert and response mode.

The active messaging enables school staff to instantly receive updated guidance and information about the developing situation on their mobile devices and desktops. Active Messaging is based on PMK Multi-Channel Communications services to ensure that users receive alerts and other notifications by the most efficient, available channel. Multi-channel communications also support redundancy of delivery to further ensure that messages get through and get to all appropriate responding agencies and individuals.

Active Messaging supports all phases of the school's emergency management from the initial alert to the appropriate level and type of response to the resolution of the incident.

But the emergency isn't over until all school staff and students are safe and accounted for and followed by the safe return of students to the care of their parents and guardians. **PMK Reunification Management** enables schools to communicate current instructions and information to parents, guardians, and designated emergency contacts about the check-in and reunification areas that are key to managing the reunification of families as quickly and as safely as possible. Effective reunification enables schools to smoothly transition from their Response to their Recovery procedures and to the restoration and return to normal operations.

2. Solution needs to provide a means for listing a large number (i.e., 100,000 at a minimum) of names and contact information of individuals and agencies.

Yes, PMK Contact Management provide a means for listing a large number (i.e., 100,000 at a minimum) of names and contact information of individuals and agencies.

Schools can customize their contact management to efficiently send alerts for the right incident to the right group. Parents enjoy the approved emergency contact list available through the app. Parents have the freedom to keep this current and change their emergency contacts at any time. Schools benefit from reliable up-to-date information without sending home forms with children or



needing to call home or for parents to be physically present to designate new adults to pick up their children.

Parents can update the contact information with relationships to the students at any time

Parents can tag the emergency contacts and add photo identification to help first responders and volunteers help schools during emergencies

Parent check-in volunteers can quickly verify identities using the app and the photo to ease the guardian check-in process and ensure every child goes home with a reliable guardian

3. Solution needs to allow users and administrators to enter names, contact information, and groups individually and integrate with enterprise directory services or file upload or import (e.g., spreadsheets, csv, etc.).

Yes, PMK Contact Management tools enable users and administrators to enter names and contact information for individuals and groups and also support integration with enterprise directory services and student information systems (SIS). Depending on the implementation, contact information may be imported directly or via an integrated system-of-record, such as a SIS or other enterprise information system, using spreadsheet-compatible csv files with SFTP (SSH File Transfer Protocol) for secure data transfer.

PMK Contact Management services include:

- **Contact Change Management** supports secure additions, modifications, and deletions to contact and communications information used for efficient daily dismissals, early dismissals, and after-school program management. Delegation pick-up with photo ID security enables parents and guardians to authorize their emergency contacts and delegate specific individuals to pick up their children while also helping schools ensure that verified and verifiable authorized individuals are permitted on campus.
- **Emergency Contact Management** supporting contact and communications information for first responding agencies and individuals, district and school staff, parents and guardians, and other entities involved in emergency alert, response, reunification, and recovery.

PMK Contact Management puts the ability to securely update contact information directly in the hands of the administrators, school staff, parents, and guardians to ensure that the information is current and accurate.

Contact Management is an important example of how the Pikmykid platform and apps leverage familiar day-to-day tools to help prepare for and manage changes in response to exceptions to routines up to and including emergency situations for increased safety and security.

For example, the Parent app enables parents and guardians to easily check and update their contact information and relationship to the student as soon as there is a change. Using the designation tools, a parent or guardian can authorize a specific individual with photo identification for a daily dismissal. These designation tools also enable parents and guardians to tag emergency contacts with photo ID which can save time and avoid confusion for first responders and school staff in emergency response and reunification. Check-in volunteers can quickly verify the identity of



every authorized individual to ensure that each child is safe and safely transferred to the care of their parent, guardian, or authorized individual as soon as possible.

PMK Emergency Reunification. The emergency isn't over until families are reunited. The importance of schools having an in-place, prescriptive, and practiced reunification plan is increasingly reflected in state- and district-level mandates.

Schools and school districts are accountable for the care and custody of every student up to and until the student is transferred to the care of their parent or guardian. Reunification planning, preparation, and practice ensures that students are reunited with their caregivers as safely and as quickly as possible following a school emergency.

Reunification marks the transition from emergency response to recovery. Research by the National Association of School Psychologists shows that a well-planned and practiced reunification process helps allay the anxiety of students and their caregivers caused by the trauma of the crisis. The timely reunification of students, especially younger children, with their caregivers and the reestablishment of social supports are the crucial, and often, the only mental health crisis intervention needed.

Emergency Reunification tools enable school districts and schools to fully support their planning, preparation, and practice of comprehensive reunification policies, processes, and procedures. PMK Emergency Reunification enables district and school administrators to:

- Designate and prepare on- and off-campus reunification sites
- Develop, publish, and update comprehensive reunification plans
- Maintain and update emergency contact information
- Develop and deliver staff and caregiver training
- Schedule and conduct safety drills
- Maintain repository of safety checklists, training materials, and other emergency management resources

4. Solution needs to allow users and administrators to extract names and contact information via file download or export (e.g., spreadsheets, csv, etc.).

Yes, PMK Reporting tools enable users and administrators to export and download names and contact information using spreadsheet-compatible csv files with SFTP (SSH File Transfer Protocol) for secure data transfer.

5. Solution needs to provide a means for planning, identifying, labeling, and recalling groups of individuals.

Yes, PMK Contact Management provide a means for planning, identifying, labeling, and recalling groups of individuals.

6. Solution needs to provide a means ("tags") for quickly identifying and recalling persons with special skills, experience, and abilities.



Yes, PMK Contact Management provide a means ("tags") called student notes for quickly identifying and recalling persons with special skills, experience, and abilities.

7. Solution needs to provide a log/history of tasks/assignments.

Yes, PMK Logging and Reporting services provide a log/history of task/assignments.

Audit trail for all check-ins and reunifications. In case of emergency school has a real time record of where the students were during the emergency.

Drill logs, data records, and debrief notes are available as a summary of results. Debrief notes are not automatically generated and require manual assessment by the proper responsible administrator or authority. Once this summary is completed, it is permanently recorded in the Emergency Resource reports

8. Solution needs to not be dependent on a single location or be available only in limited areas. Access and information need to be available anytime from any location that has Internet access.

Yes, the PMK School Safety Platform portal is accessible around the clock from any web-enabled device using the PMK native iOS or Android apps or a standard web browser with an Internet connection. Hosted on the highly secure, highly reliable state-of-the-technology Amazon Web Services (AWS) cloud infrastructure, the PMK Platform is available anytime and anywhere. The solution can work both for specific locations or broader locations are emergencies cannot be predicted.

9. Solution must provide the ability to initiate an instant conference call.

The PMK Platform supports telephonic communications and group texts but does not provide an inherent capability to initiate instant conference calls. Safety is the highest priority design principle when our Engineering and Product teams develop or integrate new platform capabilities and tools. And it is for the following safety reasons that the PMK Platform does not provide inherent conference call functionality:

Controlled communications are critical. Video- and audio-conference calls with multiple speakers can be chaotic under normal circumstances. In an emergency, communications must be controlled, concise, clear, and coordinated. Unlike communications via group texts, conference calls require all participants to be online or on the line at the same time, halting the movement of both people and information.

Logged, auditable communications are critical. Unlike communications via group texts, video- and audio-conference calls do not provide a timestamped sequence of communications that can be reviewed by recipients during the emergency nor reviewed by emergency management authorities, responders, district administrators, and school staff as part of emergency management protocols following an incident.

Familiar communications tools are critical. There is urgency in every emergency and time is always an extremely limited resource. There is no time for a group of users to figure out



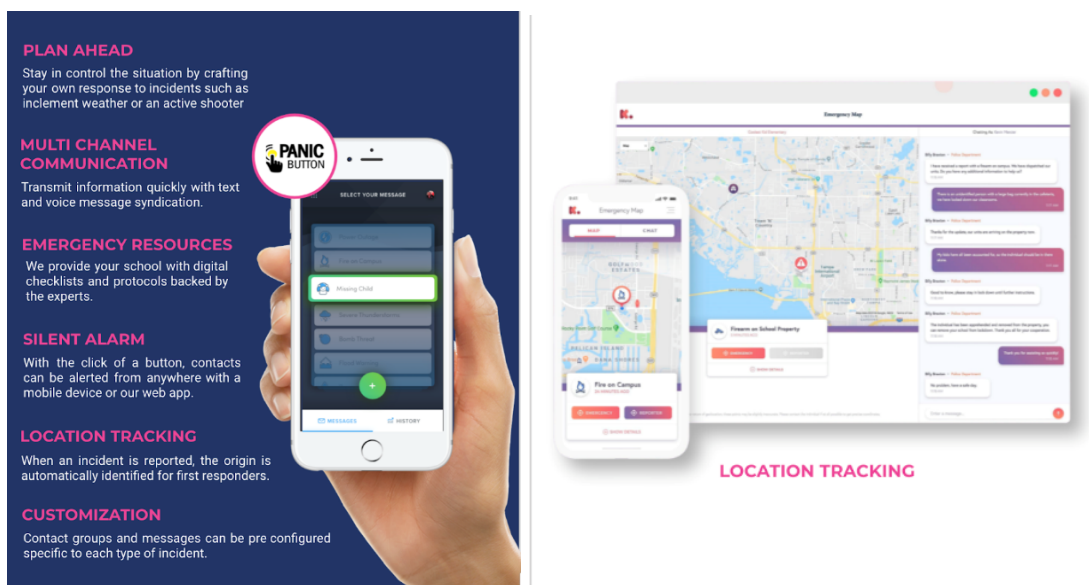
unfamiliar communications or safety tools in an emergency. For any compelling use cases that do require conference calling for alerting or responding to a school emergency, Pikmykid strongly recommends that schools and districts simply incorporate into their emergency management procedures and protocols the video- and audio-conferencing tools that are already used on a daily or regular basis.

10. Solution needs to provide recipients with the full spectrum of rich media (i.e., audio, video, images, and links) in alerts and notifications.

Yes, the PMK Communications Management services provide recipients with alerts, link to sites where the active status is being tracked for schools to encourage one source of truth across all the medium of communication. Anonymous incident support has the full spectrum of rich media (i.e., audio, video, images, and links) in alerts and notifications.

Alerts and Response

1. Solution needs to provide a means to quickly identify persons, groups, and teams to be notified. Persons and groups need to be able to be identified and recalled by name, organization, job title/position, geographical area, and other defining methods ("tags") to support immediate and efficient grouping and contact.



The PMK Emergency Alert Management with Silent Alarm (formerly the SAFER panic button) is a fully mobile and web-based emergency alerting system. School staff can use the feature from anywhere inside and outside the campus. Schools can configure custom groups to receive alerts and information first responders as needed. The portal can host all the safety and incident guides and checklists in one place online for easy access at any time.



PMK has been focused on providing school safety solutions for the past eight years. We have developed a unique platform addressing multiple levels of school safety. Our initial entry into the school safety arena concentrated on solving the problems associated with dismissal, the universally recognized most dangerous and critical time during the school day. After successfully helping over 400 schools improve their dismissal procedure with a safer and more efficient process, we turned to building the most effective and best value Emergency Alert System available.

The complete Emergency Alert System helps schools, districts, and Boards of Education address both tragic and more typical emergencies and incidents as they occur. The PMK Silent Alarm provides an instant alarm to the appropriate individuals and first responders as designated within the framework of each specific emergency or incident. Additionally, each emergency includes a customized response yielding an immediate update to every recipient and ensuring a correct and safe response by the entire team.

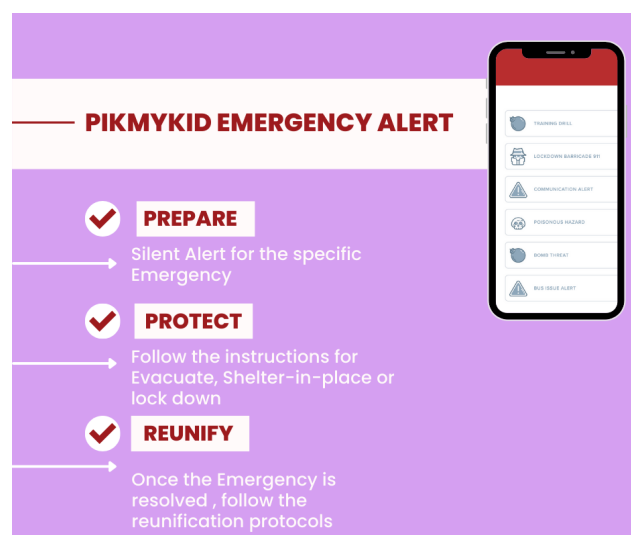
Flexibility has been designed into the PMK Platform from the initial concept to the completed package. Schools and districts have seen the benefit of a flexible package and utilized the Emergency Alert System for situations as varied as weather warnings to assisting special needs children.

PMK provides the technology and instant alerts but takes safety one step further with our Emergency Alert Package which is included with every district purchase. Plans that focus solely on 'Response often miss the most important part of any safety plan: Preparation and Prevention. We work closely with schools and districts to make sure they have addressed all four phases of Emergency Management: Preparation, Prevention, Response, and Control.

PMK has built a technology and support team to stay abreast of the latest technologies and ensure every school is trained properly and maintains an 'Up-To-Date' level of preparedness as the safety environment evolves in the education community. Ongoing support and training along with scheduled upgrades allow schools to stay ahead of the curve when battling the ever-changing needs regarding a safe and nurturing learning environment.

Each school within a district most likely has specific needs and characteristics that must be evaluated to implement the best possible solution for each site. PMK assesses every school to ensure the optimum solution has been put in place. Oftentimes local, approved contractors can be used for such surveys and evaluations but more frequently, this procedure is kept in house to make sure all guidelines and issues have been addressed.

SAFER includes a Standard Response Protocol, tailored to the specification of the school's emergency management response plan for specific incident types. These incident protocols are





designed to provide users instant access to the proper procedures for each unique incident. This process immediately delivers the critical protocols to each device designated to the individual in the Call List.

Based on our depth of experience, we believe the best plan of action for campus emergency plans is to work in cooperation with local law enforcement and district safety personnel. We will partner with these groups to develop appropriate emergency plans that address the unique needs of schools and districts. Once these Emergency Plans have been created for the schools, they will be incorporated into the Emergency Resource Repository for that school. Access to these plans is instantly available for each school through the Dashboard and to the district through the District Dashboard.

The PMK Emergency Alert Management includes a single, secure storage location for all emergency resource documents including school layout, aerial images of the school property, emergency plans, emergency contact information, and any additional critical data. Also in the repository are standard messages that can be easily and quickly delivered to parents as the situations or incidents require and are more under control.

PMK integrates with numerous SIS programs and will communicate through the specified API interface.

PMK Emergency Management includes various administrative dashboards at both the district level and the school level. The District dashboard allows the district to review and monitor any individual location and/or incident.

PMK Emergency Management includes a Free Mobile App from both the iTunes Store and Google Play for administration, teachers, and staff.

Dealing with school emergencies demands a thorough analysis of the school and all district offices to guarantee the appropriate emergency plans, supporting documents, and associated images are all in place and resident in the school resource repository. Training consistent with this philosophy is likewise critical and PMK has developed a thorough Core10 training plan which is incorporated as part of this proposal. We do not consider this project as a vendor – customer relationship. We view this as a partnership to enhance safety at all schools and will work hard to make sure administration, staff, teachers, and security personnel are all trained properly with the SAFER Emergency Alert System and have continuous, online access to supporting training materials and videos.

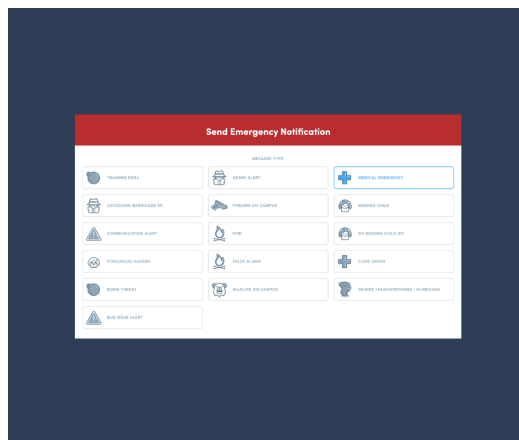
2. Solution needs to provide a means for authorized persons to quickly send messages to a single or group of recipients.

Yes, PMK Communications Management enables authorized persons alert an emergency with just 1 click, by create customized call lists to quickly send messages to a single or group of recipients. Emergency alerts for specific types of incidents can be associated with separate call lists tailored to the requirements of the incident type. Call lists can include responding agencies and authorities, district and school administrators, school staff, and other internal and external entities and individuals.



3. Solution needs to provide ability to send real-time recorded alerts or pre-recorded alerts by phone and to send SMS messages, email, and push notifications to mobile devices.

Yes, PMK Communications Management enables authorized users to send real-time recorded alerts or pre-recorded instructions for the emergency situations, so the staff need not struggle with finding the binders to follow instructions. The alerts are sent to phone as messages, email, and push notifications to mobile devices and desktop alerts.



4. Solution needs to provide the ability to have alerts/notifications sent multiple times at user-selected intervals during a user-determined time period.

Yes, the PMK Platform provides the ability to have alerts/notifications sent multiple times with one click.

5. Solution needs to provide text-to-speech capability. Text needs to be able to be translated to voice alert for ADA compliance.

Yes, the PMK Platform and tools leverage the familiar native and supported assistive technologies provided by the devices of PMK users including text-to-voice, voice-to-text, screen zoom, color adjustment, and other ADA and tries our best to support Section 508 accessibility tools.

6. Section 508 compliant.

Yes, as described in the previous response, the PMK Platform and tools leverage the familiar native and supported assistive Section 508-compliant accessibility tools and technologies provided by the devices of PMK users. We try our best to support Section 508 accessibility tools.

7. Solution needs to provide the ability to schedule notifications and alerts to be sent at a future date and time, for one time or recurring notifications.

Yes PMK can help schedule drills ahead of time. The solution is designed to work when seconds matter during an emergency. The parent alerts are available for daily notifications and be configured for recurring if required by design for the district.

8. Solution needs to provide the ability for recipients to respond to messages to acknowledge receipt.



PMK believes controlled communication is key to safety protocols. The 2 way communication is a distraction for staff during their safety drills or emergency. The app is designed for users to acknowledge and action through check-in when there is a need for quick count on parents.

9. Solution needs to log all messages with the name of the sender, the recipient(s), the date and time, and the message content. Response from recipients needs to also be logged with search and reporting capabilities.

Yes, the PMK Platform logs all messages with the name of the sender, the recipient(s), the date and time, and the message content. Response from recipients needs to also be logged with search and reporting capabilities.

10. Solution must allow the creation, saving and editing of "canned" alerts

Yes, the PMK Platform provides the ability to create, save, and edit of "canned" alerts.

11. Solution should provide users the ability to set their own communication preferences (e.g., email and SMS, no email, etc.).

Emergency communications are pre-configured for the schools, so they have less choices to make during the real situation. PMK Platform provides users with the ability to set their own communication preferences (e.g., email and SMS, no email, etc.).

12. Solution should provide users the ability to opt-out of all text messaging.

Yes, PMK Communications Management enables users to opt-out of all text messaging.

13. Solution needs to allow users to communicate situation updates quickly and efficiently by multiple methods, such as text, emails, 800Mhz radio, and alerts.

Notifications are delivered via email, SMS, push notification, desktop notifications and voice calls. The messaging infrastructure continues to try till it is delivered. With multiple channels of distributions, the risk is diversified to various channels including email and in app notifications. The interfaces serving email communication, In app notifications and Voice/Text messages are independent service providers that minimize the risk of all modes of delivery failing at the same time.

When a student leaves by car, bus, walking, or to an after-school program, it is time stamped and saved in a report so you can





confidently communicate students' whereabouts. Their parent also receives a notification of their safe dismissal for peace of mind.

Communications

1. Solution needs to enable communications, including, but not limited to, the following:

a. Phone calls to landlines and cell phones

Yes, PMK Communications Management supports phone call to landlines and cell phones.

b. Conference calls for up to 40 users

Due to security considerations, the PMK Platform does not provide an inherent video- or audio-conference calling capability. For the security reasons why PMK does not include conference calls in its Emergency Management solution, please refer to our previous response to Planning and Organization #9 on page .

c. SMS ("text") messages to at least 20,000+ recipients

Yes, PMK Communications Management supports text messages to at least 20,000+ recipients.

d. Standard rate for SMS is 1/second. An option for SMS at 30/second

PMK Communications Management supports a standard rate of 1 per second for text messaging with the option for a rate of up to 30 per second with additional cost to reconfigure

e. SMS delivery metrics observed in actual use of your system.

PMK Communications Management has a proven delivery performance exceeding 50,000 notifications per hour.

f. Email messages to at least 20,000+ recipients

Yes, PMK Communications Management supports the email messaging to at least 20,000+ recipients.

g. An option to allow encrypted voice communications (for HIPAA-compliant conversations)

PMK Communications Management does not support encrypted voice communications for HIPAA-compliant conversations. By design, the PMK Platform does not collect, store, or provide access to any user's or person's health-related information. The PMK Platform is not intended to support HIPAA requirements and users are advised to include health data or information in any PMK communications.



- h. [An option to allow for encrypted video conferencing calls \(for HIPAA-compliant conversations\)](#)

PMK Response:

Due to security considerations, the PMK Platform does not provide an inherent video- or audio-conference calling capability. For the security reasons why PMK does not include conference calls in its Emergency Management solution, please refer to our previous response to Planning and Organization #9 on page .

By design, the PMK Platform does not collect, store, or provide access to any user's or person's health-related information. The PMK Platform is not intended to support HIPAA requirements and users are advised to include health data or information in any PMK communications.

- i. [Solution must support rapid delivery of voice messages.](#)

Yes, PMK Communications Management supports the rapid delivery of voice messages.

- j. [800 Mhz radio system](#)

If the 800 Mhz radio system provides an API that supports programmatic communications, then a custom integration with the PMK Platform can be developed.

However, radios, like other devices that broadcast audio, are not typically integrated into PMK's multi-channel communications used for emergency alerts initiated by the Silent Alarm. Users correctly expect that the alert will be transmitted to the appropriate responder in non-audio (such as text message) or personal audio (such as a phone) communication. Broadcast audio presents the real risk of secure, sensitive, and even confidential communications being inadvertently broadcast to unauthorized persons and even to the persons who are threatening the safety of the school and the reason for the activation of the Silent Alarm.

- k. [VOiP phones](#)

Yes, PMK Communications Management supports Voice Over IP (VoIP) phones.

- l. [Have the ability to communicate with an Integrated Public Alert and Warning System](#)

PMK can support any system with API open points. This does not currently support the ability to communicate directly with an Integrated Public Alert and Warning Systems as they have to be configured on a need basis with approval from respect districts.

Logging and Reporting

- 1. [Solution needs to log all communications automatically in a format that supports searching, reporting, and change management logs.](#)



Yes, the PMK Platform logs all communications automatically in a format that supports searching, reporting, and change management logs.

2. [Solution needs to be able to produce reports from historical logs in a way that is quick and efficient for users.](#)

Yes, PMK Reporting enables authorized users to produce reports from historical logs in a way that is quick and efficient for users.

Security

1. [Information and data need to be secure and accessible only by authorized persons who have been provided secure login credentials.](#)

PMK Platform information and data is secure and accessible only by authorized users who have been provided secure login credentials. Authorized users can also opt to use biometric credentials (such as fingerprint recognition) for quick and secure PMK session login.

2. [Solution needs to transmit and store data securely.](#)

The PMK Platform is served only via secure HTTPS web connections. All application data is transmitted using the TLS 1.2 (256-bit SSL) protocol. Session tokens are invalidated after a defined time of inactivity.

Passwords are never stored in plain text: they are hashed using a one-way salt to ensure they cannot be read from the database. Even the PMK admin team cannot read passwords (though they will be able to assist in resetting passwords).

PMK works to ensure support for the latest security protocols to prevent data breaches. Patches and updates are applied regularly. In the unforeseen event of a data breach, PMK will: identify and work to resolve any issues; and, immediately contact our designated contact for the school, district clients within 24 hours of the incident reported and send regular updates on the resolution status.

3. [Solution needs to have a reliable and geographically redundant backup system.](#)

The PMK School Safety Platform is hosted on the cloud infrastructure of Amazon Web Services (AWS) providing the highest level, state-of-the-technology to data security. All data is securely and exclusively hosted in ISO 27001, FERPA-compliant data centers. Unauthorized access is prevented by redundant, enterprise-grade firewalls.

The PMK Emergency Alert System is entirely web and mobile app based provided as software-as-a-service hosted on AWS server and backed up in other regions. It is there when you need it and is being used by schools all over the US and in seven additional countries.



- Proven performance exceeding 50,000 notifications / hour
- Multiple synchronized data centers through AWS – located throughout the country
- Multiple connections to the nation’s telephone network using Twilio interface

4. Solution needs to include initial on-site training and complete users' manuals.

Prepare Staff

For every different kind of emergency, you can customize the instructions for specific staff to address incidents, such as inclement weather or a campus intruder. Since these instructions pop up on their device when needed, they won't need to go looking for them anywhere else.

Training

Each district and each school is unique and has a unique setup to organize structured training. Our Training team collaborates with your staff to create a custom training plan to efficiently deliver training to all the users within the implementation schedule and timeframe.

| Training | Description | Training Mode | Duration |
|-----------------------------------|---|---|-----------------|
| Discovery Call | Meeting with decision makers and key stakeholders to identify the available schedule for all the training and create a plan | Online conference using a PC or Laptop with video and audio facility | 60 minutes |
| Introductory Training | Basic training provided in all our implementation to selected Administrators that include the train the trainer champions, IT teams and key leaders who will drive the change | Online conference using a PC or Laptop with video and audio facility or in-person if the teams can meet in one common location. | 60 minutes |
| Create Champions | We work directly with your champions. The training will empower your team to train users throughout the district. | Online conference using a PC or Laptop with video and audio facility or in-person if the teams can meet in one common location. | 60 minutes |
| Change Management Training | We will schedule a sequence of webinars to train all the staff. Will work with the district to ensure these sessions are well received with district goals to accomplish | Online conference using a PC or Laptop with video and audio facility and these sessions will be recorded for future | 90 minutes |



| Training | Description | Training Mode | Duration |
|---------------------------|---|--|------------|
| | | playback for individual groups | |
| Test Drills | Involve key champions to pilot run and test drill some messaging to ensure they are hands on | Online conference using a PC or Laptop with video and audio facility and these sessions will be recorded for future playback for individual groups | 30 minutes |
| Refresher Training | We will plan annual and quarterly refresher training along with training videos and quick reference guide | Multiple group sessions | 30 minutes |

Since the safety of our schools is extremely critical, the PMK Training team will invest in additional training during the support phase to help District and school staff and other users stay in close communication and be able to respond swiftly to any emergency.

- Create engaging content and training guides for setup and regular use through webinars, workshops and sustained email-based awareness campaigns on new functions and newsletters published through School district officials and Department of Safety.
- Report inactivity - Track the user logins and report the inactivity for more than 10 days to the user and their group through emails.
- Report the incident summary through weekly/monthly updates to the leadership with the status.
- Gamification to help users adapt quickly to new technology and stay engaged throughout its lifecycle- A leadership board showcasing active users and response SLAs to motivate them to lead.

5. [Solution needs to include 24x7 technical support as part of the annual maintenance support.](#)

We offer 24x7 email support , phone call support during working hours to school staff and parents. The program is accessible via any smartphone or tablet with internet connection

Maintenance

1. [Solution contract needs to include all maintenance releases and upgrades at no additional cost during the contract period.](#)

Yes, PMK includes all maintenance releases and upgrades at no additional cost during the contract period.



Maintenance ,Response time, Disaster Recovery

A full automated backup is done once a week and the differential backup daily happens with all the information stored. On a regular basis every quarter the technical team reviews the backup for the ability to retrieve in case of recovery. Annual recovery processes and tests are completed every summer when schools and colleges are off.

System

Testing Schedule

Email management

Web hosting workflows

In App messaging

Unannounced small load testing – Quarterly

Website

IOS, Android App

Normal daily business ensures system functionality

Additional testing occurs as deemed necessary to evaluate particular alert system components. If possible, these tests are announced

PMK employs Identify, Protect, Detect, Respond, Recover guidelines to the maximum extent, where the internal IT uses the company licensed software. All design and code documents are stored in a central repository with different access level restrictions for development, testing and live environments. The platform is maintained, monitored and backed up every day.

In the event of System not able to send notifications, the backup system to alert system and system outage will be initiated within 24 hours of issues identified and reported. The support team is available during normal working hours and can be extended to support the escalation protocol during the late and non office hours.

2. [Solution needs to support all major Internet browsers, including the ability to maintain that support when browsers are upgraded.](#)

PMK maintains all products and platforms at the newest version of vendor-supplied operating systems such as iOS and Android and supports the major standard Internet browsers Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. When practical, PMK strives to provide backward compatibility for up to 4 previous versions of a given browser at any point of time.



3. [Solution needs to provide browser support for mobile devices.](#)

Yes, in addition to the PMK native iOS and Android apps on mobile devices, users can access their school's PMK web portal via mobile and desktop browsers.

Administration

1. [Solution needs to have a simple web-based administration interface.](#)

Yes, the PMK Dashboard is an easy-to-use, web-based interface that enables districts and schools to administer and stay informed about each school's emergency management plans, preparation, and practices. Indispensable for assessing district-wide and school-level safety and emergency readiness, the Dashboard toolset provides a centralized hub for live, real-time communications, analytics, and reporting.

Drawing on the extensive event and activity logs maintained by the Pikmykid platform, the Dashboard provides analytics and reporting of a wide range of performance and usage data. Specific and aggregate information about student count, onboarding, parental/guardian engagement, school dismissals, and emergency management preparedness is continually updated, providing up-to-the-minute snapshots and insights into the safety network of each school and district-wide.

2. [Solution needs to integrate with enterprise authentication \(SAML\).](#)

Yes, Pikmykid supports single sign-on (SSO) integration with enterprise authentication services including OAuth2 and SAML.

Planning and Organization

1. [Solution with the ability to schedule events and send notification of incidents and emergencies.](#)

The PMK Platform can share the district calendar of scheduled events. The schools and parents can transparently view the events. The system will then enable users to trigger the events and send notification of incidents and emergencies as a real time drill.

2. [Provide planning for roles and tasks, such as those defined by the US Department of Homeland Security's National Incident Management System \(NIMS\) and Incident Command System \(ICS\) guidelines.](#)

PMK Emergency Management can support planning for roles and tasks, so using the guidelines defined by the US Department of Homeland Security's National Incident Management System (NIMS) and Incident Command System (ICS) guidelines should be a configuration custom we can define for Huron.



- b. Provide support, for both single and unified command structures, for planning and operational use (e.g., being able to send out scheduled alerts for testing).

PMK Emergency Management services provide support, for both single and unified command structures, for planning and operational use (e.g., being able to send out scheduled alerts for testing).

- c. Provide a means for creating tasks for persons and/or designated roles and responsibilities on an ad hoc basis.

PMK is an emergency communication management, we help store the emergency resources and contact roles. We stay from adhoc to ensure the schools understand any messages syndicated from this platform is an emergency message and should not be diluted

- 2. Provide a means to build visual displays/organizational charts for planning and organizing of both planned operations and pre-planned incident responses. Displays need to be easily shareable and immediately available to authorized persons via Internet access, regardless of their location.

PMK Resource Management enables users to store the visual displays/organizational charts for planning and organizing of both planned operations and pre-planned incident responses. Displays are easily shareable and immediately available to authorized persons via Internet access, regardless of their location.

- 3. Provide a single, secure file manager for storing, recalling, and sharing of documents, files, maps, pictures, and other electronic documents.

Yes, the PMK Platform provides a messaging with link feature to share safety management resources such as documents, files, maps, pictures, and other electronic information resources. These resources include interactive, dynamic, multi-layer maps and floor plans. As part of the setup process, external aerial maps of the school property are included.

- 4. Have the ability to print alerts, organization charts, assignments, etc.

Yes, PMK tools enable users to print alerts, organization charts, assignments, and other communications and resources by leveraging the Print capabilities of users' devices.

Alerts and Response

- 1. Following release, provide an alert that would require users to acknowledge receipt of the alert before it is removed from screen.

PMK is an emergency communication management system. We help syndicate messages and do not wait for users to respond. The acknowledgement can be done via the check-in or chat feature platform for active check in.



Send or deliver One (1) copy of the bid, clearly marked **School Safety and Communications Solution Bid HV-990-070422** along with one electronic copy on a USB Flash Drive to:

Geoffrey VanGoethem, Assistant Superintendent, Business & Operations
Huron Valley Schools - Administrative Building
2390 South Milford Road
Highland, Michigan 48357



Pikmykid Response to Huron Valley RFQu #HV-990-070422 for School Safety and Communications Solution

Attachment A - Detailed Requirements

Planning and Organization

1. Solution must provide the ability to schedule events and send notification of incidents and emergencies.

Yes, the **PMK School Safety Platform** provides a comprehensive emergency management and communications toolset which enables school districts and schools to schedule communications and messaging events as well as send real-time alerts and notification of incidents and emergencies.

Authorized users can activate the **PMK Emergency Alert System** which immediately puts platform services into emergency alert and response mode.

The active messaging enables school staff to instantly receive updated guidance and information about the developing situation on their mobile devices and desktops. Active Messaging is based on PMK Multi-Channel Communications services to ensure that users receive alerts and other notifications by the most efficient, available channel. Multi-channel communications also support redundancy of delivery to further ensure that messages get through and get to all appropriate responding agencies and individuals.

Active Messaging supports all phases of the school's emergency management from the initial alert to the appropriate level and type of response to the resolution of the incident.

But the emergency isn't over until all school staff and students are safe and accounted for and followed by the safe return of students to the care of their parents and guardians. **PMK Reunification Management** enables schools to communicate current instructions and information to parents, guardians, and designated emergency contacts about the check-in and reunification areas that are key to managing the reunification of families as quickly and as safely as possible. Effective reunification enables schools to smoothly transition from their Response to their Recovery procedures and to the restoration and return to normal operations.

2. Solution needs to provide a means for listing a large number (i.e., 100,000 at a minimum) of names and contact information of individuals and agencies.

Yes, PMK Contact Management provide a means for listing a large number (i.e., 100,000 at a minimum) of names and contact information of individuals and agencies.

Schools can customize their contact management to efficiently send alerts for the right incident to the right group. Parents enjoy the approved emergency contact list available through the app. Parents have the freedom to keep this current and change their emergency contacts at any time. Schools benefit from reliable up-to-date information without sending home forms with children or



needing to call home or for parents to be physically present to designate new adults to pick up their children.

Parents can update the contact information with relationships to the students at any time

Parents can tag the emergency contacts and add photo identification to help first responders and volunteers help schools during emergencies

Parent check-in volunteers can quickly verify identities using the app and the photo to ease the guardian check-in process and ensure every child goes home with a reliable guardian

3. Solution needs to allow users and administrators to enter names, contact information, and groups individually and integrate with enterprise directory services or file upload or import (e.g., spreadsheets, csv, etc.).

Yes, PMK Contact Management tools enable users and administrators to enter names and contact information for individuals and groups and also support integration with enterprise directory services and student information systems (SIS). Depending on the implementation, contact information may be imported directly or via an integrated system-of-record, such as a SIS or other enterprise information system, using spreadsheet-compatible csv files with SFTP (SSH File Transfer Protocol) for secure data transfer.

PMK Contact Management services include:

- **Contact Change Management** supports secure additions, modifications, and deletions to contact and communications information used for efficient daily dismissals, early dismissals, and after-school program management. Delegation pick-up with photo ID security enables parents and guardians to authorize their emergency contacts and delegate specific individuals to pick up their children while also helping schools ensure that verified and verifiable authorized individuals are permitted on campus.
- **Emergency Contact Management** supporting contact and communications information for first responding agencies and individuals, district and school staff, parents and guardians, and other entities involved in emergency alert, response, reunification, and recovery.

PMK Contact Management puts the ability to securely update contact information directly in the hands of the administrators, school staff, parents, and guardians to ensure that the information is current and accurate.

Contact Management is an important example of how the Pikmykid platform and apps leverage familiar day-to-day tools to help prepare for and manage changes in response to exceptions to routines up to and including emergency situations for increased safety and security.

For example, the Parent app enables parents and guardians to easily check and update their contact information and relationship to the student as soon as there is a change. Using the designation tools, a parent or guardian can authorize a specific individual with photo identification for a daily dismissal. These designation tools also enable parents and guardians to tag emergency contacts with photo ID which can save time and avoid confusion for first responders and school staff in emergency response and reunification. Check-in volunteers can quickly verify the identity of



every authorized individual to ensure that each child is safe and safely transferred to the care of their parent, guardian, or authorized individual as soon as possible.

PMK Emergency Reunification. The emergency isn't over until families are reunited. The importance of schools having an in-place, prescriptive, and practiced reunification plan is increasingly reflected in state- and district-level mandates.

Schools and school districts are accountable for the care and custody of every student up to and until the student is transferred to the care of their parent or guardian. Reunification planning, preparation, and practice ensures that students are reunited with their caregivers as safely and as quickly as possible following a school emergency.

Reunification marks the transition from emergency response to recovery. Research by the National Association of School Psychologists shows that a well-planned and practiced reunification process helps allay the anxiety of students and their caregivers caused by the trauma of the crisis. The timely reunification of students, especially younger children, with their caregivers and the reestablishment of social supports are the crucial, and often, the only mental health crisis intervention needed.

Emergency Reunification tools enable school districts and schools to fully support their planning, preparation, and practice of comprehensive reunification policies, processes, and procedures. PMK Emergency Reunification enables district and school administrators to:

- Designate and prepare on- and off-campus reunification sites
- Develop, publish, and update comprehensive reunification plans
- Maintain and update emergency contact information
- Develop and deliver staff and caregiver training
- Schedule and conduct safety drills
- Maintain repository of safety checklists, training materials, and other emergency management resources

4. Solution needs to allow users and administrators to extract names and contact information via file download or export (e.g., spreadsheets, csv, etc.).

Yes, PMK Reporting tools enable users and administrators to export and download names and contact information using spreadsheet-compatible csv files with SFTP (SSH File Transfer Protocol) for secure data transfer.

5. Solution needs to provide a means for planning, identifying, labeling, and recalling groups of individuals.

Yes, PMK Contact Management provide a means for planning, identifying, labeling, and recalling groups of individuals.

6. Solution needs to provide a means ("tags") for quickly identifying and recalling persons with special skills, experience, and abilities.



Yes, PMK Contact Management provide a means ("tags") called student notes for quickly identifying and recalling persons with special skills, experience, and abilities.

7. Solution needs to provide a log/history of tasks/assignments.

Yes, PMK Logging and Reporting services provide a log/history of task/assignments.

Audit trail for all check-ins and reunifications. In case of emergency school has a real time record of where the students were during the emergency.

Drill logs, data records, and debrief notes are available as a summary of results. Debrief notes are not automatically generated and require manual assessment by the proper responsible administrator or authority. Once this summary is completed, it is permanently recorded in the Emergency Resource reports

8. Solution needs to not be dependent on a single location or be available only in limited areas. Access and information need to be available anytime from any location that has Internet access.

Yes, the PMK School Safety Platform portal is accessible around the clock from any web-enabled device using the PMK native iOS or Android apps or a standard web browser with an Internet connection. Hosted on the highly secure, highly reliable state-of-the-technology Amazon Web Services (AWS) cloud infrastructure, the PMK Platform is available anytime and anywhere. The solution can work both for specific locations or broader locations are emergencies cannot be predicted.

9. Solution must provide the ability to initiate an instant conference call.

The PMK Platform supports telephonic communications and group texts but does not provide an inherent capability to initiate instant conference calls. Safety is the highest priority design principle when our Engineering and Product teams develop or integrate new platform capabilities and tools. And it is for the following safety reasons that the PMK Platform does not provide inherent conference call functionality:

Controlled communications are critical. Video- and audio-conference calls with multiple speakers can be chaotic under normal circumstances. In an emergency, communications must be controlled, concise, clear, and coordinated. Unlike communications via group texts, conference calls require all participants to be online or on the line at the same time, halting the movement of both people and information.

Logged, auditable communications are critical. Unlike communications via group texts, video- and audio-conference calls do not provide a timestamped sequence of communications that can be reviewed by recipients during the emergency nor reviewed by emergency management authorities, responders, district administrators, and school staff as part of emergency management protocols following an incident.

Familiar communications tools are critical. There is urgency in every emergency and time is always an extremely limited resource. There is no time for a group of users to figure out



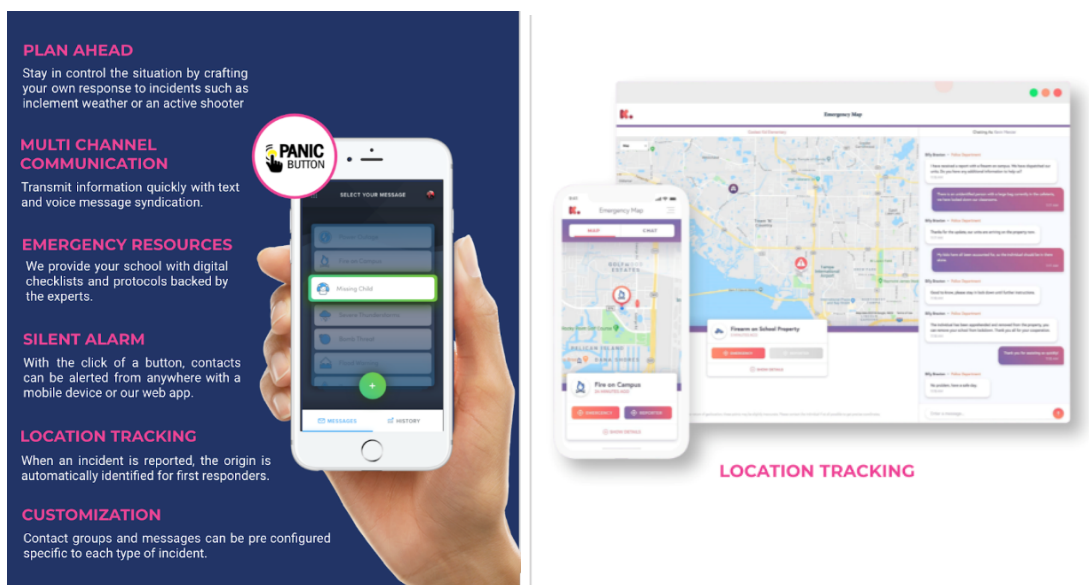
unfamiliar communications or safety tools in an emergency. For any compelling use cases that do require conference calling for alerting or responding to a school emergency, Pikmykid strongly recommends that schools and districts simply incorporate into their emergency management procedures and protocols the video- and audio-conferencing tools that are already used on a daily or regular basis.

10. Solution needs to provide recipients with the full spectrum of rich media (i.e., audio, video, images, and links) in alerts and notifications.

Yes, the PMK Communications Management services provide recipients with alerts, link to sites where the active status is being tracked for schools to encourage one source of truth across all the medium of communication. Anonymous incident support has the full spectrum of rich media (i.e., audio, video, images, and links) in alerts and notifications.

Alerts and Response

1. Solution needs to provide a means to quickly identify persons, groups, and teams to be notified. Persons and groups need to be able to be identified and recalled by name, organization, job title/position, geographical area, and other defining methods ("tags") to support immediate and efficient grouping and contact.



The PMK Emergency Alert Management with Silent Alarm (formerly the SAFER panic button) is a fully mobile and web-based emergency alerting system. School staff can use the feature from anywhere inside and outside the campus. Schools can configure custom groups to receive alerts and information first responders as needed. The portal can host all the safety and incident guides and checklists in one place online for easy access at any time.



PMK has been focused on providing school safety solutions for the past eight years. We have developed a unique platform addressing multiple levels of school safety. Our initial entry into the school safety arena concentrated on solving the problems associated with dismissal, the universally recognized most dangerous and critical time during the school day. After successfully helping over 400 schools improve their dismissal procedure with a safer and more efficient process, we turned to building the most effective and best value Emergency Alert System available.

The complete Emergency Alert System helps schools, districts, and Boards of Education address both tragic and more typical emergencies and incidents as they occur. The PMK Silent Alarm provides an instant alarm to the appropriate individuals and first responders as designated within the framework of each specific emergency or incident. Additionally, each emergency includes a customized response yielding an immediate update to every recipient and ensuring a correct and safe response by the entire team.

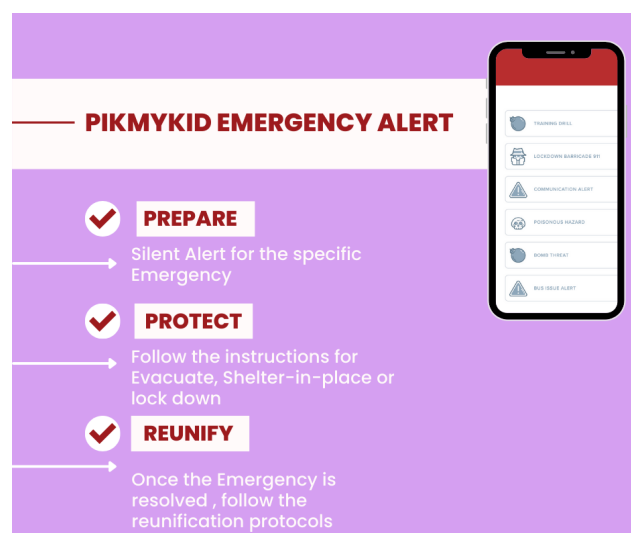
Flexibility has been designed into the PMK Platform from the initial concept to the completed package. Schools and districts have seen the benefit of a flexible package and utilized the Emergency Alert System for situations as varied as weather warnings to assisting special needs children.

PMK provides the technology and instant alerts but takes safety one step further with our Emergency Alert Package which is included with every district purchase. Plans that focus solely on 'Response often miss the most important part of any safety plan: Preparation and Prevention. We work closely with schools and districts to make sure they have addressed all four phases of Emergency Management: Preparation, Prevention, Response, and Control.

PMK has built a technology and support team to stay abreast of the latest technologies and ensure every school is trained properly and maintains an 'Up-To-Date' level of preparedness as the safety environment evolves in the education community. Ongoing support and training along with scheduled upgrades allow schools to stay ahead of the curve when battling the ever-changing needs regarding a safe and nurturing learning environment.

Each school within a district most likely has specific needs and characteristics that must be evaluated to implement the best possible solution for each site. PMK assesses every school to ensure the optimum solution has been put in place. Oftentimes local, approved contractors can be used for such surveys and evaluations but more frequently, this procedure is kept in house to make sure all guidelines and issues have been addressed.

SAFER includes a Standard Response Protocol, tailored to the specification of the school's emergency management response plan for specific incident types. These incident protocols are





designed to provide users instant access to the proper procedures for each unique incident. This process immediately delivers the critical protocols to each device designated to the individual in the Call List.

Based on our depth of experience, we believe the best plan of action for campus emergency plans is to work in cooperation with local law enforcement and district safety personnel. We will partner with these groups to develop appropriate emergency plans that address the unique needs of schools and districts. Once these Emergency Plans have been created for the schools, they will be incorporated into the Emergency Resource Repository for that school. Access to these plans is instantly available for each school through the Dashboard and to the district through the District Dashboard.

The PMK Emergency Alert Management includes a single, secure storage location for all emergency resource documents including school layout, aerial images of the school property, emergency plans, emergency contact information, and any additional critical data. Also in the repository are standard messages that can be easily and quickly delivered to parents as the situations or incidents require and are more under control.

PMK integrates with numerous SIS programs and will communicate through the specified API interface.

PMK Emergency Management includes various administrative dashboards at both the district level and the school level. The District dashboard allows the district to review and monitor any individual location and/or incident.

PMK Emergency Management includes a Free Mobile App from both the iTunes Store and Google Play for administration, teachers, and staff.

Dealing with school emergencies demands a thorough analysis of the school and all district offices to guarantee the appropriate emergency plans, supporting documents, and associated images are all in place and resident in the school resource repository. Training consistent with this philosophy is likewise critical and PMK has developed a thorough Core10 training plan which is incorporated as part of this proposal. We do not consider this project as a vendor – customer relationship. We view this as a partnership to enhance safety at all schools and will work hard to make sure administration, staff, teachers, and security personnel are all trained properly with the SAFER Emergency Alert System and have continuous, online access to supporting training materials and videos.

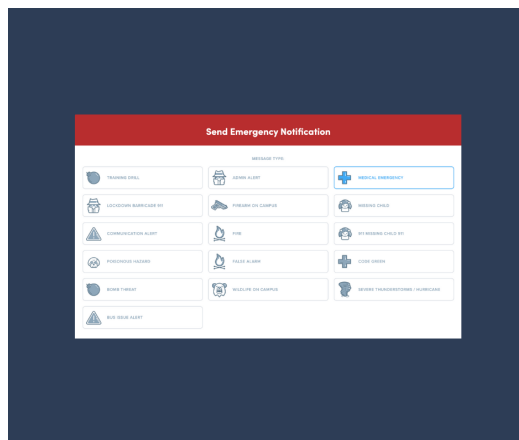
2. Solution needs to provide a means for authorized persons to quickly send messages to a single or group of recipients.

Yes, PMK Communications Management enables authorized persons alert an emergency with just 1 click, by create customized call lists to quickly send messages to a single or group of recipients. Emergency alerts for specific types of incidents can be associated with separate call lists tailored to the requirements of the incident type. Call lists can include responding agencies and authorities, district and school administrators, school staff, and other internal and external entities and individuals.



3. Solution needs to provide ability to send real-time recorded alerts or pre-recorded alerts by phone and to send SMS messages, email, and push notifications to mobile devices.

Yes, PMK Communications Management enables authorized users to send real-time recorded alerts or pre-recorded instructions for the emergency situations, so the staff need not struggle with finding the binders to follow instructions. The alerts are sent to phone as messages, email, and push notifications to mobile devices and desktop alerts.



4. Solution needs to provide the ability to have alerts/notifications sent multiple times at user-selected intervals during a user-determined time period.

Yes, the PMK Platform provides the ability to have alerts/notifications sent multiple times with one click.

5. Solution needs to provide text-to-speech capability. Text needs to be able to be translated to voice alert for ADA compliance.

Yes, the PMK Platform and tools leverage the familiar native and supported assistive technologies provided by the devices of PMK users including text-to-voice, voice-to-text, screen zoom, color adjustment, and other ADA and tries our best to support Section 508 accessibility tools.

6. Section 508 compliant.

Yes, as described in the previous response, the PMK Platform and tools leverage the familiar native and supported assistive Section 508-compliant accessibility tools and technologies provided by the devices of PMK users. We try our best to support Section 508 accessibility tools.

7. Solution needs to provide the ability to schedule notifications and alerts to be sent at a future date and time, for one time or recurring notifications.

Yes PMK can help schedule drills ahead of time. The solution is designed to work when seconds matter during an emergency. The parent alerts are available for daily notifications and be configured for recurring if required by design for the district.

8. Solution needs to provide the ability for recipients to respond to messages to acknowledge receipt.



PMK believes controlled communication is key to safety protocols. The 2 way communication is a distraction for staff during their safety drills or emergency. The app is designed for users to acknowledge and action through check-in when there is a need for quick count on parents.

9. Solution needs to log all messages with the name of the sender, the recipient(s), the date and time, and the message content. Response from recipients needs to also be logged with search and reporting capabilities.

Yes, the PMK Platform logs all messages with the name of the sender, the recipient(s), the date and time, and the message content. Response from recipients needs to also be logged with search and reporting capabilities.

10. Solution must allow the creation, saving and editing of "canned" alerts

Yes, the PMK Platform provides the ability to create, save, and edit of "canned" alerts.

11. Solution should provide users the ability to set their own communication preferences (e.g., email and SMS, no email, etc.).

Emergency communications are pre-configured for the schools, so they have less choices to make during the real situation. PMK Platform provides users with the ability to set their own communication preferences (e.g., email and SMS, no email, etc.).

12. Solution should provide users the ability to opt-out of all text messaging.

Yes, PMK Communications Management enables users to opt-out of all text messaging.

13. Solution needs to allow users to communicate situation updates quickly and efficiently by multiple methods, such as text, emails, 800Mhz radio, and alerts.

Notifications are delivered via email, SMS, push notification, desktop notifications and voice calls. The messaging infrastructure continues to try till it is delivered. With multiple channels of distributions, the risk is diversified to various channels including email and in app notifications. The interfaces serving email communication, In app notifications and Voice/Text messages are independent service providers that minimize the risk of all modes of delivery failing at the same time.

When a student leaves by car, bus, walking, or to an after-school program, it is time stamped and saved in a report so you can





confidently communicate students' whereabouts. Their parent also receives a notification of their safe dismissal for peace of mind.

Communications

1. Solution needs to enable communications, including, but not limited to, the following:

a. Phone calls to landlines and cell phones

Yes, PMK Communications Management supports phone call to landlines and cell phones.

b. Conference calls for up to 40 users

Due to security considerations, the PMK Platform does not provide an inherent video- or audio-conference calling capability. For the security reasons why PMK does not include conference calls in its Emergency Management solution, please refer to our previous response to Planning and Organization #9 on page .

c. SMS ("text") messages to at least 20,000+ recipients

Yes, PMK Communications Management supports text messages to at least 20,000+ recipients.

d. Standard rate for SMS is 1/second. An option for SMS at 30/second

PMK Communications Management supports a standard rate of 1 per second for text messaging with the option for a rate of up to 30 per second with additional cost to reconfigure

e. SMS delivery metrics observed in actual use of your system.

PMK Communications Management has a proven delivery performance exceeding 50,000 notifications per hour.

f. Email messages to at least 20,000+ recipients

Yes, PMK Communications Management supports the email messaging to at least 20,000+ recipients.

g. An option to allow encrypted voice communications (for HIPAA-compliant conversations)

PMK Communications Management does not support encrypted voice communications for HIPAA-compliant conversations. By design, the PMK Platform does not collect, store, or provide access to any user's or person's health-related information. The PMK Platform is not intended to support HIPAA requirements and users are advised to include health data or information in any PMK communications.



- h. An option to allow for encrypted video conferencing calls (for HIPAA-compliant conversations)

PMK Response:

Due to security considerations, the PMK Platform does not provide an inherent video- or audio-conference calling capability. For the security reasons why PMK does not include conference calls in its Emergency Management solution, please refer to our previous response to Planning and Organization #9 on page .

By design, the PMK Platform does not collect, store, or provide access to any user's or person's health-related information. The PMK Platform is not intended to support HIPAA requirements and users are advised to include health data or information in any PMK communications.

- i. Solution must support rapid delivery of voice messages.

Yes, PMK Communications Management supports the rapid delivery of voice messages.

- j. 800 Mhz radio system

If the 800 Mhz radio system provides an API that supports programmatic communications, then a custom integration with the PMK Platform can be developed.

However, radios, like other devices that broadcast audio, are not typically integrated into PMK's multi-channel communications used for emergency alerts initiated by the Silent Alarm. Users correctly expect that the alert will be transmitted to the appropriate responder in non-audio (such as text message) or personal audio (such as a phone) communication. Broadcast audio presents the real risk of secure, sensitive, and even confidential communications being inadvertently broadcast to unauthorized persons and even to the persons who are threatening the safety of the school and the reason for the activation of the Silent Alarm.

- k. VOiP phones

Yes, PMK Communications Management supports Voice Over IP (VoIP) phones.

- l. Have the ability to communicate with an Integrated Public Alert and Warning System

PMK can support any system with API open points. This does not currently support the ability to communicate directly with an Integrated Public Alert and Warning Systems as they have to be configured on need basis with approval from respect districts.

Logging and Reporting

- 1. Solution needs to log all communications automatically in a format that supports searching, reporting, and change management logs.



Yes, the PMK Platform logs all communications automatically in a format that supports searching, reporting, and change management logs.

2. [Solution needs to be able to produce reports from historical logs in a way that is quick and efficient for users.](#)

Yes, PMK Reporting enables authorized users to produce reports from historical logs in a way that is quick and efficient for users.

Security

1. [Information and data need to be secure and accessible only by authorized persons who have been provided secure login credentials.](#)

PMK Platform information and data is secure and accessible only by authorized users who have been provided secure login credentials. Authorized users can also opt to use biometric credentials (such as fingerprint recognition) for quick and secure PMK session login.

2. [Solution needs to transmit and store data securely.](#)

The PMK Platform is served only via secure HTTPS web connections. All application data is transmitted using the TLS 1.2 (256-bit SSL) protocol. Session tokens are invalidated after a defined time of inactivity.

Passwords are never stored in plain text: they are hashed using a one-way salt to ensure they cannot be read from the database. Even the PMK admin team cannot read passwords (though they will be able to assist in resetting passwords).

PMK works to ensure support for the latest security protocols to prevent data breaches. Patches and updates are applied regularly. In the unforeseen event of a data breach, PMK will: identify and work to resolve any issues; and, immediately contact our designated contact for the school, district clients within 24 hours of the incident reported and send regular updates on the resolution status.

3. [Solution needs to have a reliable and geographically redundant backup system.](#)

The PMK School Safety Platform is hosted on the cloud infrastructure of Amazon Web Services (AWS) providing the highest level, state-of-the-technology to data security. All data is securely and exclusively hosted in ISO 27001, FERPA-compliant data centers. Unauthorized access is prevented by redundant, enterprise-grade firewalls.

The PMK Emergency Alert System is entirely web and mobile app based provided as software-as-a-service hosted on AWS server and backed up in other regions. It is there when you need it and is being used by schools all over the US and in seven additional countries.



- Proven performance exceeding 50,000 notifications / hour
- Multiple synchronized data centers through AWS – located throughout the country
- Multiple connections to the nation’s telephone network using Twilio interface

4. Solution needs to include initial on-site training and complete users' manuals.

Prepare Staff

For every different kind of emergency, you can customize the instructions for specific staff to address incidents, such as inclement weather or a campus intruder. Since these instructions pop up on their device when needed, they won't need to go looking for them anywhere else.

Training

Each district and each school is unique and has a unique setup to organize structured training. Our Training team collaborates with your staff to create a custom training plan to efficiently deliver training to all the users within the implementation schedule and timeframe.

| Training | Description | Training Mode | Duration |
|-----------------------------------|---|---|-----------------|
| Discovery Call | Meeting with decision makers and key stakeholders to identify the available schedule for all the training and create a plan | Online conference using a PC or Laptop with video and audio facility | 60 minutes |
| Introductory Training | Basic training provided in all our implementation to selected Administrators that include the train the trainer champions, IT teams and key leaders who will drive the change | Online conference using a PC or Laptop with video and audio facility or in-person if the teams can meet in one common location. | 60 minutes |
| Create Champions | We work directly with your champions. The training will empower your team to train users throughout the district. | Online conference using a PC or Laptop with video and audio facility or in-person if the teams can meet in one common location. | 60 minutes |
| Change Management Training | We will schedule a sequence of webinars to train all the staff. Will work with the district to ensure these sessions are well received with district goals to accomplish | Online conference using a PC or Laptop with video and audio facility and these sessions will be recorded for future | 90 minutes |



| Training | Description | Training Mode | Duration |
|---------------------------|---|--|------------|
| | | playback for individual groups | |
| Test Drills | Involve key champions to pilot run and test drill some messaging to ensure they are hands on | Online conference using a PC or Laptop with video and audio facility and these sessions will be recorded for future playback for individual groups | 30 minutes |
| Refresher Training | We will plan annual and quarterly refresher training along with training videos and quick reference guide | Multiple group sessions | 30 minutes |

Since the safety of our schools is extremely critical, the PMK Training team will invest in additional training during the support phase to help District and school staff and other users stay in close communication and be able to respond swiftly to any emergency.

- Create engaging content and training guides for setup and regular use through webinars, workshops and sustained email-based awareness campaigns on new functions and newsletters published through School district officials and Department of Safety.
- Report inactivity - Track the user logins and report the inactivity for more than 10 days to the user and their group through emails.
- Report the incident summary through weekly/monthly updates to the leadership with the status.
- Gamification to help users adapt quickly to new technology and stay engaged throughout its lifecycle- A leadership board showcasing active users and response SLAs to motivate them to lead.

5. [Solution needs to include 24x7 technical support as part of the annual maintenance support.](#)

We offer 24x7 email support , phone call support during working hours to school staff and parents. The program is accessible via any smartphone or tablet with internet connection

Maintenance

1. [Solution contract needs to include all maintenance releases and upgrades at no additional cost during the contract period.](#)

Yes, PMK includes all maintenance releases and upgrades at no additional cost during the contract period.



Maintenance ,Response time, Disaster Recovery

A full automated backup is done once a week and the differential backup daily happens with all the information stored. On a regular basis every quarter the technical team reviews the backup for the ability to retrieve in case of recovery. Annual recovery processes and tests are completed every summer when schools and colleges are off.

System

Testing Schedule

Email management

Web hosting workflows

In App messaging

Unannounced small load testing – Quarterly

Website

IOS, Android App

Normal daily business ensures system functionality

Additional testing occurs as deemed necessary to evaluate particular alert system components. If possible, these tests are announced

PMK employs Identify, Protect, Detect, Respond, Recover guidelines to the maximum extent, where the internal IT uses the company licensed software. All design and code documents are stored in a central repository with different access level restrictions for development, testing and live environments. The platform is maintained, monitored and backed up every day.

In the event of System not able to send notifications, the backup system to alert system and system outage will be initiated within 24 hours of issues identified and reported. The support team is available during normal working hours and can be extended to support the escalation protocol during the late and non office hours.

2. [Solution needs to support all major Internet browsers, including the ability to maintain that support when browsers are upgraded.](#)

PMK maintains all products and platforms at the newest version of vendor-supplied operating systems such as iOS and Android and supports the major standard Internet browsers Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. When practical, PMK strives to provide backward compatibility for up to 4 previous versions of a given browser at any point of time.



3. [Solution needs to provide browser support for mobile devices.](#)

Yes, in addition to the PMK native iOS and Android apps on mobile devices, users can access their school's PMK web portal via mobile and desktop browsers.

Administration

1. [Solution needs to have a simple web-based administration interface.](#)

Yes, the PMK Dashboard is an easy-to-use, web-based interface that enables districts and schools to administer and stay informed about each school's emergency management plans, preparation, and practices. Indispensable for assessing district-wide and school-level safety and emergency readiness, the Dashboard toolset provides a centralized hub for live, real-time communications, analytics, and reporting.

Drawing on the extensive event and activity logs maintained by the Pikmykid platform, the Dashboard provides analytics and reporting of a wide range of performance and usage data. Specific and aggregate information about student count, onboarding, parental/guardian engagement, school dismissals, and emergency management preparedness is continually updated, providing up-to-the-minute snapshots and insights into the safety network of each school and district-wide.

2. [Solution needs to integrate with enterprise authentication \(SAML\).](#)

Yes, Pikmykid supports single sign-on (SSO) integration with enterprise authentication services including OAuth2 and SAML.

Planning and Organization

1. [Solution with the ability to schedule events and send notification of incidents and emergencies.](#)

The PMK Platform can share the district calendar of scheduled events. The schools and parents can transparently view the events. The system will then enable users to trigger the events and send notification of incidents and emergencies as a real time drill.

2. [Provide planning for roles and tasks, such as those defined by the US Department of Homeland Security's National Incident Management System \(NIMS\) and Incident Command System \(ICS\) guidelines.](#)

PMK Emergency Management can support planning for roles and tasks, so using the guidelines defined by the US Department of Homeland Security's National Incident Management System (NIMS) and Incident Command System (ICS) guidelines should be a configuration custom we can define for Huron.



- b. Provide support, for both single and unified command structures, for planning and operational use (e.g., being able to send out scheduled alerts for testing).

PMK Emergency Management services provide support, for both single and unified command structures, for planning and operational use (e.g., being able to send out scheduled alerts for testing).

- c. Provide a means for creating tasks for persons and/or designated roles and responsibilities on an ad hoc basis.

PMK is an emergency communication management, we help store the emergency resources and contact roles. We stay from adhoc to ensure the schools understand any messages syndicated from this platform is an emergency message and should not be diluted

2. Provide a means to build visual displays/organizational charts for planning and organizing of both planned operations and pre-planned incident responses. Displays need to be easily shareable and immediately available to authorized persons via Internet access, regardless of their location.

PMK Resource Management enables users to store the visual displays/organizational charts for planning and organizing of both planned operations and pre-planned incident responses. Displays are easily shareable and immediately available to authorized persons via Internet access, regardless of their location.

3. Provide a single, secure file manager for storing, recalling, and sharing of documents, files, maps, pictures, and other electronic documents.

Yes, the PMK Platform provides a messaging with link feature to share safety management resources such as documents, files, maps, pictures, and other electronic information resources. These resources include interactive, dynamic, multi-layer maps and floor plans. As part of the setup process, external aerial maps of the school property are included.

4. Have the ability to print alerts, organization charts, assignments, etc.

Yes, PMK tools enable users to print alerts, organization charts, assignments, and other communications and resources by leveraging the Print capabilities of users' devices.

Alerts and Response

1. Following release, provide an alert that would require users to acknowledge receipt of the alert before it is removed from screen.

PMK is an emergency communication management system. We help syndicate messages and do not wait for users to respond. The acknowledgement can be done via the check-in or chat feature platform for active check in.



MAC

2.4 CONSTRUCTION BID DISCLOSURE STATEMENT – FAMILIAL RELATIONSHIP

Pursuant to MCL 380.1267, a sworn and notarized statement disclosing any familial relationship that exists between the owner or any employee of the bidder and any member of the Huron Valley Schools Board of Education or the Huron Valley Schools District Superintendent must be accompanied with the bid. **Bids without this disclosure statement will not be accepted.**

The members of the Huron Valley Schools Board of Education are listed on the following website:
<https://www.hvs.org/page/board-of-education>.

The Huron Valley Schools Superintendent is: Dr. Paul Salah

The Following are the familial relationships:

There are none.

| | |
|-------------------|-----------------|
| Vendor Signature: | <i>R. Chute</i> |
| Date: | <i>09/13/22</i> |



| Notary | |
|---|---------------------|
| State of | <i>Florida</i> |
| County of | <i>Hillsborough</i> |
| Sworn to and subscribed before me, a notary public in and for the above state and county, on this <i>13th</i> day of <i>September</i> , 20 <i>22</i> . | |
| Notary Public | <i>[Signature]</i> |
| My commission expires: | <i>8/22/24</i> |



MAC

2.3 Assurances and Certifications

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

The prospective contractor certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded for from participating in this transaction by any Federal department of agency. Where the prospective contractor is unable to certify to any of the statements in this certification, such prospective contractor shall attach an explanation to this proposal.

Certification Regarding Nondiscrimination Under Federally and State Assisted Programs

The applicant hereby agrees that it will comply with all federal and Michigan laws and regulations prohibiting discrimination and, in accordance therewith, no person, on the basis of race, color, religion, national origin or ancestry, age, sex, marital status or handicap, shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which it is responsible or for which it receives financial assistance from the U.S. Department of Education or the Michigan Department of Education (MDE).

Assurance Regarding Access to Records and Financial Statements

The applicant hereby assures that it will provide the pass-through entity, i.e., the Huron Valley Schools, and auditors with access to the records and financial statements as necessary for the pass-through entity to comply with 2 CFR, Part 200, Subpart F, and Compliance Supplement for the U.S. Department of Education.

Iran Economic Sanctions Act

The prospective contractor certifies that its organization, by submission of this proposal, is not an Iran Linked Business. Please refer to the "Iran Economic Sanction Act" Public Act 517 for clarifications or questions. Huron Valley Schools as a Michigan public entity is required to follow Public Act 517 of 2012.

| | |
|-------------------|-----------------|
| Vendor Signature: | <i>Kehut</i> |
| Date: | <i>08/30/22</i> |



| Notary | |
|--|---------------------|
| State of | <i>Florida</i> |
| County of | <i>Hillsborough</i> |
| Sworn to and subscribed before me, a notary public in and for the above state and county, on this <u>30th</u> day of <u>Aug</u> , 20 <u>22</u> | |
| Notary Public | <i>[Signature]</i> |
| My commission expires: | <i>8/22/24</i> |



MAC

2.1 Company Profile

| | | |
|--|-----------------|--|
| Official Name of Bidder: Pikmykid | | Type of Entity/Organization (check one): <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture <input type="checkbox"/> Limited Liability Partnership <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Corporation <input type="checkbox"/> Non-Profit / Church <input type="checkbox"/> Other: _____ |
| Street Address: 5005 W Laurel St, Suite 204 | | |
| City: Tampa | | |
| State: FL | Zip Code: 33607 | |
| Website: www.pikmykid.com | | |
| Primary Contact Name: Ms. Chitra Kanagaraj | | |
| Primary Contact Phone Number: 813-649-8028 | | |
| Primary Contact Email Address: chitra@pikmykid.com | | |
| Dunn & Bradstreet (D&B) Number (if applicable): 092869489 | | |
| Has your company been debarred by the Federal Government? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, has it been lifted and if so, when? | | |
| Has your company been debarred by State Governments? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, has it been lifted and if so, when? | | |
| Brief history of your company, including the year it was established: Founded in 2014 and incorporated in 2016, Pikmykid provides school safety and emergency management platforms including industry-leading dismissal management solutions. | | |
| Signature: | | |
| Name and Title of Signer: Chitra Kanagaraj, Co-Founder and COO | | |
| Date: 08/27/2022 | | |

Please include a current copy of a W-9 with your proposal.



MAC

NON-COLLUSION AFFIDAVIT

STATE OF MICHIGAN)
)
[NAME OF COUNTY]) ss:

The undersigned bidder or agent, being duly sworn on oath, says that he/she has not, nor has any other member, representative, or agent of the firm, company, corporation or partnership represented by him/her, entered into any combination, collusion or agreement with any person relative to the price to be bid by anyone at such letting nor to prevent any person from bidding nor to induce anyone to refrain from bidding, and that this bid is made without reference to any other bid and without any agreement, understanding or combination with any other person in reference to such bidding.

He/she further says that no person or persons, firms, or corporation has, have or will receive directly or indirectly, any rebate, gift, fee, commission or thing of value on account of such sale.

Pikmykid

Bidder (Firm)
[Signature]

Signature of Bidder or Agent

Subscribed and sworn to before me this 30th day of Aug, 2022
My commission expires: 8/22/24
County of residence: Hillsborough

[Signature]

Notary Public Signature

Seal

(Return this completed form with bid package)

