



Beyond Expectation

Proposal to Twin Rivers Unified School District
from Verizon Wireless

July 10, 2012



July 3, 2012

Mary Talentinow
Director - Contracting & E-Rate Services
Twin Rivers USD
3222 Winona Way, Suite 200
North Highlands, CA 95660

Dear Ms.Talentinow,

Thank you for providing Verizon Wireless the opportunity to present our response to your Cell Phone Service/Wireless Internet Access RFP. We know that you are seeking an organization that can guarantee 100% coverage within District boundaries. Verizon Wireless is the ideal company for your request.

We invest \$5.7 billion annually to maintain and expand our nationwide network. Test men and women drive more than 1 million miles annually to test network performance, call quality, and data network performance to ensure 100% coverage to all customers. Our 4G LTE network covers more than 200 million people in more than 230 markets across the U.S. By the end of 2012 our company's 4G LTE network will cover more than 260 million people in 400 markets across the country.

Our proposal addresses your requirements and underscores the value of a partnership with Verizon Wireless. We look forward to building our relationship and to providing the best quality service out there.

Verizon Wireless is committed to provide exemplary customer service and nationwide coverage to all customers. If you have any questions or need additional information, please contact me at (706) 656-7898.

Sincerely,

Daniel Mead
President and CEO
Verizon Wireless

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Introduction

This proposal is in response to the Twin Rivers Unified School District (District) request for quotations for cell phone service and wireless internet access for year 15. In this proposal Verizon Wireless (Verizon) proposes that the District purchase its new communication products from our company, because we have the experience and the technology to meet and exceed the requirements expressed in the RFQ. Moreover, we can implement our equipment without disruptions in the staff's workflow and, at the same time, provide an overall attractive quote.

We understand that the District needs talk plans that can accommodate a maximum minute usage of little over 150,000 per month. Also, the average pooled minute usage needs to match or exceed 120,000 per month. Furthermore, we know that our proposed plans and services must work flawlessly with the current 510 Android smartphones, BlackBerries and regular mobile phones being used by the District's employees. Above all, we know that the staff's communication needs demand cell phone signals now lower than three bars anywhere on the district's 120 square mile area.

To meet these needs we have put together an array of services and a unified plan for implementing them so as to cause the District no loss of productivity in the switch from the previous vendor. In this proposal, we will discuss why we are uniquely qualified for this job, our action plan, and, finally, the costs and the benefits that the District's employees will derive from our services.

Our goal is to show that not only can Verizon offer attractively priced technologies to meet the District's requirements, but we can also provide innovative user-friendly solutions at no extra charge.



Fig. 1 Droid from Motorola

Qualifications

Verizon Wireless, headquartered in Basking Ridge, N.J., operates the nation's largest 4G LTE network and largest, most reliable 3G network.

Verizon Wireless' network reliability is supported by industry-leading redundancy and maintenance measures. Our network is built for reliability in emergencies. All our facilities and generators and most cell sites are equipped with battery back-up power. We also own a fleet of generator-powered mobile cell sites that enhance coverage and capacity in a given area. To ensure efficient operations, every day, we have a team of test men and women who travel across the country to monitor and test the network.

Whenever and wherever you need it, the signal will be there. We build and manage networks that will keep you connected to your world wherever you are.

Our Proposition

Twin Rivers Unified School District (TRUSD or District) will achieve 100% nationwide cellular phone service and nationwide coverage by purchasing 50 Talk and Text Calling Plans and 50 data plan packages for

\$15,000.00 per month. We continue to lead the industry by offering the highest quality products and services while introducing the latest innovative technology solutions. We have agreed to document the delivered value by issuing monthly detailed reports.

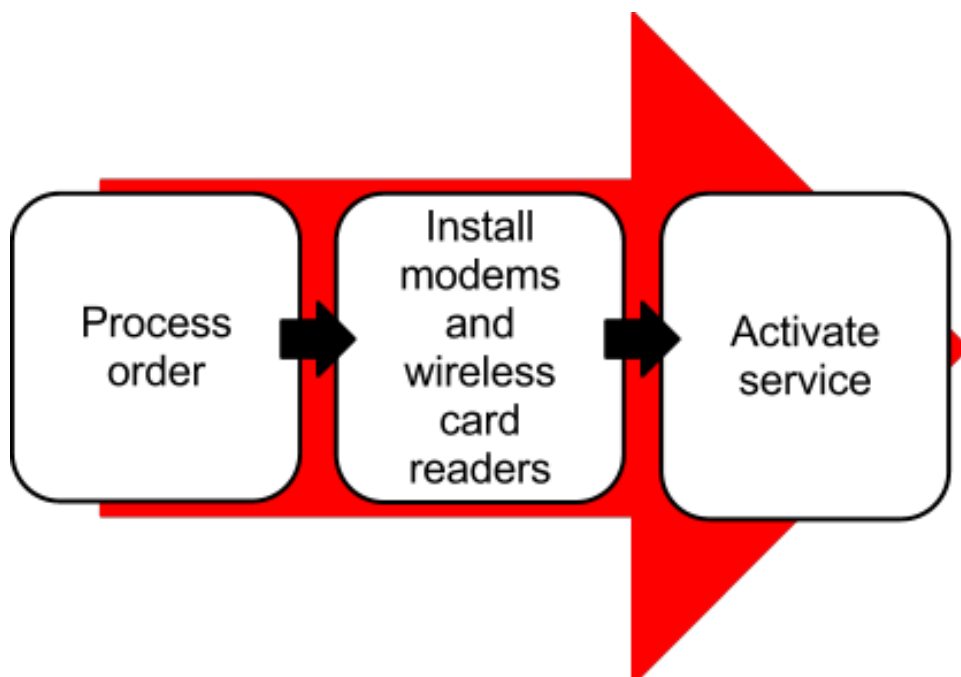
Action Plan

Your order would begin processing as soon as we receive notice that you accepted our bid. We would deliver and install your new cell phones and wireless cards Monday, July 30. Your service would be live and the contract would begin August 1, 2012.

Step One: Process the order

We will finish processing your order no later than July 25, 2012. Your requested equipment will be sorted and ready for delivery and installation within a business day. Though most of the processing will be based on the RFP, there are some further questions that we will have to ask you about how your current phones and/or phone system are set up before we can begin. At the end of this interview we will submit a detailed bill for your representative to review.

Step Two: Distribution and installation of equipment



Day 1. On July 30, 2012, we will bring the phone line for Verizon service to your building. You will need to allow the technician into the school's telephone and server rooms. The technician will check to make sure everything is ready for the equipment to arrive. Our service pricing includes any additional internal wiring work, and will not result in a separate wiring fee. Remotely, we will be configuring the cell tower to work with your devices.

Day 2. On July 31, 2012, Technician will arrive with the equipment to be installed, including the 50 wireless cards. The cards will be preprogrammed according to your order from Day 1, but you will be responsible for distributing them to the officers. The modems would be set up in their locations and tested for coverage.

Day 3. August 1, 2012 we will coordinate with your current phone system technician about the switchover from your existing carrier to our service. Your service will go live and the three year contract will start. You will be able to change the terms of service at the end of each year. The contract ends August 1, 2015.

Step Three: Training

Our technicians will arrive the following week to train your faculty and staff to use the new phones. They will be taught to use all major functions, including voice mail, conference calling, call waiting, push to talk, VoIP, security, and caller ID.

Reporting a Problem

Hours of Operation:

Store Hours:

Monday - Saturday 9am-8pm, Sunday 11am-5pm
(Locations may vary)

Government Support Center (GSC):

Monday - Friday 7am-11pm

Technical Support:

24/7, call (800) 0922-0204

Our commitment to the Districts is to provide a responsive trouble resolution process for its employees. Verizon Wireless understands that there will be instances when a service outage, service degradation, or other issue require the customer to open a trouble ticket or complaint. Our support team's primary mission is to solve customer problems.

Verizon wireless is committed to providing the best customer service to every valued customer. Our dedicated GSC team is available to help customers manage their wireless accounts. The GSC is in constant communication with our customers and will handle all aspects of account maintenance, trouble reporting, and escalation procedures.

Contact Information

We offer a single support number to all customers, in the process of reducing some hundreds of different toll free numbers. The new number 1-800-VERIZON (1-800-837-4966) can be used by all wireline telephones and high-speed Internet users. However, included are direct lines to all services.



Customer Service

Dial *711 from your cell phone
(800) 922-0204
Monday - Sunday 6am-11pm

Technical Support

Dial *711 from your cell phone
(888) 294-6804
24 hours a day, 7 days a week

Services/Programs Representative

(800) 256-4646

Billing/Orders

Dial *711 from your cell phone
(800) 257-4647
Monday - Sunday 6am-11pm

Troubleshooting

Dial *711 from your cell phone
(888) 294- 6804
24 hours a day, 7 days a week

Costs and Benefits

To conclude we would like to summarize the District's benefits of being a Verizon client and the costs. The costs will include both recurring and one time charges. The total cost of monthly services is \$15,000 and includes 50 Talk and Text plans with 4000 minutes included, 50 2GB data plans, push to talk addition to all 500 lines, and Group Talk addition to all lines. A one time installation and training fee of \$8,000 will also be required, which includes removal of previous vendor's equipment and installation of a secure private network for the Sacramento County Sheriff's Department. Other occasional costs such as purchases of new phones and international services are detailed in appendix A.

Cost is not the only advantage our company offers. Even though the quality of our services and our coverage is nationally acclaimed as the best in the industry, District employees will enjoy numerous other benefits such as:

§ *Purchasing smartphones at deeply discounted prices and receiving regular phones for free.* We offer such pricing for phones exclusively with our long-term business plans. Prices and restrictions are presented in Appendix A.

§ *Unlimited national mobile-to-mobile calling minutes.* District employees will be able to talk anytime and anywhere, in the country, to all other Verizon customers without using the minutes included in the plan. The included minutes will be available for daytime mobile or landline calls to other providers' networks. Customers will also enjoy unlimited minutes in any of those networks during night and weekend hours.

§ *All the perks to stay connected.* All business plans we are offering to the District include voice mail, conference calling, call waiting, caller ID, and the option of keeping an old number from another network in addition to the minutes benefits described previously. Also, by choosing the Talk and Text versions of our calling plans, District employees will receive unlimited text messaging, which includes both incoming and outgoing messages. Furthermore, employees on-the-go will benefit from the added push to talk feature turning all qualifiable mobile devices into walkie talkies.

§ *Flexible data plans.* The District will be able to purchase data plans for any needed number of smartphones. Even with the minimum data plan of 2GB, they will be able to tether, sharing their high speed Internet connectivity with other devices such as laptops and tablets. They will be able to do this easily, without the need of added software or hardware such as air cards. Furthermore, all internet connectivity will be provided through Verizon's powerful 3G or 4G networks and the numerous wireless hotspots, thus eliminating the need for modems.

§ *Secure wireless private network.* This unique service from Verizon is the perfect fit for accommodating the Sacramento County Sheriff's Department secure access network. By having this service installed the department will benefit from added security over our powerful 3G and 4G networks, allowing its employees easy access from anywhere in the country.

§ *The best coverage available in the industry.* Verizon mobile talk services have 100% coverage in the district providing full bar signal for most of the area and a minimum of 3 bar signal for its more remote parts. Also, District employees will benefit from 90% data coverage which the reader can view in more detail on our website at network4g.verizonwireless.com/#!/coverage/. Furthermore, by choosing our services clients will have access to the nation's largest and the fastest 4G LTE network.



Fig. 2 Map of Coverage

§ *Call and data roaming whenever and wherever it is needed.* The District's traveling employees will benefit from adaptable roaming options based on the amount of traveling that they will be doing. For extensive traveling we help clients stay connected with competitively priced data and calling options that offer the same benefits as local services, such as tethering and conference calling.

§ *Detail billing and transparency in pricing.* We understand that businesses and organizations need detailed accounts of their spending, which is why we provide our customers with complete and easy to understand bills reflecting all monthly services and charges. The District will benefit from this billing system and receive aggregate electronic or paper bills each month, three weeks prior to the due date. Separate bills for each line will be available online through the secure Verizon account, as stated in previous sections of this proposal.

The reader can see that by purchasing Verizon services and technologies the District will offer its employees reliable, top of the industry connectivity products at competitive prices. We have over 15 years of experience in designing products and solutions for various types of businesses and government organizations, so we can guarantee that our products will fit the District's needs to ensure that communication will never be a reason for productivity loss.

Thank you for giving Verizon the opportunity the opportunity to work with the Twin Rivers School District. We look forward to our next meeting to discuss this proposal with you. If you have any suggestions on improving our plan or any further questions please contact Lisa Presly, our marketing director, at (1) 800 999 0000 or through email at LPmarketing@verizon.com

Appendix A

Table 1 shows costs that have been calculated for long-term contracts of minimum 2 years. Also, these costs apply for the purchase of 50 talk and text plans with 4000 included minutes, 50 data plans of 2GB, push-to-talk and group talk feature for all 500 lines, and a one time fee for the addition of a private network. Table 2 shows optional costs that may be purchased only when needed.

Table 1. Monthly Costs

Service	Unit Price	Units Purchased	Total
Talk and Text Plan	\$150	50	\$7500
Data Plan	\$30	50	\$1500
Push to talk	\$5	500	\$2500
Group Talk	\$7	500	\$3500
Adding DMNR to Existing Private Network	\$250	1	\$250
Added Total			\$15,250

Table 2. Ocasional Costs

Service or Product	Unit Price
Smartphone	\$50
Regular Phone	Free
International Talk	\$0.20/min standard \$0.06/min value plan
Global Data Plan	\$25/100MB/month
Pay-as-you-go Data	\$20.48/MB

Appendix B

Required Vendor Questions

1. Explain any term restrictions which will be applicable to equipment purchases (e.g., how long must a phone be in service before a replacement can be purchased with optimal pricing?)

A phone must be in service for one year before a replacement can be purchased with optimal pricing.

2. Explain your company's warranty period policy for return of defective/non-functional new cell phones (those not damaged by the District or user), along with any costs to the District for obtaining a replacement phone in these cases.

We offer 3 month full product replacement warranty for design or functionality flaws or electronic equipment. Defective/non-functional new cell phones must be returned with all included parts, accessories, and manuals. The devices will be troubleshooted, and if found to be defective, a replacement device of the same quality or better will be shipped within one week.

3. TRUSD covers an area of about 120 square miles. How will your company be able to assure adequate (minimum 3 bars signal strength) coverage in all of our site locations?

Cape Coral, Florida is the largest city in Florida and is about 120 square miles. We have provided them top quality coverage supporting voice mail, text messaging, conference calling, call waiting, data/District network connectivity, Internet access, caller ID, and "direct connect" and "push-to-talk" features. See our coverage ratings at <http://www.cellreception.com/coverage/fl/cape-coral/page1.html>

3. How long has your company been participating as a service provider under the Federal E-Rate Program?

We have been participating for 20 years. We have been awarded contracts from Verizon Wireless offers automatic credit discounts to your monthly bills and BEAR check reimbursement. A dedicated Account Manager will help you determine which option makes the most sense for TRUSD — and develop your perfect mobile learning and administration plan.

4. Is your company familiar with the California Teleconnect Fund and will it be able to ensure applicable CTF discounts shall be applied to the District's account(s) for eligible services?

Yes, we are familiar with the teleconnect fund and will be able to ensure CTF discounts are applied when providing you measured business, service lines, switched 56 lines, ISDN, T-1, DS-3 through OC-192 services, Internet access, multi-protocol label switching, wireless cards, and functional equivalents of the above mentioned services.