

## REQUEST FOR PROPOSAL NOTICE

### Exclusive Photography

**SUBMITTALS:** One (1) original and Three (3) copies must be received **prior to 1:00 PM on Wednesday, June 30, 2021**

**ADDRESSED TO:** Tina Tanguay Director of Finance

**SCHOOL DISTRICT** Region 14 Public Schools

**MAILING ADDRESS:** 5 Minortown Rd  
Woodbury, CT 06798

**RFP SUBMITTAL:** Proposals shall be submitted in sealed packages with the name of the Firm, RFP name and time due clearly marked on the front.

Submission of the proposal by facsimile or e-mail is unacceptable.

The respondent is entirely responsible for delivering the proposal to the aforementioned office, on time. Late, faxed or emailed proposals will not be accepted.

**PROPOSALS RECEIVED AFTER THE TIME STATED ABOVE SHALL BE RETURNED UNOPENED TO THE PROPOSER.**

**INQUIRIES:** Questions or clarifications for the Request for Proposal documents can be directed in writing prior to **June 11, 2021** by email only. All answers to questions will be released in an addendum 24-48 hours prior to the due date.

Name: Tina Tanguay

Email: [ttanguay@ctreg14.org](mailto:ttanguay@ctreg14.org)

## **TERMS AND CONDITIONS**

**GENERAL CONDITIONS:** Certain specifications are set forth herein for the purpose of establishing minimum standards. Variations which in the opinion of the district photography committee fall below the standards of these specifications will not be allowed, or accepted. Proposers may propose any material or process equal or superior to those specifications herein, but each deviation from the specifications listed must be set forth in detail, and the District shall be the sole judge as to whether such deviation is in fact equal or superior to those set forth herein. The opinion of the District shall be final.

**VENDOR INTERVIEWS:** The District may schedule interviews with prospective vendors. You will be contacted to schedule a date. The interviews are limited to 1 hour. The district reserves the right to interview any, all, or no companies.

**HOLD HARMLESS AGREEMENT:** During the term of this proposal the proposer shall indemnify, hold harmless and defend the District, its agents, servants and employees from any and all costs and expenses, including, but not limited to, attorneys' fees, reasonable investigative and recovery costs, court costs and all other sums which the District, its agents, servants and employees may pay or become obligated to pay on account of any, all and every claim or demand, or assertion of liability or any claim or actions founded thereon, arising or alleged to have arisen out of the products, goods or services furnished by the proposer, his agents, servants or employees, or any of his equipment, when such persons or equipment are on premises owned or controlled by the District for the purpose of performing services, delivering products or goods, installing equipment or otherwise transacting business, whether such claim or claims be for damages, injury to person or property, including the District's property, or death of any person, group or organization, whether employed by the vendor or the Board or otherwise.

**INQUIRIES:** Upon release, there shall be no further contact to the school for any reason. All inquiries must go through district contact previously listed.

**RENEWAL:** If mutually agreeable, the District reserves the right to consider the extension of this contract for a one, two or even a three year period. A price increase, if exercised, shall be fully justified by vendor and proved by a test of the market and/or submission of documents.

This will be determined based on the findings of the annual report that is provided the district of the offerings Vendor has supplied the District. Please submit a sample of your annual report.

**SIGNATURE REQUIREMENT:** Original proposal must be signed by an authorized representative in ink. Having carefully examined the Proposal Notice, Terms, Conditions, and Scope of Services, the Vendor hereby proposes and agrees to furnish goods and/or services in strict compliance with the specifications and conditions at the prices quoted unless noted in writing.

The Vendor affirms by submitting a proposal that they are duly authorized to execute this contract and that said vendor, corporation, firm, partnership or individual has not prepared this proposal in collusion with any other proposer.

The Vendor hereby proposes and agrees to furnish, and deliver the goods and services in accordance with the terms, conditions, specifications and prices herein quoted.

## SCOPE OF PROPOSAL

**Region 14** (District) is soliciting proposals from photography vendors in order to execute an exclusive contract for the Period of Contract indicated below.

**OBJECTIVE:** The objective of the District is to select a supplier that provides our students and families with quality products in a timely fashion with courteous customer service. The District intends to select a proposer to provide Photography services that can provide:

- High level security for online transactions (show process for PCI compliance)
- High level of security for Student Data Privacy including steps to comply with CT Public Act No. 16-189
- Quality of items as compared to past practices and products
- Quantity and choice of products available to students and parents
- Ability to service a district of our size with minimal time out of classroom:
  - Bethlehem Elementary - 265 enrollment
  - Mitchell Elementary - 306 enrollment
  - Woodbury Middle - 307 enrollment
- Customer service and State presence
- Reasonable pricing for products provided
- Value to District and Schools
- Support services to enhance the educational environment
- Proof of financial viability
- Proof of insurance

Providing best overall service to the district is our highest priority. While pricing for students and families is an important consideration, any additional services offered by proposer will be taken into consideration and weighed per the evaluation criteria.

**PERIOD OF CONTRACT:** The contract period will be effective from **July 1, 2021 through June 30, 2022** with the option to renew annually for two (2) additional one year periods, upon mutual agreement of both parties.

**SCOPE OF SERVICES:** The District has determined that it would be advantageous to establish a single vendor contract for all individual District schools and school organizations. This will eliminate the need for each school to issue its own RFP and for firms to submit separate proposals to each school. The District seeks to select a vendor who can best meet the following objectives:

- Establish a contract with a responsible firm that can provide photographic services to its elementary, middle school
- Establish a contract with a responsible firm that can provide yearbook services to its elementary, middle school
- Obtain the highest quality photographic services and products for the District's students at an affordable price
- Provide for increased efficiency in managing photographic service contracts and to limit the disruption to students' educational programs
- Develop a greater value to the District and individual schools

## **PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:**

### **GENERAL REQUIREMENTS**

#### **RFP RESPONSE:**

In order to be considered for selection, Proposers must submit a complete response to this RFP. One (1) original and Two (2) copies of each proposal shall be submitted to District as indicated on the cover sheet. No other distribution of the proposal shall be made by the Proposer.

#### **PROPOSAL PREPARATION AND SUBMISSION:**

1. Proposals shall be signed by an authorized representative of the Proposer. All information requested must be submitted as called for in the instructions for submission on the bid form and conform to all the requirements of this RFP. Failure to submit all information requested may result in the Purchasing Department disqualifying the proposal.
2. Ownership of all data, materials and documentation originated and prepared for the District pursuant to the RFP shall belong exclusively to the District and be subject to inspection in accordance with the Freedom of Information Act unless marked Confidential.
3. The District may make a final determination regarding a proposal's acceptability solely on the basis of the proposal submitted. However, the District may request additional information from firms and may discuss any facet of the proposal with any firm.
4. Include a reference list of at least 5 local schools and 5 equivalent-size school district contracts, including name, address and telephone number.
5. Sample materials shall be copyright released and display a sample of the backgrounds, sizes and posing that is being offered.
6. Proposals should be as thorough and detailed as possible so that the District staff may properly evaluate the firm's capabilities to provide the required services.
7. Any proposal received after the announced time and date for submittal, whether by mail or otherwise, will be rejected and returned unopened. Proposals sent by facsimile will not be accepted.
8. Any proposal which modifies or fails to conform to the essential requirements or specifications of the request for proposals shall be considered non-responsive and deemed unacceptable. Notwithstanding the foregoing, the District reserves the right to waive any and all irregularities and award the contract to the firm or firms, which, in the sole opinion of the District, best fulfills the terms and conditions of this request and the needs of the District.

**ORAL PRESENTATION:** Proposers who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the District. This provides an opportunity for the Proposer to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The Contract Administrator will schedule the time and location of these presentations. Oral presentations are an option of the District and may or may not be conducted.

**PLEASE RESPOND TO EACH OF THE FOLLOWING ITEMS WITHIN THE RFP**

**MANDATORY REQUIREMENTS**

**Data Security:** Discuss how your company will address the following data security issues:

- Protection of student data provided by schools to the company from unauthorized access or loss.
- If credit card payments are taken, describe data security process.
- If images are available for online viewing and ordering, how does the company protect the images from unauthorized access?

**Digital Images of student and staff portraits** which meet the requirements for the student management software, lunchroom software and library software. These images will be loaded into the PowerSchool, NutraKids and Destiny software systems by our IT staff and tested for operational adequacy. The district will provide an accurate digital listing of student name, ID number, grade, homeroom, school year, school name and any other necessary data for the photographer to generate the services required in this RFP. The photographer must provide a secure digital download of the student photographs matched with this data for all students and staff photographed. This information must be accessible via a secure digital download from the internet at the district level and include all schools and students photographed within the district within one download.

**Student/Staff Identification Cards:** Provide one example of each. ID Cards should have the ability to be barcoded at the district or schools discretion.

**Insurance:** The firm awarded the contract will be required to carry a Commercial General Liability minimum of \$1,000,000 per each occurrence. Prior to commencement of any services to the District, the firm must provide a certificate of liability insurance naming the District as additionally insured.

Please provide the status, limits and details of the following insurance coverages:

Worker's Compensation

Employer's Liability

Business Automobile Liability

**Photographer equipment** and set ups must comply with all ADA (Americans with Disabilities Act) requirements. Describe how your approach to photo day supports special needs children.

**Statement of Background and Experience:** Proposers are to provide information adequately describing their specific areas of expertise and other background information which may be useful in the evaluation process. This section should include a discussion of the experience and qualifications of the firm, evidence of its capability to provide the required service and to meet the desired schedule, its past performance record and résumés of essential individuals who would, in all probability, be involved providing the services requested. Résumés should adequately describe an individual's experience and area(s) of expertise. Information pertaining to professional licenses or certifications held by individuals who will be providing services should also be included in response to this Request for Proposal.

Describe in detail the firm's policies and procedures with respect to background checks for photographers and other personnel providing services to the District.

**Customer Service:** Companies wishing to participate in this RFP must provide a toll free number for parents to re-order with extended business hours (e.g. outside of the general work day), ask questions, and deal with traditional customer service questions and concerns. The District is proud of our commitment to our schools, parents and students and we expect the same type of commitment and respect from companies that do business with our families and students. Please explain your customer service policy and the hours and days that your company will provide world class service to our parents and students. Please state if this service is bilingual.

**A sample of the flyer or notice** that will be sent home to parents announcing the school portraits. Preference will be given to notices that contain the following information - school name, picture dates and any recommendations that would result in a better picture of the student, detailed portrait retake policy, satisfaction guarantees, family purchase plans that are districtwide and refund policies. Flyers must be bi-lingual.

**Cumulative record pictures** must have at least 4 photos with adhesive backing, sorted, and labeled by Last Name, First Name, Grade, Teacher or Homeroom.

### **UNDERCLASS PHOTOGRAPHY PROGRAM Pre-K through 8<sup>th</sup> Grade**

**Describe in detail your firm's offerings, policies and procedures for your fall underclass portrait program. This shall include at a minimum the following criteria:**

- Product options: How many poses of each child are taken? How many backgrounds do you make available for purchase? Describe retouching options.
- Describe your firm's sales channels and purchase options. Online ordering **MUST** be available (e.g. pre- and post-Picture Day orders.)
- Scheduling Picture Day and Retake dates.
- Packaging, organizing and delivering picture packages for distribution.
- Product return policy and satisfaction guarantees.
- Describe your ability to ensure **consistent head size and background colors** for ID cards, yearbook images, and student record services requirements.

## Pre-K-8 PACKAGING AND PRICING

Proposers must offer pre-paid packages for Fall Pictures at a minimum as defined below. Additional photographic options and packages may be offered so long as the packages defined are included in the proposal:

### Packages to Submit Pricing for:

3 – 8 x 10 Portraits with name and grade  
4 – 5 x 7 Portraits with name and grade  
4 – 3 x 5 Desk Size with name and grade  
16 -2 x 3 Wallets with name and grade  
1 - Portrait CD  
1 – 8 x 10 Class Picture

1 – 8 x 10 Portrait with name and grade  
3 – 5 x 7 Portraits with name and grade  
4 – 3 x 5 Desk Size with name and grade  
12 – 2 x 3 Wallets with name and grade  
1 – 8 x 10 Class Picture

2 – 3 x 5 Desk Size with name and grade  
4 – 2 x 3 Wallets with name and grade  
1 – 8 x 10 Class Picture

Please state whether parents have the option to create their own packages, how that works and what that cost is to the parent.

All prices shall be F.O.B. Destination and shall include all charges incurred in fulfilling the terms of this contract. Students must be able to order photographs within 2 days following Picture Day at the same prices offered on the flyer. These portraits must be included in the original shipment to the school. All orders received later than the previous time indicated will be mailed directly to the student home for a fee applicable to the parent or guardian.

**3 sets of sample photographs and flyers are required.** Sample photographs that are of the quality your firm is proposing to provide. Photographs for senior portraits must display the background(s) intended for use by your firm at the prices submitted. Include a sample of the various **portrait packages and pricing** that will be offered for student portraits. **The packages and offerings may not change once accepted by the district.**

## VALUE ADDED SERVICES AVAILABLE

As part of this Request for Proposal, the District is seeking voluntarily, at your own discretion, any “value added” services or support that you, the proposer, feel would be helpful to our schools. The District considers “value added” to include, but not be limited to, the following:

- Donations of services such as mentoring students, volunteering in schools or departments, and performing in-kind services to supplement services the District already provides.

- Funding assistance such as scholarships, donations of money to District schools or programs, donations of money to the District, sponsorship, and/or advertising of District schools or programs.
- Photos of all district administrators for administration purposes (estimated #)
- Describe any complimentary photography services to be provided (i) to each school and/or (ii) to economically disadvantaged students.
- Other innovative considerations.

#### **ADDITIONAL PHOTOGRAPHY AVAILABLE**

**Candid Photography:** Describe your ability to provide the school, at no charge, personnel and proper equipment to take groups, activities and sports team photos for the yearbook.

**Athletic Team and Individual Photography:** List your product options, purchasing options and if you have a weather contingency plan. Please give a detailed example of what the contingency plan would be.

**K-8 Graduation/ Moving up Photography:** Describe how your program works and what options you provide.

**Spring Portrait Program** available to elementary and middle schools. List the type of purchasing options available, products you offer and backgrounds available.

**Classroom Group or Composite Photos** for elementary school students: List the different product options you have available, the purchasing options you offer and album availability.

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