



Request for Proposals

for

Photography and Yearbook Services

Issued: November 22, 2022

Deadline for Sealed Proposal: December 16, 2022

Attention:

Westside Union School District
41914 50th Street West
Quartz Hill, CA 93536
Attn: Jeri Holmes, Purchasing

The Westside Union School District invites proposals for school photography and yearbook services for the 2023-24 school year with a District option of renewing the contract yearly for an additional four (4) years. Yearbook services are not required to submit an RFP.

The District plans to invite interested vendors to present to the committee via Zoom for an interview and presentation. Submitting a proposal does not guarantee a Zoom interview.

Proposals submitted by facsimile or electronic mail will not be considered.

**WESTSIDE UNION SCHOOL DISTRICT
NOTICE INVITING PROPOSALS**

NOTICE IS HEREBY GIVEN that the Board of Trustees of the Westside Union School District, County of Los Angeles, State of California hereafter referred to as DISTRICT, is calling for and will receive proposals up to but not later than **December 16, 2022 at 2:00 p.m. local time** at the Westside Union School District Purchasing Office, located at 41914 50th Street West, Quartz Hill, CA 93536, for the following services:

RFP for Photography and Yearbook Services

Proposal packets can be downloaded via the Westside Union School District Purchasing Website at www.westside.k12.ca.us/departments/business, or prospective contractors may contact the Purchasing Department via email at purchasing@westside.k12.ca.us to request a packet.

All proposals must be submitted on forms furnished by the District.

Proposals must be delivered as indicated in the proposal documents to the Purchasing Department at the above address, up to, but no later than 2:00 p.m. on December 16, 2022. Each envelope must be sealed and clearly marked on the front with the proposal name.

The Board of Trustees of the Westside Union School District reserves the right to accept or reject any and all proposals, to waive any irregularities in the proposals, to be sole judge as to the merit, quality and acceptability of materials proposed and its compliance to the specifications, and to not necessarily accept the lowest bid of any offer if it is deemed in the best interest of the District.

No bidder may withdraw their proposal for a period of ninety (90) days after the date set for the opening of proposals. Each proposal must conform and be responsive to this invitation, the Instructions & Conditions, the Appendix A – Scope of Services, and all other documents comprising the pertinent Contract Documents.

WESTSIDE UNION SCHOOL DISTRICT
Jeri Holmes
Purchasing

Published: November 26, 2022 & December 3, 2022

**Westside Union School District
Purchasing Department**
41914 50th Street West,
Quartz Hill, CA93536
T: 661.722.0716 ext. 79107

If you download this packet, please email this sheet to Jeri Holmes

Attention: Jeri Holmes, Purchasing

EMAIL: purchasing@westside.k12.ca.us

RE: RFP – Photography and Yearbook Services

Westside Union School District proposals are available on the Purchasing website. If you download the RFP packet, you are required to email the following information to purchasing@westside.k12.ca.us. By emailing the completed form you will be added to the bidders list and you will receive any Addenda for this proposal.

Name: _____

Title: _____

Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____

Fax: _____

Email: _____

Please direct any questions to Jeri Holmes by email to: purchasing@westside.k12.ca.us

PROPOSAL
Westside Union School District
RFP - Photography and Yearbook Services

NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL

The undersigned hereby proposes and agrees to furnish and deliver the goods or services as quoted in accordance with the terms and conditions.

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP CODE: _____

TELEPHONE: (_____) _____ FAX: (_____) _____

E-MAIL: _____

INITIAL TERM OF CONTRACT: July 1, 2023 through June 30, 2024. The contract may be renewed annually upon mutual consent expressed in writing by the District and vendor for up to four (4) additional one (1) year terms in accordance with Education Code Section 17596.

PRICES SUBJECT TO A MAXIMUM _____% ESCALATION EACH CONTRACT TERM

OTHER CONDITIONS: _____

PRINTED NAME

TITLE

SIGNATURE

DATE

INSTRUCTIONS AND CONDITIONS

1. PREPARATION

Proposals are to be submitted with **one original proposal and (2) copies** in a binder, in typewritten format, outlining all items and services listed within **Appendix A, Scope of Services** and any other related items. Make sure the original proposal is clearly marked. The proposal must include price sheets for everything to be bid including handling and/or any service charges, and late-order programs for any product(s) offered. Bidders must also include a sample of their standard contract and any promotional programs and services available to the schools. Bidder may propose other products and services in addition to those listed to enhance the school's program. The District reserves the right to select only the products and services that are deemed necessary and/or appropriate.

Proposed pricing for like products and services must be the same for each school site.

Only those products included in the proposal will be allowed for sale at the school site during the contract term(s). Substitutions not specifically stated in the proposal shall first be negotiated with the Purchasing department for the Westside Union School District and shall be available to every school under contract.

Bidders are to provide a single binder to the District, sealed in a box, carton or appropriate container. Bidders must also include a digital copy of the proposal on a USB Flash Drive. The box, carton or container must clearly be labeled with the bidder's name and RFP Name. **Sealed Proposals must be received by the Purchasing Department by December 16, 2022 at 2:00 pm.** There will not be a public opening of the sealed proposals.

Location where proposals will be received:

Westside Union School District
41914 50th Street West
Quartz Hill, CA93536
Attn: Jeri Holmes, Purchasing

Each bidder is responsible to ensure proposals arrive on time and at the location stated above. The District will not grant exceptions for proposals received after the deadline.

2. ITEMS TO BE SUBMITTED WITH PROPOSAL:

The following items are required to be submitted with the proposal:

- One (1) binder w/pricing and other required documentation.
- One (1) USB flash drive with pricing and other required documentation
- Signed copy of information required of bidder
- Signed copy of proposal

3. ERRORS AND CORRECTIONS

Verify proposals before submission as proposals cannot be withdrawn or corrected after being opened.

4. SIGNATURES

All proposals must show the firm name and must be signed by a responsible officer or employee authorized to bind the organization to the terms and conditions herein. Obligations assumed by such signature must be fulfilled.

5. DELIVERY DATES

Actual delivery of the services and/or supplies shall be coordinated with the designated school site representative for the 2023-24 school year. However, vendor shall not exceed the required delivery dates specified at the time of order placement with each respective designated school agent.

Upon award, vendor agrees to keep sufficient stocks of product and/or service material to insure prompt delivery and service schedules. There shall be no minimum quantities required in order for the District to place orders for needed times.

6. AWARD OF CONTRACT

The selection committee will apply to district-wide Photography and Yearbook Services. The Governing Board of the Westside Union School District reserves the right to accept or reject any and all proposals.

Proposed pricing for like products and services must be the same for each school site.

By submitting a proposal, each bidder agrees that the selection committee, in determining the successful bidder and its eligibility for the award, will rate each of the criterion listed below. Valuation for each criterion is at sole discretion of the committee.

Pricing (<i>fairest price relative to quality of product</i>)	25%
Quality of Service (<i>quality of references, experience with the District, experience in industry, conduct and performance under other contracts</i>)	50%
Quality of Product	25%

All decisions will be final. Bidders are prohibited from contacting school agents and other committee members to discuss the selection process.

7. PRICING – TERM OF CONTRACT

The District will award an initial term for the 23-24 school year (July 1, 2023 through June 30, 2024). The contract may be renewed annually upon mutual consent expressed in writing by the District and vendor for up to four (4) additional one (1) year terms in accordance with Education Code Section 17596. The agreement will not automatically renew.

Written notice of bidder’s intent to renew a subsequent term and its related contract shall be delivered to the Assistant Superintendent of Administrative Services or designee no later than December 1 of the current contract year.

Quoted prices must be in effect for all orders during the initial term of July 1, 2023 through June 30, 2024.

All contracts shall be signed by the Assistant Superintendent of Administrative Services or Chief Business Official and NOT by a school site administrator. Contracts shall list the products, services, and promotions selected from this RFP.

Escalation costs noted on the Proposal Form for subsequent terms must be stated in writing and approved by the District prior to the new contract terms.

8. EARLY TERMINATION

Reasons for early termination include, but are not limited to:

1. Failure to provide quality products/services
2. Failure to deliver products/services in a timely manner
3. Repetitive errors
4. Unprofessional conduct
5. Account abandonment
6. Unauthorized solicitation of services

If it is decided any of the aforementioned reasons occur during the life of the agreement, this agreement may be terminated by the District by giving thirty (30) days' notice to the vendor. Said notice shall be in writing and shall be delivered to the addresses listed for the vendor. The notice shall state the reasons for termination and the decision shall be final.

9. CONTRACT RECORD KEEPING

Contracts are to be submitted to the Purchasing department for signature, record keeping, and distribution to schools. Any subsequent renewal shall follow the same procedure.

10. NO MINIMUM OR MAXIMUM QUANTITIES, ORDER CHARGES, OR LIMITATIONS UPON NUMBER OF ORDERS

While quantities are presently unknown, no school shall be subject to order limits. This is a unit-cost, indefinite quantity proposal. Bidders shall not specify minimum or maximum quantities or charges for specific order types. Unlimited orders within the term of the contract shall be allowed to the school(s) at prices quoted.

11. INSURANCE REQUIREMENTS

Upon selection by the District, the successful bidder will provide a Certificate of Insurance and an Additional Insured Endorsement, naming the Westside Union School District, its officers, employees, and agents and volunteers as additional insured. The Certificate must be valid for the duration of use, covering all activities as planned and naming Westside Union School District, its officers, agents, employees, and volunteers as additional insureds with the following limits: General Liability coverage in the amount of one million dollars (\$1,000,000) per occurrence, three million dollars (\$3,000,000) aggregate (or higher). Said insurance shall be issued by an insurance company(s) "admitted" by the California Insurance Commissioner to do business in the State of California and rated not less than "A-/VII" in the Best Insurance Rating Guide. If "non-admitted" insurance is provided, then the acceptability shall be subject to review and determination by the District's Risk Manager or representative. The Certificate of Insurance and Endorsement must be provided for the applicable school year (2023/24 for the initial term), July 1 through June 30 with annual renewals.

12. SOLICITATION OF SERVICES

During Proposal Process - Bidders are prohibited from contacting the school site staff, including but not limited to school administrators, teachers, and other committee members regarding this contract

during the proposal process. Any such will disqualify bidder's company from consideration.

13. INQUIRIES AND REQUESTS FOR INFORMATION

Questions and requests for additional information must be sent via email no later than December 7, 2022, at 10:00 am to the attention of:

Jeri Holmes, Coordinator of Purchasing
purchasing@westside.k12.ca.us

INFORMATION REQUIRED OF BIDDER

NOTE: THIS FORM IS TO BE SUBMITTED WITH YOUR PROPOSAL

LIST OF REFERENCES

The following information must identify persons and entities familiar with your service. Contact name must be the person on the school site with whom you did business.

1. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

2. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

3. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

4. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

5. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

6. School Name: _____

Contact Person: _____

Email & Telephone: _____

Type of Service: _____

School Year Serviced: _____

APPENDIX A – Scope of Services

This RFP is for school pictures and photography services related to school activities within the Westside Union School District. Vendors must be able to accommodate the following minimum requirements:

- The Principal or designee will select the portrait date directly with the vendor
- The vendor will return, on mutually agreed upon date, to take make up pictures for students absent on the regularly scheduled portrait day, as well as any necessary retakes as requested by parents for any reason at no charge
- Have the option to provide picture day outside on a per site decision
- Vendors must have the portraits returned to the school no later than four (4) weeks after the initial portrait day at each school, and prior to any scheduled day for retakes of student portraits
- Picture packets are to be sent home with the students on a prepaid basis. Those not wishing to order a package will still be photographed and pictures will be provided to the District at no charge. The successful vendor shall guarantee the satisfaction of all participants or refund all money received on deposit from the individual
- Vendor will provide a 3-day window for pictures in Fall and Spring, with 2 cameras each day
- Vendor will ensure that the school sites receive a confirmation call a minimum of one week prior to any scheduled picture days
- The vendor will provide all take home notices and/or digital notices announcing portrait date, packages, prices, instructions, etc. Also included will be envelopes for pre-payment of all package purchases
- Provide online ordering options
- Student ID cards issued to scan for school lunch
- Staff (including central office and other non-site-specific employees) ID Photos and Badges will be provided at no cost
- Visitor badges
- Student ID cards with customizable fields that can be printed with a barcode without the student number on them
- Provide printer, software, and ID cards to District office and school sites to print badges at no cost
- Promotion pictures of students with direct contact to parents for purchasing (6th grade and junior high only)
- Automatically print the lunch ID barcodes on the back
- Student portrait packages with typical offerings for purchase (8x10, 5x7, 4x6, wallets, etc.) with various backgrounds if outdoor pictures are not possible due to weather conditions
- Individual portraits and class composite pictures for all the students
- Directories/class composite (2 physical copies and digital photos to site)
- Thumb size photos and sticky prints for cumulative folders for school sites
- Print student names on the packets for those that order class pictures or send a list.
- Ability to accurately match background of class pictures and IDs with the school colors
- Digital files to upload to the Student Information System.
- Vendor will ensure accuracy with student pictures, student names, and with the correct teachers.
- Vendor will be attentive to the quality of student images (ie: eyes closed, student not smiling, out of focus, consistent angles, student centered, correct skin tones)
- Vendor will provide the opportunity to proof class pictures and panoramas for spelling errors
- Selection/verification of published images in the yearbook (when students have had re-takes)
- Free class photo for teachers
- Free photo package will be provided to staff
- Free yearbook to Principal (K-6)
- Staff group photos and school montage provided to schools at no cost
- CD with pictures for use in Yearbook (if requested)
- Scholarships for families in need
- Commission back to school

Submittals may include information on your yearbook services and pricing, but not required. **Yearbook vendors are chosen at the school site level. This is not a district-wide decision.**

Other Information

Regarding Digital Images Provided to the District:

The Westside Union School District requires digital images to be provided for the use in the Information Technology Department, the specifications for these images are as follows:

- The vendor will be provided a listing with student names and ID numbers. Photos provided to the District for use in Information Technology applications are required to be in JPEG format, with the student number used as the file name and allows images to be sorted by school site.
- Digital images provided to the Information Technology Department can be sent securely via download or by another media storage device.
- Digital images must be 172x228 at 96 dpi.
- Digital images must be provided in .jpg or .png format, with accompanying Excel or csv data file containing Grade Level / Teacher Name / Student Name (Elementary) or Grade Level/ Student name (Middle School)

RFP Submission:

Vendors are requested to provide the additional information in their submittal. This information except as noted will be used in the evaluation process:

Quality of Work:

Sample photography packages that are of the quality the vendor proposes to provide. This should include a variety of photographs for the grade levels and be arranged and identified as to the grade level.

Pre-planning / Scheduling:

Scheduling for the upcoming 2023/24 school year should begin immediately subsequent to contract award. It is the District's expectation that all scheduling will be fundamentally complete prior to the end of the 2022/23 school year.

Standard Picture Packages:

Vendors are to provide information on three (3) to five (5) of their standard picture packages for each school level. Packages must be clearly identified by school and grade level, must indicate the size and quantity of pictures contained in the package and the current price of the packages that will be offered for the 2023/24 school year.

Commission and Support:

Please determine the commission returns to individual schools in a percentage.

References:

Vendors must provide a minimum of three (3) references that they have performed or currently perform similar services for within the past (5) years. To ensure a fair and equitable process, the Westside Union School District cannot be listed as one of the references.

Supplemental Information:

Vendors may provide additional information regarding additional services provided by their firm. Supplemental information will not be used in the evaluation of the RFP responses, but may be useful for school Principals in determining other services they may request.

APPENDIX B - BACKGROUND INFORMATION

The Westside Union School District is located in the community of the Antelope Valley in northeast Los Angeles County, serving approximately 8,900 achieving students in 12 elementary and middle schools. We have approximately 500 teachers, administrative staff, and an additional 600 members of support staff.

1. Anaverde Hills Elementary
2902 Greenbrier St.
Palmdale, CA 93551
2. IDEA Academy @ Cottonwood
2740 West Ave P-8
Palmdale, CA 9355
3. Del Sur Senior Elementary
9023 West Ave H
Lancaster, CA 93536
4. Esperanza Elementary
40521 35th St. West
Palmdale, CA 93551
5. Gregg Anderson Academy
5151 W. Ave. N-8
Palmdale, CA 93551
6. Hillview Middle School
40525 Peonza Lane
Palmdale, CA 93551
7. Joe Walker Middle School
5632 West Ave L-8
Quartz Hill, CA 93536
8. Leona Valley School
9063 Leona Avenue
Leona Valley, CA 93551
9. Quartz Hill Elementary
41820 50th St. West
Quartz Hill, CA 93536
10. Rancho Vista Elementary
40641 Peonza Lane
Palmdale, CA 93551
11. Sundown Elementary
6151 West Ave. J-8
Lancaster, CA 93536
12. Valley View Elementary
3310 West Ave. L-8
Lancaster, CA 93536