



Serving Learners, Families, and the Community

CECIL COUNTY PUBLIC SCHOOLS

PURCHASING OFFICE

GEORGE WASHINGTON CARVER EDUCATION LEADERSHIP CENTER
201 BOOTH STREET • ELKTON, MD 21921

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Jeffrey A. Lawson, Ed.D.
Superintendent of Schools

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February 20, 2024

ADDENDUM RFP #24-14 School Portraits & Yearbooks

To: Prospective Bidders:

This Addendum is to provide clarification of the RFP and to answer questions asked by perspective proposers. Proposers will be responsible to have read and understand all documents, the scope of work, addenda, and all related solicitation documents issued. These documents will become attached to and a part of the solicitation and award of the RFP contract.

Scoring of proposals received:

Proposals will be evaluated on the following criteria for both categories (Portraits & Yearbooks).

- Price – 25%
- References - 5%
- Proposal Submittal – 10%
- Samples Provided – 20%
- Prior Performance – 10%
- Portraits Provided - 15%
- Yearbooks Provided - 15%

Proposers have the option to submit proposals for yearbooks and/or portraits. However, you do have the option to submit for only one (1) category. **Proposers must submit pricing for the yearbook sample that is submitted.**

1. **Question:** Regarding this requirement: The contractor must offer pre-paid packages defined in the Portrait Package pricing included with their RFP response. Other photographic options and packages may be negotiated with individual Principals so long as the packages defined in this RFP are offered as available options.

Answer: Yes, see the award pricing packages from the last RFP attached to this addendum as a reference for an example. Portraits and Yearbooks Awarded together in RFP #19-11.

- 2 **Question:** I'm a local photographer working on a bid for your School Portraits and Yearbooks RFP. I was wondering if you could provide the bid tabulation for the last time this contract was put to bid.

Answer: Yes, please see attached pricing.

- 3. Question:** If when I may contribute to the bidding process, or outlining conditions of it? My main concern is the language that says the yearbook vendor and the portrait vendor must be the same company. This is a failed policy, in my opinion, as it is not in the best interest of the community, the school, the students, the budget or of simply producing quality portraits or yearbooks. Please let me know what stage the process is in, and if I may be of assistance. Thank you.

Answer: The Portraits and Yearbooks do not necessarily have to be from the same company. However, it is preferred.

- 4. Question:** Can you provide an estimate of the current or last year's on-roll numbers of the elementary schools to more accurately estimate costs associated with photography and yearbook printing? Also, understand the combined rebate back to any school contract is 16% (10% plus 6% sales tax) and then also a commission on the IDIQ from photography package sales. In asking that, when is the rebate due or does that come off of the top of the bid at award?

Answer: The commission to the school is 10%. Please see attached document for students enrollment per school.

- 5. Question:** Listed below is a question regarding CCPS RFP #24-14: School Portraits & Yearbooks. Page 24 Top #5. Yearbooks

“Yearbooks must go through the awarded Contractor that was chosen for photos.” What is the purpose and/or benefit of restricting schools to use the same company for publishing and photography?

Using the precedent of all Maryland counties that utilize RFP’s or Bids in the picture/yearbook process it is customary for schools/counties to reserve the right to select from a list of approved vendors for pictures and yearbooks selected and identified through the RFP purchasing process. At the school level it allows each decision maker to select the vendor in each category that best meets the needs of their school and the community that they serve.

At the elementary level it is common that the picture and yearbook companies are the same, these books are smaller and less complex. The middle school books are typically larger than elementary with a higher level of complexity and have a bigger split of separate companies for pictures and yearbook. At the high school level it is uncommon that the yearbook and picture companies are the same at the state, regional and national levels. This is due to the high level of specialized service elements required to meet the photography needs of a high school at both the consumer and school levels. It is also based on the diverse and specialized need of high school yearbooks, their traditions and the individual design and technical needs of a specific school’s publication.

I’m confident that if you polled your schools/selection committee the preference would be the school choice of the best approved vendor in each category to meet their needs.

The removal of the “**Yearbooks must go through the awarded Contractor that was chosen for photos,**” would address the issue and ensure that Cecil County school decision makers would be permitted to select the best vendor in each program category to meet their specific school’s needs.

Answer: Clarification: is actually on page 23. **ADD:** to second to last sentence in #5 Yearbook section. “When possible, the contract awarded for photos is encouraged to use the same contractor for yearbooks”. **DELETE:** ~~Yearbooks must go through the awarded Contractor that was chosen for photos~~

- 6. Question:** In reviewing the RFP 24-14 for School Portraits and Yearbooks, I want to confirm whether a yearbook only bid would qualify. On page 23, the RFP states: "Yearbooks must go through the awarded Contractor that was chosen for photos." We utilize the industry standard portrait files of district contracted photographers to populate those pages of the yearbook. Would that apply? Would it make sense for us to bid out for yearbook services only?

Answer: Please see response to question #5. No, Portraits and Yearbooks are solicited together at CCPS.

Acknowledgment of Addenda

I/We acknowledge receipt of the following Addenda (if issued):

Addendum #1 _____ Addendum #2 _____ Addendum #3 _____

***Note: Proposer must sign and submit Addenda with the proposal submission. The same person signing the Addenda acknowledgment(s) must sign the Bid Form.**

Company Name

Authorized Signature / Date

Address

Name Printed / Title

Address

Email and Telephone

**CCPS RFP 19-11: School Portraits -Elementary School
Bid Tabulation
February 22, 2019 @ 2:00 p.m.**

| Lifetouch National School Photos Inc. | | Barksdale School Portraits | | Strawbridge Studios, Inc. | |
|---|------------------------------------|---|------------------------------------|---|------------------------------------|
| | 10% Rebate w/ Sales Tax | | 10% Rebate w/ Sales Tax | | 10% Rebate w/ Sales Tax |
| Package A 1 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 4 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$8.00 | Package G 1 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$7.00 | Package F 2 ea. - 3 x 5 (Desk Size) 8 ea. - 1 x 2 (Exchanges) | \$9.00 |
| Package B 2 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 4 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$11.00 | Package F 2 ea. - 3 x 5 (Desk Size) 4 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$10.00 | Package E 1 ea. - 5 x 7 (Portrait) 5 ea. - 2 x 3 (Wallets) 16 ea. - 1 x 2 (Exchanges) | \$13.00 |
| Package C 1 ea. - 5 x 7 (Portrait) 1 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 9 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$13.00 | Package E 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 8 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$14.00 | Package D 1 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 10 ea. - 2 x 3 (Wallets) | \$15.00 |
| Package D 2 ea. - 5 x 7 (Portrait) 2 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 8 ea. - 1 1/2 x 2 1/2 (Exchanges) | \$17.00 | Package D 1 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 12 ea. 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$17.00 | Package C 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$20.00 |
| Package E 1 ea. - 8 x 10 (Portrait) 1 ea. - 5 x 7 (Portrait) 2 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 9 ea. - 1-1/2 x 2-1/2 (Exchanges) 8 ea. - Variety Wallets | \$23.00 | Package C 1 ea. - 8 x 10 (Portrait) 1 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 8 ea. - 2 x 3 (Wallets) 8 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$22.00 | Package B 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$25.00 |
| Package F 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) 9 ea. - 1-1/2 x 2-1/2 (Exchanges) 8 ea. - Variety Wallets 1 ea. - Collage (8x10) 1 ea. - Portrait CD | \$24.00 | Package B 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 4 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$26.00 | Package A 2 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$29.00 |
| Package G 2 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 3 x 5 (Desk Size) 16 ea. - 2 x 3 (Wallets) 8 ea. - 1-1/2 x 2-1/2 (Exchanges) 8 ea. - Variety Wallets 1 ea. - Collage (8x10) 1 ea. - Portrait CD | \$31.00 | Package A 2 ea. - 8 x 10 (Portrait) 4 ea. - 5 x 7 (Portrait) 16 ea. - 2 x 3 (Wallets) 1 ea. - Hi-Res Digital Download | \$33.00 | | |

**CCPS RFP 19-11: School Portraits - Secondary
Bid Tabulation
February 22, 2019 @ 2:00 p.m.**

| Lifetouch National School Studios Inc. | | Barksdale School Portraits | | Strawbridge Studios, Inc. | |
|---|------------------------------------|--|------------------------------------|--|------------------------------------|
| | 10% Rebate w/ Sales Tax | | 10% Rebate w/ Sales Tax | | 10% Rebate w/ Sales Tax |
| <u>Package A</u> 2 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 4 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$10.50 | <u>Package G</u> 1 ea. - 3 x 5 (Desk Size) 2 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$8.00 | <u>Package F</u> 2 ea. - 3 x 5 (Desk Size) 8 ea. - 1 x 2 (Exchanges) | \$9.00 |
| <u>Package B</u> 1 ea. - 5 x 7 (Portrait) 1 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 13 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$15.00 | <u>Package F</u> 2 ea. - 3 x 5 (Desk Size) 4 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$11.00 | <u>Package E</u> 1 ea. - 5 x 7 (Portrait) 5 ea. - 2 x 3 (Wallets) 16 ea. - 1 x 2 (Exchanges) | \$13.00 |
| <u>Package C</u> 2 ea. - 5 x 7 (Portrait) 2 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 8 ea. - 1-1/2 x 2-1/2 (Exchanges) | \$17.00 | <u>Package E</u> 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 8 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$15.00 | <u>Package D</u> 1 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 10 ea. - 2 x 3 (Wallets) | \$15.00 |
| <u>Package D</u> 1 ea. - 8 x 10 (Portrait) 1 ea. - 5 x 7 (Portrait) 2 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 9 ea. - 1-1/2 x 2-1/2 (Exchanges) 8 ea. - Variety Wallets | \$23.00 | <u>Package D</u> 1 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 12 ea. 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$18.00 | <u>Package C</u> 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$20.00 |
| <u>Package E</u> 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) 8 ea. - 1-1/2 x 2-1/2 (Exchanges) 8 ea. - Variety Wallets 1 ea. - Collage (8x10) 1 ea. - Portrait CD | \$24.00 | <u>Package C</u> 1 ea. - 8 x 10 (Portrait) 1 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 8 ea. - 2 x 3 (Wallets) 8 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$23.00 | <u>Package B</u> 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$25.00 |
| <u>Package F</u> 2 ea. - 8 x 10 2 ea. - 5 x 7 2 ea. - 3 x 5 16 ea. - 2 x 3 (Wallets) 8 ea. - 1 1/2 x 2 1/2 (Exchanges) 8 ea. - Variety Wallets 1 ea. - Collage (8x10) 1 ea. - Portrait CD | \$31.00 | <u>Package B</u> 1 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (w/ 2 Bonus Wallets) 4 ea. - 3 x 5 (Desk Size) 8 ea. - 2 x 3 (Wallets) 16 ea. - 1-3/4 x 2-1/2 (Exchanges) | \$28.00 | <u>Package A</u> 2 ea. - 8 x 10 (Portrait) 2 ea. - 5 x 7 (Portrait) 2 ea. - 4 x 6 (Desk Size) 4 ea. - 3 x 5 (Desk Size) 12 ea. - 2 x 3 (Wallets) | \$29.00 |
| | | <u>Package A</u> 2 ea. - 8 x 10 (Portrait) 4 ea. - 5 x 7 (Portrait) 16 ea. - 2 x 3 (Wallets) 1 ea. - Hi-Res Digital Download | \$35.00 | | |

| Schools | Bldg. Capac. | Pre Sch | Pre K | Kdgt. | Gr. 1 | Gr. 2 | Gr. 3 | Gr. 4 | Gr. 5 | Gr. 6 | Gr. 7 | Gr. 8 | Gr. 9 | Gr. 10 | Gr. 11 | Gr. 12 | Total | Percent | MSDE FTE | *School FTE |
|---------------------|--------------|------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------|------------------------|-------------|-------------|
| | | | | | | | | | | | | | | | | | Enroll. | Attend. | | |
| <i>Elementary</i> | | | | | | | | | | | | | | | | | | | | |
| Bainbridge | 449 | 18 | 22 | 39 | 36 | 55 | 36 | 39 | 36 | | | | | | | | 281 | 90.2% | 241 | 272 |
| Bay View | 608 | 25 | 58 | 69 | 71 | 79 | 74 | 58 | 77 | | | | | | | | 511 | 89.7% | 428 | 499 |
| Calvert | 433 | | 33 | 59 | 61 | 53 | 74 | 61 | 64 | | | | | | | | 405 | 94.3% | 372 | 405 |
| Cecil Manor | 523 | 14 | 42 | 58 | 70 | 62 | 66 | 59 | 55 | | | | | | | | 426 | 90.9% | 370 | 419 |
| Cecilton | 350 | | 22 | 37 | 45 | 44 | 45 | 46 | 47 | | | | | | | | 286 | 92.2% | 264 | 286 |
| Charlestown | 292 | | 22 | 54 | 37 | 54 | 41 | 50 | 45 | | | | | | | | 303 | 93.3% | 281 | 303 |
| Chesapeake | 550 | 15 | 26 | 49 | 48 | 49 | 53 | 66 | 67 | | | | | | | | 373 | 92.1% | 332 | 366 |
| Conowingo | 534 | | 37 | 43 | 63 | 50 | 58 | 77 | 63 | | | | | | | | 391 | 92.9% | 354 | 391 |
| Elk Neck | 501 | | 38 | 64 | 69 | 49 | 64 | 72 | 86 | | | | | | | | 442 | 90.8% | 404 | 442 |
| Gilpin Manor | 556 | 21 | 52 | 66 | 67 | 56 | 69 | 63 | 71 | | | | | | | | 465 | 89.6% | 392 | 455 |
| Holly Hall | 624 | 25 | 39 | 62 | 67 | 70 | 55 | 62 | 59 | | | | | | | | 439 | 89.0% | 375 | 427 |
| Kenmore | 306 | | 24 | 37 | 51 | 43 | 46 | 34 | 38 | | | | | | | | 273 | 94.3% | 249 | 273 |
| Leeds | 408 | | 22 | 55 | 40 | 58 | 47 | 46 | 50 | | | | | | | | 318 | 92.9% | 296 | 318 |
| North East | 542 | | 58 | 89 | 90 | 88 | 82 | 102 | 98 | | | | | | | | 607 | 89.6% | 549 | 607 |
| Perryville | 500 | 20 | 45 | 54 | 67 | 61 | 63 | 59 | 53 | | | | | | | | 422 | 91.7% | 357 | 412 |
| Rising Sun | 715 | 17 | 56 | 86 | 71 | 101 | 86 | 99 | 84 | | | | | | | | 600 | 92.7% | 527 | 592 |
| Thomson E | 614 | | 40 | 83 | 80 | 75 | 74 | 65 | 69 | | | | | | | | 486 | 89.0% | 446 | 486 |
| Elementary | 8,505 | 155 | 636 | 1,004 | 1,033 | 1,047 | 1,033 | 1,058 | 1,062 | | | | | | | | 7,028 | 91.5% | 6237 | 6951 |
| <i>Middle</i> | | | | | | | | | | | | | | | | | | | | |
| Bohemia M | 601 | | | | | | | | | 154 | 148 | 139 | | | | | 441 | 93.9% | 441 | 441 |
| Cherry Hill | 775 | | | | | | | | | 129 | 138 | 132 | | | | | 399 | 91.6% | 399 | 399 |
| Elkton | 712 | | | | | | | | | 183 | 163 | 184 | | | | | 530 | 91.0% | 530 | 530 |
| North East | 712 | | | | | | | | | 233 | 263 | 246 | | | | | 742 | 89.8% | 742 | 742 |
| Perryville | 860 | | | | | | | | | 178 | 181 | 172 | | | | | 531 | 91.5% | 531 | 531 |
| Rising Sun | 818 | | | | | | | | | 197 | 203 | 202 | | | | | 602 | 92.0% | 602 | 602 |
| Middle Total | 4,478 | | | | | | | | | 1,074 | 1,096 | 1,075 | | | | | 3,245 | 91.6% | 3245 | 3245 |
| <i>High</i> | | | | | | | | | | | | | | | | | | | | |
| Bohemia M | 643 | | | | | | | | | | | | 161 | 142 | 164 | 136 | 603 | 92.6% | 603 | 603 |
| Elkton | 1380 | | | | | | | | | | | | 320 | 261 | 261 | 239 | 1,081 | 89.2% | 1081 | 1081 |
| North East | 1009 | | | | | | | | | | | | 328 | 268 | 246 | 240 | 1,082 | 90.7% | 1082 | 1082 |
| Perryville | 944 | | | | | | | | | | | | 237 | 225 | 199 | 215 | 876 | 90.0% | 876 | 876 |
| Rising Sun | 924 | | | | | | | | | | | | 262 | 280 | 273 | 259 | 1,074 | 92.0% | 1074 | 1074 |
| High Total | 4,900 | | | | | | | | | | | | 1,308 | 1,176 | 1,143 | 1,089 | 4,716 | 90.9% | 4716 | 4716 |
| Grade Total | | 155 | 636 | 1,004 | 1,033 | 1,047 | 1,033 | 1,058 | 1,062 | 1,074 | 1,096 | 1,075 | 1,308 | 1,176 | 1,143 | 1,089 | 14,989 | 91.3% | | |
| | | Pre Sch. | Pre K | Kind | Gr. 1 | Gr. 2 | Gr. 3 | Gr. 4 | Gr. 5 | Gr. 6 | Gr. 7 | Gr. 8 | Gr. 9 | Gr. 10 | Gr. 11 | Gr. 12 | Total Enroll. | Percent Attend. | | |

FULL TIME EQUIVALENT CALCULATIONS

*Funding for these programs is separate from the normal state reimbursement process; therefore, pupils enrolled in these programs are not reported to the state as regular enrollment.

| Pupils | Actual | State |
|------------------------|---------------|-----------------|
| *Non-Public Placements | 43 | |
| *Preschool | 155 | 0.00 |
| *Pre-Kindergarten | 636 | 0.00 |
| Grades K-12 | 14,198 | 14198.00 |
| TOTAL PUPILS | 15,032 | 14198.00 |