

**THE SCHOOL DISTRICT OF PITTSBURGH  
(Pittsburgh, PA)**

**REQUEST FOR PROPOSALS  
Online Store for stationary items, marketing materials and branded  
promotional items**

  
**Expect  
great  
things.**



**Issuance Date: Monday, June 26, 2017**  
**Submission Date: Thursday, July 6, 2017**

## **Introduction**

The purpose of this Request for Proposals ("RFP") is to provide a firm the opportunity to present their qualifications, experience and conceptual approach to fulfill the needs of the School District of Pittsburgh's ("the District" or "School District") for an online store that will provide school district employees the ability to purchase miscellaneous stationary items such as letterhead, business cards, envelopes, marketing materials and an array of District branded promotional items. The District anticipates selecting one highly-qualified and flexible vendor at a reasonable cost to successfully set up an online store and provide ongoing support to ensure a high-functioning user-friendly platform that meets the District's purchasing needs. The vendor will enter into a three-year contract with an option for renewal. Susan Chersky, Communications Officer will serve as the District's project manager for long-term engagement and will be the main point of contact throughout the engagement.

The goal of the project is to replace the District's current inefficient, cumbersome and unorganized manual process of ordering stationary items and promotional materials through an online store that ensures the District's graphic standards are followed consistently and there is a high-level of quality control. Additional RFP terms and conditions are outlined in Exhibit 2.

## **Timetable/Response Submittal**

The School District is requesting proposals from experienced and qualified firm(s) to provide an online store to the School District. Selection of the vendor will be made based on the proposals submitted and possibly oral interviews, if needed. A tentative timetable for the selection process is provided below:

- **June 26, 2017** Release of RFP
- **July 6, 2017** Receipt of Proposals
- **July 10-14, 2017** Presentation to District Personnel
- **July 26, 2017** Legislative Approval by Board of School Directors

**Upon the release of this RFP and during the conclusion of the selection process, there shall be no communication between any prospective respondents and/or their lobbyist(s), agent(s) with any staff of the School District, or any elected representatives or other appointed official of the School District and/or their staff, except as provided for in the RFP. Any violation of this provision by any prospective firm and/or its agent shall be grounds for immediate disqualification.**

All proposals for an online store shall be addressed to Susan Chersky, Communications Officer and delivered to the School District of Pittsburgh Offices located at 341 S. Bellefield Ave - Pittsburgh, PA 15213. All proposals must be submitted to the District's front office security staff at the entrance at the address above. One (1) original and two (2) copies of the proposal shall be prepared and submitted to the School District in such form as is set forth in this RFP by 12:00 p.m. on Thursday, July 6, 2017. Proposals, including any/all attachments, cover letter and tabs should not exceed twenty five (25) pages in length on 8 ½" X 11" paper, single spaced using a minimum font size of 10 pt.

Proposals should be submitted in accordance with the instructions detailed below. The School District reserves the right to select a proposal in its entirety or some portion(s) thereof. Furthermore, the School District reserves the right to reject any and all proposals and to waive irregularities. The District's Purchasing Agent reserves the right to negotiate any and all terms and conditions proposed.

**Proposals which are submitted in electronic format or faxed will not be accepted.** Any questions regarding this RFP should be emailed to Susan Chersky, Communication's Officer at [schersky1@pghboe.net](mailto:schersky1@pghboe.net).

### **Specific Response Requirements**

Responses should address the following questions or requests for information and be organized so that the specific questions or requests for information each begin on a new page with the question repeated at the top of the page.

#### **I. Cover Letter**

Each proposal should be accompanied by a letter of transmittal which summarizes key points of the proposal and which is signed by an authorized officer.

#### **II. Firm Experience and Qualifications**

- A. Please provide an overview of the firm and its qualifications. Please include the location of the firm's office(s) in the Commonwealth of Pennsylvania.
- B. Describe the firm's relevant experience in providing an online store for the past 2 years for the following categories:
  - 1. All Pennsylvania school districts,
  - 2. All Pennsylvania local government units,
  - 3. Any other relevant organizations.
- C. Provide a sample or provide access to an existing online store platform developed by your firm.
- D. Provide three references with contact information.

#### **III. Service Team**

Provide brief resumes for the following individuals who will be assigned to the School District's engagement, including any relevant experience for each individual. Please include only those individuals who will work on the School District's account.

- A. The senior person who will assume the day-to-day management of setting up an online store.

- B. Other members of your team assigned to the project and the specific role that each can be expected to play. Specifically, the person or persons who will be responsible for maintaining the online store once completed and/or the individual or individuals that will be responsible for setting up stationary templates and promotional materials.

#### IV. Plan of Work

Please provide a detailed plan of work for the School District's engagement. The major pieces are setting up an online store for miscellaneous stationary package including but not limited to 150 letterhead/envelope templates, business card access for all District employees, marketing materials and District branded promotional items such as mugs, pens, t-shirts, hats, bags, etc. As part of the scope of work, the vendor should address their firm's ability to be flexible and have a close working relationship with the District's Communications and Marketing Team to bring the project successfully forward to completion. **The firm must be able to meet in person or hold a conference call with designated District staff to resolve any issues within a 24 hour response time to meet any critical issues with the online storefront.**

The plan of work should take into account Exhibits 1 and 2 attached.

#### V. Firm Information/Equal Employment Opportunity

- A. Describe your firm's equal employment opportunity policies and programs.
- B. Has your firm or any of its employees, or anyone acting on its behalf, ever been convicted of any crime or offense arising directly or indirectly from the conduct of your firm's business or have any of your firm's officers, directors or persons exercising substantial policy discretion ever been convicted of any crime or offense involving financial misconduct or fraud? If so, please describe any such convictions and surrounding circumstances in detail.
- C. Has your firm, or any of its employees, or anyone acting on its behalf, been indicted or otherwise charged in connection with any criminal matter rising directly or indirectly from the conduct of your firm's business which is still pending or have any of your firm's officers, directors or persons exercising substantial policy discretion been indicted or otherwise charged in connection with any criminal matter involving financial misconduct or fraud which is still pending? If so, please describe any such indictments and surrounding circumstances in detail.
- D. Please describe (i) any material financial relationships that your firm or any firm employee has with any financial advisory firms, insurance companies, investment banks or law firms or other persons or entities that may create a conflict of interest in acting as an independent contractor to the School District; (ii) any family relationship that any employee of your firm has with any public servant that may create a conflict of interest, or the appearance of a conflict of interest in acting as an independent contractor to the School District and (iii) any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in acting as an independent contractor to the School District. Please

describe any procedures your firm either has adopted, or would adopt, to assure the School District that a conflict of interest would not exist for your firm in the future.

**VI. Fee Proposal**

Please provide a fee structure that your firm would propose to provide the services to the School District based on our requirements outlined in Exhibits 1.

The fee proposal must be broken down for each of the elements of the project outlined in Exhibit 1.

The District reserves the right to withhold reasonable retainage not to exceed 10% of the total cost of the engagement until all work is completed.

**Evaluation Criteria and Selection Process**

The contract(s) will be awarded to the qualified vendor whose proposal is most advantageous to the School District. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of award. Rather, the total scores will guide the School District in making an intelligent award decision based upon the evaluation criteria.

The School District reserves the right to request oral presentations from those firms determined to be in a competitive range and shall use the information derived from these oral presentations, if any, in its evaluation. Oral presentations, if requested, will be held the week of July 10-14, 2017.

The School District anticipates selecting one vendor for the project using the following criteria to determine which firm meets the needs of the School District best.

<b>Online Store</b>	<b>Points</b>
Ability to Meet the Specific Needs of the School District of Pittsburgh	25
Experience and Qualifications	15
Technology Ability and Supports	15
Implementation Work Plan	15
Fee Structure	30

## Exhibit 1: Pittsburgh Public Schools Online Store

The District's schools and departments depend on its stationery products and promotional materials for school and district marketing, mailings, correspondence, and family and community outreach. The District is seeking a vendor that provides an on-line process for the receiving and delivering of stationery orders to replace its current manual process. The vendor will be expected to demonstrate the ability to provide a flexible online platform that is mobile-friendly, easy to use, and can be branded to look like a District site. The vendor must be able to guarantee inventory management, staff permissions and report capabilities on usage, payment history, and product purchase history. The end-user must be able to navigate and process orders with little direction. The vendor must guarantee and deliver high-quality stationery and promotional material in a timely manner. It is critical that District's graphic standards and editorial guidelines are followed. The District graphic standards are being updated. For a copy of the draft standards, please contact Susan Chersky at [schersky1@pghboe.net](mailto:schersky1@pghboe.net).

The awarded contractor must have a flexible, user-friendly web-based electronic document management, ordering and customer fulfillment system that will allow authorized School District of Pittsburgh employees to do the following while on-line:

- Place an order
- Review existing documents and promotional materials
- Add documents and promotional materials to the order
- Specify quantity
- Specify paper stock
- Specify size of finished product
- Specify packaging (i.e. mailing labels on roll or sheet)
- Specify shipping address
- Provide a history look up for previous orders placed to reduce time reentering previous order
- Use District purchasing credit card for orders
- Submit purchase order for orders or provide alternative solution aligned with District guidelines
- Approve Proof
- Check status of order

The awarded vendor must also be able to provide the following:

- **Document Creation:** Create master templates, free of charge, for stationery as specified by the School District of Pittsburgh's graphic standards. All stationary templates and promotional materials must meet school naming convention, font, kerning, leading, font size, position, spacing, color and style specifications of the School District of Pittsburgh. The templates will be a combination of static and fill-in fields. The template and logo design will be provided by the Office of Marketing & Communications, but the programming will be the responsibility of the vendor.
- **Update documents:** Update document information, change status, upload additional files/and or replace existing ones.

- **Proof documents:** Provide PDF proofs for client to view before ordering.
- **Prices and quantities:** The vendor must provide the following pricing:
  - Cost of developing an on-line store
  - Cost of annual maintenance
  - Cost of changing existing templates during the contract period
  - Cost of changing or adding promotional products during the contract period

Any change in pricing to any items must receive prior approval from the Office of Marketing & Communications. A minimum of one year must pass before a price increase can go into effect and justification for increase must accompany request.

- **Control Users:** Review existing users, add new and update existing users, specify who can access what areas(s), what materials a user can order, and set order limits. The Office of Marketing & Communications must have access to review reports on orders, document usage, user's activities, etc.
- **Quotes:** The awarded contractor will provide quotes on all stationery items and marketing flyers/materials. The quotes for promotional items will be managed separately.

### **Stationary Package:**

**Sample of template list:** There are between 75 and 100 basic templates currently in use. The logos below are used specifically for those products developed for departmental use.

### **Master logo**

1. Pittsburgh Public Schools Logo with tag line – Expect great things.

### **School Mascots (must always be positioned with Pittsburgh Public Schools logo)**

1. Carrick mascot
2. Allderdice mascot
3. Perry mascot
4. Obama mascot
5. Brashear mascot
6. Westinghouse mascot
7. SciTech mascot
8. CAPA mascot
9. Pioneer mascot
10. Carmalt mascot
11. Arsenal 6-18 mascot
12. Concord mascot
13. Greenfield mascot
14. Phillips mascot
15. Dilworth mascot
16. Liberty mascot
17. Schiller mascot
18. King mascot
19. Colfax mascot

20. Beechwood mascot
21. Brookline mascot
22. Montessori mascot

**Department/Program logos (must always be positioned with Pittsburgh Public Schools logo)**

1. Summer Dreamers Academy
2. Arts department logo
3. Advanced Placement logo
4. Science Department logo
5. Take a Father to School Day logo
6. Project Positive Logo
7. CTE logo
8. We Are PPS logo
9. We Promise logo
10. Early College High School logo

Note: The District has 54 schools and 4 early childhood centers. Although not all schools or departments have mascots, vendor must offer ability to add additional mascots and promotional materials as established.

The Office of Marketing & Communications will monitor vendor performance. Of particular importance to the District are the following dimensions of performance:

- The firm's ability to meet develop an online story in the timeline proposed
- The firm's ability to honor the quoted price unless caused by a change authorized by the District
- The firm's ability to meet promised delivery times
- The firm's ability to meet quality expectations, including when applicable, color registry
- The firm's ability to submit timely and accurate invoices
- The firm's ability to comply with the District's graphic standards
- The firm's ability to meet other service and quality performance expectations

Should an award contractor have difficulties in delivering their performance promises, the parties will meet to develop an improvement plan. Continuing difficulties after these efforts could result in termination of the contract with vendor.

The District reserves the right to separately bid out large jobs. Also, any job deemed appropriate may be referred to Purchasing for a separate solicitation. All design/print entities working on behalf of the District will be directed to comply with the District's brand standards as published by the Office of Marketing & Communications. Failure to meet the standard would be considered to be a performance failure.

The District is relying on the vendor to:

- Provide quality control and proofing for all items in order to prevent errors in editorial guidelines and ensure all items positively represent a positive image for the District. The District's image depends upon the distribution of top quality materials.
- Provide promotional products such as water bottles, t-shirts, etc that are CPSIA approved.
- Offer complete pricing, fast delivery and can provide a warehousing solution that does not require the District to manage large quantities of product on site.



## **Technical Requirements:**

Vendors must be able to meet the following technical requirements.

- Cloud-based software-as-service hosting
- Single-sign on, with roll-based management with LDAP or ADFS
- District and site management for full district catalog vs. site-based catalog
- Secure transactions through Secure Sockets Layer (SSL) standards
- Multi-point financial integration (Credit card transactions, billing to funding lines through our Enterprise Resource Planning (ERP), redemption code capabilities, etc.).

Vendors that have the capabilities to provide an internet link and meet the District's Single Sign-On ("SSO") security requirements will be considered more favorably than vendors that do not have this capability. Vendors unable to meet the technical requirements as outlined above must provide an alternative solution for consideration.

## **Delivery Requirements**

Orders shall be processed immediately upon final proof approval. Ganging or holding orders for batch printing is not acceptable. Stationary items including marketing flyers/materials shall be packaged in multiples of 250, 500, 1,000 or 5,000. On vary rare occasions, orders may be placed for large quantities of 10,000 and 15,000.

All cartons must be labeled with stationary item, quantity per carton, PPS contact person, department and final delivery address. Contents should not be creased or marred in any way. Any damage during delivery or shipping will be the responsibility of the Contractor and shall be corrected immediately and at no cost to PPS. Deliveries should be made directly to the individual placing the order(s).

The vendor is to provide desktop delivery of all stationary materials within ten (10) business days to the request department. The Office of Communications and Marketing is not responsible for coordinating pick-up or delivery.

## **Delivery Costs**

All delivery fees for stationary items must be outlined in the proposal. Fees should include the cost for any rush orders. Delivery fees for promotional items must be outlined when order is placed and approved by department ordering items.

## **Proofs**

All proofs are be in portable document format (".pdf") and forwarded via electronic mail to the department ordering the items. Ability to document proof approval by department is required.

## **Payment**

The vendor must accept PPS VISA cards and purchase orders. The majority of all payments will be made with the PPS credit cards.

## **Pricing Requirements**

Vendor must include pricing on the following items:

- Cost of developing an on-line store
- Cost of annual maintenance
- Cost of changing existing templates during the contract period

- Cost of changing or adding promotional products during the contract period
- Cost of existing stationary items including delivery fee for quantities of 250, 500, 1,000, 1500, 2000, 5000 on all items except business cards. Business card quantities should be priced at 250 and 500 only.
  - Letterhead
    - 8.5 X 11" sheet
    - Prints 4/0 without bleeds
    - Prints on 70lb. uncoated text
  - Business Cards – 2-sided
    - 3.5 X 2" card
    - Prints 2/1 with bleeds (Black and PMS 284 on front, PMS 284 on back)
    - Prints on 100lb. matte cover
  - Business Cards – 1-sided
    - 3.5 X 2" card
    - Prints 2/0 with bleeds (Black and PMS 284)
    - Prints on 100lb. matte cover
  - #10 Envelopes
    - White envelope
    - Prints 2/0 without bleeds (Black and PMS 284)
  - Cost of promotional flyers/materials
    - 8.5 X 11" sheet
    - Prints 4/0 without bleeds
    - Prints on 100lb. matte text