



# Federal Way Public Schools

Every Student, a Reader

**Issue date: May 18, 2016**

**Request for Proposal Title:**            **Elementary School Individual Student Picture Packages**  
**Middle School Individual Student Picture Packages**  
**High School Individual Student Picture Packages**

**RFP Number:**                                **FWPS051216**  
**RFP due Date and Time:**                **June 1, 2016, 2:00PM**

**RFP Delivery Address:**                 **Federal Way Public Schools**  
**Attention: Lynn Shore, Buyer**  
**33330 8<sup>th</sup> Ave S**  
**Federal Way, WA 98003**

The Federal Way School District is requesting Request for Proposal responses for Individual Student Picture Packages for the 2016-2017 school year, (August 1, 2016 – July 31, 2017), with four consecutive one-year renewal options. Interested vendors may submit a single proposal to be considered for all Elementary Schools, Middle Schools and High Schools or select a specific category of schools as noted on the Proposal Certification form on page 2. The District is looking to create an approved vendor list/pool for the described scope of work.

Note: To clarify this request, Middle School and High School dance and sports picture packages are not a part of this RFP. Individual spring student photos are not a part of this RFP. These items will be contracted by each building Principal or Principal Designee separately from this RFP.

Requesting proposals allows the District to give all interested parties the opportunity to participate for the individual student picture package business without having multiple vendors approach each building individually. It also insures that vendors apply consistent pricing to all our parents and consistent rebates to our schools. In this process, the vendor will acknowledge agreement to the District's requirements, provide pricing, submit samples, submit references, and list any others services which they can provide inclusive with their quoted pricing. Vendors also have an opportunity to list any other products and/or services available which might be fee based.

The purchasing department will evaluate each proposal, samples, and references. Each building will be provided with a list of approved vendors and their proposal pricing. Each building will select and contract with their awarded photography vendor **independently** according to the proposal guidelines. Each school will contract for the 2016-2017 school year and may elect to renew for an additional (4) four one-year contracts, or select another pre-approved photography vendor at renewal time. Multiple year awards will not be allowed. Each school will exercise their award or renewal option by notifying the vendor receiving their award no later than June 30th of the current school year for the upcoming year. Attachment C to this RFP, Letter of Award Agreement, signed by the building principal and/or principal designee from each school will serve as notification to the awarded vendor.

All proposals will be opened and verified at the time and date listed above. This will not be a public opening. Due to the volume of line items listed in this RFP, a matrix of Vendor responses will be made available upon request fourteen (14) working days from the RFP award date.

Each RFP is to be filed in a separate envelope and marked with the appropriate RFP name, date and time of opening. All RFPs must be at Federal Way Public Schools offices on or before the time shown above or they will not be accepted. Faxed, e-mail, or "postage due" RFPs will be not be accepted by Federal Way Public Schools.

**PROPOSAL CERTIFICATION:** The signature on this RFP certifies that the Vendor has read this Request for Proposal in its entirety, is authorized to bind the contract, and agrees to furnish the requested supplies or services in accordance with this Request for Proposal. All signatures must be in ink.

**Purchasing Official:** Lynn Shore, Buyer  
**Phone:** 253-945-2051  
**Fax:** 253-945-2055

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

NAME (TYPE OR PRINT) \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

ADDENDUM(s) RECEIVED \_\_\_\_\_

VENDOR IS PROPOSING THIS RFP FOR: Circle One

Elementary Schools	Y	N
Middle Schools	Y	N
High Schools	Y	N

**Request for Proposal advertised in the Daily Journal of Commerce May 20, and May 25, 2016.**

## **SECTION 1:** **INSTRUCTIONS FOR REQUEST FOR PROPOSAL**

1. **REQUEST FOR PROPOSAL REVIEW:** Carefully review this RFP for defects or objectionable material. RFP comments concerning defects or objectionable material or any questions with regard to this RFP must be made in writing and received by the purchasing authority at least **five (5) days** before the RFP opening date. This will allow time for an amendment to be issued if one is required. It will also help prevent the opening of a defective RFP, upon which award cannot be made, and the resultant exposure of RFP prices. RFP comments should be sent in writing to the authority listed on the front of this RFP.
2. **SUBMITTING REQUEST FOR PROPOSALS:** Envelopes containing RFPs must be sealed, marked, and addressed as shown in the example below. Put the RFP number and opening date on the envelope of the RFP information. Envelopes with RFP numbers annotated on the outside will not be opened until the scheduled date and time. Envelopes not containing this information may result in a rejected proposal. Vendors must submit five (5) copies of their RFP response. One of the five copies must be an original and designated as such.

Purchasing Department  
Federal Way Public Schools No. 210  
33330 8<sup>th</sup> Ave S  
Federal Way WA 98003

RFP title/number: **FWPS RFP051216**  
Due Date and Time: **June 1, 2016 2:00pm**

Responders to this request for proposal shall use this and any attached forms in submitting proposals. No other forms will be accepted.

3. **PRODUCTS:** Price proposals shall include all handling and packaging costs.
4. **PRICES:** The RFP shall state prices in the units of issue. Prices quoted must be inclusive of federal, state and local taxes. All pricing has been determined independently, without consultation, communication or agreement with others for the purpose of restricting this RFP.
5. **ADDENDUMS:** List all addendum(s) received by name and addendum number on the first page of this RFP.
6. **SPECIFICATIONS/ALTERNATIVES AND EQUALS:** The District often uses manufacturer's brand and model designations as a specification standard. In some cases, special brands are designated for compatibility with existing facilities or equipment. Offerings of alternate quality of features will, at the District's discretion, be considered on an "alternate" basis. Brands of equal specification, quality, performance, and use may be considered on an "equal" basis; however the District reserves the sole right in qualifying an "equal".
7. **VENDOR'S CERTIFICATION:** By signature on their proposal, Vendors certify that: they have read this Request for Proposal; are authorized to bind the Vendor; and agree to furnish the requested supplies, equipment or services in accordance with this RFP.
8. **MISCELLANEOUS:** Illegible proposal will be rejected. Retain a copy for your records. All proposals and other materials submitted become the property of Federal Way Public Schools. Public records are open to reasonable inspection by the public.

9. **RFP PROPOSAL EVALUATION CRITERIA:** Awards, if any, will be made to the most responsive and responsible proposer/s whose proposal is judged by the District to best fulfill the District’s requirements, as described in this RFP document. All valid vendor proposals will be evaluated according to the following weighted methodology:

Photographic Services Assessment	40%
Experience (includes three references)	20%
Cost	<u>40%</u>
	100%

A District evaluation team will judge written submissions against these criteria. The evaluation team may invite supplementation of the written submissions via interviews or discussions with the top-rated vendor or vendors. The District is looking for vendors which meet a 90% or above evaluation score.

10. **QUESTIONS:** Questions related to this RFP are to be directed to Lynn Shore, Buyer, via [rfp@fwps.org](mailto:rfp@fwps.org). The subject line of the email must be labeled “FWPS RFP051216 Question”.
11. **DOCUMENTATION :** One original RFP response and 4 copies are required. All documentation supporting answers to questions must be listed in the order as outlined in this document. Do not reference pre-printed, sales brochures or pre-printed documents as the source of reference for the written response.
12. **REFERENCES:** A minimum of three (3) customer references are required. The three references must include organizations that were provided with a similar service. The District reserves the right to check vendor references with additional customers not listed as a reference by the vendor and use these additional references in the evaluation process. References from public school districts for photographic services will be given higher consideration than other customer references.
13. **FORM AND STYLE:** All proposal responses must be on eight and half by eleven (8.5 x 11) inch paper, typed, single spaced, double space between paragraphs, and placed in a binder, with tabs separating the major parts as defined in Section 4.

## SECTION 2

### GENERAL TERMS AND CONDITIONS

1. **AUTHORITY:** This RFP is written in accordance with R.C.W. 28A.335.190 and the applicable policies of Federal Way Public Schools.
2. **COMPLIANCE:** In the performance of a contract that results from this RFP the Vendor must comply with all federal, state, and court regulations, codes, and laws; and be liable for all required insurance, licenses, permits and bonds; and pay all applicable taxes.
3. **TAXES:** Federal Way Public Schools is exempt from Federal Excise Tax. The District is required to remit Washington State Sales Tax including purchases outside of Washington where no sales tax is collected.
4. **DELIVERY:** Proposal prices are to be FOB Destination and shipping is to be prepaid and included (by the Vendor). All items ordered may not be delivered to the same address within the District. All merchandise is subject to inspection and acceptance by District personnel.
5. **PAYMENT:** Federal Way Public Schools’ payment terms are NET 30. Invoices should be reviewed for accuracy to reflect information and pricing as quoted. At discretion of the District, partial payments will be made for partial deliveries. Credit Card payments must meet PCI

(Payment Card Industry) Data Security Standards. Please reference:  
<https://www.pcisecuritystandards.org>

6. **CONTINUING OBLIGATION OF VENDOR:** Notwithstanding the expiration date of a contract resulting from this RFP, the Vendor is obligated to fulfill its responsibilities until contracted requirements have completely expired.
7. **RIGHT OF INSPECTION:** The Vendor shall provide right of access to its facilities to Federal Way Public Schools, or any of its officers, authorized agent or official, at reasonable times, in order to monitor and evaluate performance, compliance and/or quality assurance under this contract.
8. **SUITABLE MATERIALS:** Unless otherwise specified, all materials, supplies or equipment offered in the RFP shall be new, unused, of the latest edition, version, model or crop and of recent manufacture. All products offered shall meet or exceed the applicable requirements of OSHA and WISHA.
9. **FIRM OFFER:** For the purpose of award, offers made in accordance with this RFP must be good and firm for a period of ninety (90) days from the date of the RFP opening.
10. **EXTENSION OF PRICES:** In case of error in the extension of prices in the RFP, the unit prices will govern.
11. **RFP PREPARATION COSTS:** Federal Way Public Schools is not liable for any costs incurred by the RFP preparation.
12. **RFP REJECTION:** Federal Way Public Schools reserves the right to reject any or all proposals, and to waive informalities or irregularities in any RFP or in the response. No faxed, e-mailed, or "postage due" RFPs will be accepted.
13. **ADDENDUMS:** If it is necessary for Federal Way Public Schools to issue an addendum to this RFP it will be promptly mailed to all interested parties registered with the Purchasing Department. If mandatory pre-request for proposal meetings are held, the addendum may only be sent to those who attended. All official clarifications or interpretations of the RFP documents will be by written addendum. Clarification given in any other form will be unofficial. It is the vendor's responsibility to be aware of addendum(s) associated with an RFP.
14. **ASSIGNMENT (RFP):** Assignment of the rights and duties under a contract or Purchase Order resulting from this RFP is not permitted unless authorized in writing by Federal Way Public Schools Purchasing Department.
15. **FORCE MAJEURE:** (Impossibility to perform) The contractor is not liable for the consequences of any failure to perform, or default in performing any of its obligations under this agreement, if that failure default is caused by any unforeseeable Force Majeure, beyond the control of and without the fault or negligence of the contractor. For the purposes of this RFP, Force Majeure will mean war (whether declared or not); revolution; invasion; insurrection; riot; civil commotion; sabotage; military or usurped power; lightning; explosion; fire; storm; drought; flood; earthquake; epidemic; quarantine; strikes; acts or restraints of governmental authorities affecting the project or directly or indirectly prohibiting or restricting the furnishing or use of materials or labor required; inability to secure materials, machinery, equipment or labor because of priority, allocation or other regulations of any governmental authorities.
16. **LATE RFP'S:** Late RFPs are those received after the date and time set for the receipt of the RFPs **AND WILL BE REJECTED.**
17. **RENEWAL OPTIONS:** At the sole discretion of Federal Way Public Schools, this contract may be renewed for (4) four consecutive (1) one-year periods. Renewal considerations will use

service and product quality criteria factors provided from Federal Way Public Schools end of the school surveys in determining renewal options. All Vendors under a current contract award will receive a letter prior to March 31<sup>st</sup> of the pending renewal year outlining the Districts decision to exercise the renewal option.

18. **CONTRACT EXTENSION:** Unless otherwise provided in the RFP, Federal Way Public Schools and the successful Vendor agree: (1) any holding over of the contract excluding any exercised renewal options will be considered as a month-to-month extension with all other terms and conditions remaining in effect and (2) to provide written notice to the other party of intent to cancel the month to month extension at least thirty (30) days before the desired date of cancellation.
19. **DEFAULT:** In case of default by the Vendor, for any reason whatsoever, Federal Way Public Schools may procure the goods or services from another source and hold the contractor responsible for any resulting excess cost and may seek other remedies under law or equity.
20. **HOLD HARMLESS:** The Vendor and employees from all liability, including costs and expenses, for all actions or claims resulting from injuries or damages sustained by any person or property arising directly or indirectly as a result of any error, omission or negligent act of the Vendor, subcontractor or anyone directly or indirectly employed by them in the performance of this contract.
21. **JURISDICTION:** This RFP has been and shall be construed as having been made and delivered within the State of Washington, and it is agreed by each party hereto that this request for proposal shall be governed by the laws of the State of Washington, King County, both as to interpretation and performance. Any action of law, suit in equity, or judicial proceeding for the enforcement of this RFP or any provisions thereof shall be instituted and maintained and venue shall be only in the courts of competent jurisdiction in King County, Washington.
22. **ORDER DOCUMENTS:** Federal Way Public Schools is not bound by a Vendor contract signed by a person who is not specifically authorized to sign for Federal Way Public Schools.
23. **BILLING INSTRUCTIONS:** Invoices for service and/or products *purchased by the District* must be billed to the invoicing address shown on the Purchase Order and not to the Purchasing Department. Federal Way Public Schools will make payment after it receives the merchandise or service and the invoice. Questions concerning payment must be addressed to Federal Way Public Schools, Accounts Payable Department.
24. **COPYRIGHT PROVISIONS:** Unless otherwise provided, all Materials produced under this contract shall be considered “works for hire” as defined by the U.S. Copyright Act and shall be owned by Federal Way Public Schools. Federal Way Public Schools shall be considered the author of such Materials. In the event the Materials are not considered “works for hire” under the U.S. Copyright Laws, Vendor hereby irrevocably assigns all right, title and interest in Materials, including all intellectual property rights, to Federal Way Public Schools effective from the moment of creation of such Materials. Materials means all terms in any format and includes, but is not limited to, data, reports, documents, pamphlets, advertisements, books, magazines, surveys, studies, computer programs, films tapes, and/or sound reproductions. Ownership includes the right to copyright, patent, register and the ability to transfer these rights.
25. **SAMPLES:** In some cases, samples are requested to be furnished by the Vendor at no charge to the District to determine acceptability of any item. All samples must be labeled with Vendor’s Name and Proposal Number. Samples not picked up will be recycled after sixty (60) days.
26. **REQUEST FOR PROPOSAL CHANGES OR WITHDRAWAL:** All changes and erasures must be made before request for proposal opening date and time, and initialed. Vendor may not withdraw their proposal after the proposal opening.

27. **REQUEST FOR PROPOSAL BOND:** A request for proposal bond is not required.
28. **PERFORMANCE BOND:** A performance bond is not required.
29. **INSURANCE: INSURANCE:** The following insurance is required and must be kept in force during the term of the contract. All required insurance must be in place prior to the start of any work. Federal Way Public Schools shall be given thirty (30) days prior written notice of any cancellation, suspension or material change in coverage. **Federal Way Public Schools must be named additional insured with endorsement provided.**

**Commercial General Liability**

- a. Written on an occurrence basis with limits no less than \$1,000,000.00 combined single limit per occurrence and
- b. \$2,000,000.00 aggregate for personal injury, bodily injury and property damage. Coverage shall include but not limited to: blanket contractual, products/completed operations, broad form property damage, explosion, collapse and underground (XCU) if applicable and employer's liability.

**Professional Liability Insurance**

Limits no less than \$1,000,000.00 per occurrence.

30. **CONFIDENTIALITY / SAFEGUARDING OF INFORMATION:** The Vendor shall not use or disclose any information concerning Federal Way Public Schools, or information which may be classified as confidential, for any purpose not directly connected with the administration of this contract, except with prior written consent of Federal Way Public Schools, or as required by law, during the term of this contract and beyond.
31. **SEVERABILITY:** The provisions of this contract are intended to be severable. If any term or provision is illegal or invalid for any reason whatsoever, such illegality or invalidity shall not affect the validity of the remainder of this contract.
32. **CONTRACTOR EMPLOYEES-ACCESS TO CHILDREN:** The contractor is prohibited from employing any person who may have contact with children at public schools during completion of this contract who has pled guilty to or been convicted of crimes listed in R.C.W. 28A.400.330. Failure to comply with this section shall be grounds for immediate termination of this contract.
33. **SCHOOL BOARD APPROVAL:** No contract will be issued until approved by the School Board.

## SECTION 3

### SCOPE OF WORK

To be considered responsive to this request for proposal, all bid submittals must comply with the following specifications:

#### **3.1 GENERAL REQUIREMENTS ALL SCHOOLS:**

A. The photographs covered by this proposal are for Federal Way Public Schools students, enrolled in kindergarten through twelfth grades, approximately 21,000 students in 38 schools. There are a few differences between the elementary school, middle school and high school requirements. Please pay special attention to these differences.

B. Every student will be photographed for school records. Schools will require August through October photography services. Retakes may extend into November in extreme situations with approval of the building principal. Photographs can be either pre-paid without additional fees or purchased late after the picture day with additional charges allowed. Late means more than 2 business days after picture day

Successful company must provide a website for pre-payment of pictures. Pictures must be able to be purchased until June 1<sup>st</sup> of the current school year. Additional charges for late orders placed more than 2 business days after picture day are allowed. Late orders will be shipped directly to the customer. Vendor must have the ability to provide an internet ordering website that details picture packets available.

Successful company must accept credit cards as a form of payment and be compliant with PCI Data Security Standards.

C. Contractor must provide announcement fliers for each school with photo date specified for students to take home. At least fifty (50) additional fliers above the school enrollment must be provided. Fliers are to be bundled in groups of 30 and delivered to each respective school at least two (2) weeks prior to the scheduled picture date. Schools that will be mailing flyers may require more than 2 weeks lead-time. Vendor will work with each school to meet each schools individual deadline needs. Flyers must be submitted to Federal Way Public Schools, Purchasing Department, for prior approval before distribution.

D. Information about the vendor's ordering website will need to be communicated to each school prior to the end of the school year so that they can distribute that information to parents as necessary.

E. Packet prices shall include applicable sales tax.



- F. Federal Way Public Schools will import the pictures into various software applications. Photos may be submitted in secure format digitally or submitted via CD/DVD media. This secure FTP website shall be password protected with a user name and password. The pictures must be in a JPEG format. Photos must be in portrait layout in a 4X5 width/height ratio. Minimum dimensions are 100 pixels by 125 pixels. It is the district's preference for the contractor to provide a secure FTP website from where photos can be downloaded after picture day. See Attachment A for the complete submission requirements. CD/DVD media submissions will require a District form submitted with the media. This form will be provided to any awarded vendors. Vendor submissions not meeting all the requirements noted in Attachment A will be rejected with an expected return date for compliance and corrections back to the District within five (5) business days (Monday through Friday).
- G. Vendor shall provide, upon request, a secure method to upload student roster and other data transfers to protect student privacy and Personally Identifiable Information (PII).
- H. Contractor shall provide at a minimum of two (2) photographers and one (1) assistant for clerical/collection duties. The school will have the final say and approval of the vendor staffing of photographers and clerical staff. Staffing issues will be discussed and approved at the time of signing the Letter of Award Agreement. FWPS staff or students are not allowed to handle any collection of monies. Confirmation of ASB payments will be made by vendor staff using school supplied student lists.
- I. All photographs shall be in color with Kodak or Fuji Professional Grade paper. **No exceptions.** Each packet shall have a glassine or equal protective window to facilitate student identification.
- J. All pictures shall have same neutral background selected by each school.
- K. Contractor must provide a toll-free telephone number or accept collect calls. Contractor must have business representative readily available for parent inquires by telephone.
- L. Duplicate packets of original pose must be available upon request by parents. Contractor will sell these directly to parents.
- M. In the event that the package is not delivered, or that the parent is not satisfied, the vendor shall issue a full refund within a thirty (30) day calendar period. Retakes may be substituted for a refund at the parent's discretion.
- N. The contractor shall assume responsibility for reimbursement of charges to parents for the undelivered or unsatisfactory pictures.
- O. On the day that the picture packets are returned to each school, each child that paid for pictures shall receive a packet or an explanation. (Some may obviously be retakes.)
- P. Retakes are to be allowed for non-satisfactory pictures at the request of the principal or parent. Student must return original packet prior to retake sitting. Students absent on initial picture day or new students will also be photographed on retake day.

- Q. Contractor must provide packet prices and internet ordering information to the schools regarding pre-ordering of pictures. This information will need to be available prior to the end of the school year preceding the contract year.
- R. Contractor must provide clean combs for student use. When a student chooses to use a comb, that comb is to become the property of the student.
- S. Picture packages and picture ID “mug” books must be returned to the school within three (3) weeks of original picture day. Retakes are to be scheduled within a week after delivery of original pictures. Delivery of all packets, including originals, mugs, and retakes must be made no later than December 1<sup>st</sup> of the contract year.
- T. Contractor to mutually establish a schedule for sittings and packet notification. Sittings are usually scheduled for the months of late August, September and early October. At the time the contract is awarded, a meeting will be scheduled between the contractor and each individual school, to determine the most acceptable picture-taking schedule for the Building Principals and/or Principal Designee.
- U. Packet prices bid shall be the photographer’s total price to the pupil including sales tax. A rebate option of \$1.00 or \$2.00 per individual package may be added at each schools discretion as a fundraiser. At the conclusion of the contract, but no later than December 31<sup>st</sup> of the contract year, the contractor must provide a reconciliation statement to each school along with a check made payable to the school. In addition, the contractor is to provide the Purchasing Department with a copy of each school’s reconciliation. The reconciliation must include itemization of the number of each package purchased, a listing of subtotals collected, a grand total, and the amount of the rebates. This does not include late orders and or the group picture.
- V. Payment: The District takes no responsibility for payment for pictures and or services rendered by the Photographer. All financial transactions will occur between the Photographer and the parent/guardian purchasing pictures. The District will not be responsible for non-payment, nor are we able to support the photography company in attempting to collect funds. Vendor shall assume responsibility for reimbursement of charges to parents for the undelivered or unsatisfactory pictures.
- W. Notices: The Photographer will supply announcements necessary for notification of picture taking dates for each student and notification of retakes. Fliers are to be delivered to the respective school at least three (3) weeks prior to the scheduled sittings.
- X. No other promotions shall be offered by contractor. Contractor may not add on any additional photo options or incentives.
- Y. Contractor shall take adequate time with each student being photographed for quality photos.
- Z. Contractor shall provide adequate lighting for good quality photos.
- AA. Duplicate packets of original pose must be available upon request by parents. Vendor will sell directly to parents.

- BB. Failure of contractor to meet all contractual obligations, specifications, procedures, and stated deadlines may result in an unfavorable recommendation, thus contractor will not be considered for renewal for the following year.
- CC. There will be no firm or product advertising shown on the front of student or group pictures.
- DD. A local representative must be assigned to the Federal Way Public Schools account. The representative must have been involved in the planning, processing, ordering and execution of student photography for public schools for no less than two (2) years. The District reserves the right to request different representation or photography staff at any time over the life of the contract for any reason deemed necessary by the District.
- EE: If a school opts to provide volunteers to assist the photographers, photographers shall provide a complimentary picture package to each volunteer. The number of volunteers will be jointly determined by the principal and the Photographer. At no time will volunteers be responsible for handling any money.

### **3.2 ELEMENTARY SCHOOL OFFICE ADDITIONAL REQUIREMENTS:**

- A. Contractor shall provide, at a minimum, four (4) picture ID “mug” books for each elementary school. Mug books must be separated by grade level and staff. Students and staff may not be mixed on pages, and grade levels must not be mixed. Each student must be accurately and clearly labeled with grade level indicated on the page. A separate typed index of student names must also be provided. Mug book picture size shall be minimum 1.626 inches by 1.75 inches. Mug books must be delivered 3 weeks after retake day.
- B. Contractor shall provide student ID cards at the principal’s request. Picture size shall be 1-1/8” x 1-7/8” with two-color plastic laminated card. School shall be allowed to select design and color to match school preferences. List of student names and ID numbers shall be provided to contractor.

### **3.3 ELEMENTARY SCHOOL GROUP PHOTOS ADDITIONAL REQUIREMENTS**

- A. Minimum size of group photos shall be 8” x 6-1/2” size.
- B. Group photos must have school name and student names in bottom margin of photos, not included in photo area.
- C. These Group photographs may be sold on a prepaid basis, with only students with advance payment to receive photo pictures.
- D. Picture prices shall include applicable sales tax.
- E. Contractor shall provide one (1) each 11”Wx17”H staff group photo for each individual school.
- F. Contractor shall provide one (1) book for each school of all class group photos. Photo album shall be approximately 10”W x 7”H.

- G. Pictures may be scheduled in the fall at the same time as individual pictures or in the spring. Pictures shall be returned to the school within **three (3) weeks** of group photo picture day.
- H. Contractor shall contact each elementary school after award of contract to determine the most acceptable picture-taking schedule for the Building Principals.
- I. Contractor shall take adequate time with each class of students being photographed for quality photos.

**3.4 MIDDLE SCHOOL OFFICE ADDITIONAL REQUIREMENTS:**

- A. Student picture packets must be returned to school sorted alpha by homeroom teacher grouping that students were in when photos taken.
- B. Contractor shall provide student ID (ASB) card, picture size shall be 1-1/8" x 1-7/8", with two-color plastic laminated card. School shall be allowed to select design and color to match school preferences. List of student names and ID numbers shall be provided to Contractor.
- C. Contractor shall provide blank ID cards for school to create new ID cards for lost cards and new students.
- D. Contractor shall embed an "ASB" designation on the ID card for students who have paid their ASB fees. Contractor shall supply extra ASB labels for future use.
- E. Contractor shall provide, at a minimum, four (4) picture ID mug books. Mug books must be separated by grade level and staff. Students and staff may not be mixed on pages, and grade levels must not be mixed. Each student must be accurately and clearly labeled with grade level indicated on the page. A separate typed index of student names must also be provided. Mug book picture size shall be minimum 1.626 inches by 1.75 inches. Mug books must be delivered 3 weeks after retake day.

**3.5 MIDDLE SCHOOL YEARBOOK ADDITIONAL REQUIREMENTS:**

- A. Federal Way Public Schools middle school yearbook staff submit yearbook photos to their contractors via digital media. The middle school advisor must have the ability to download the pictures from a CD, DVD or secure FTP website with resolution up to 600x800. The secure FTP website shall be protected with a user name and password for security purposes. Student must be listed alphabetically by grade level. Staff photos must be separate from student photos.
- B. CD's or DVD's must be formatted for use with the current yearbook company and be PSPA (Professional School Photographers Association) compliant.
- C. Contractor must provide one (1) yearbook photo labeled with student name and be die cut. Size shall be minimum 1-1/2" x 1-7/8" or 1-5/8" x 1-3/4". Pictures must be sorted alpha by grade level.

### **3.6 HIGH SCHOOL OFFICE ADDITIONAL REQUIREMENTS:**

- A. Student picture packets must be returned to school sorted alpha by homeroom teacher grouping that students were in when photos taken.
- B. Contractor shall provide student ID (ASB) card, picture size shall be 1-1/8" x 1-7/8", with two-color plastic laminated card. An ID card making machine shall be brought to picture day and student shall be given their ID card immediately after their picture is taken. School shall be allowed to select design and color to match school preferences. List of student names and ID numbers shall be provided to Contractor.
- C. Contractor shall provide blank ID cards for school to create new ID cards for lost cards and new students.
- D. Contractor shall embed an "ASB" designation on the ID card for students who have paid their ASB fees. Contractor shall supply extra ASB labels for future use.
- E. Contractor shall provide, at a minimum, Eight (8) picture ID mug books. Mug books must be separated by grade level and staff. Students and staff may not be mixed on pages, and grade levels must not be mixed. Each student must be accurately and clearly labeled with grade level indicated on the page. A separate typed index of student names must also be provided. Mug book picture size shall be minimum 1.626 inches by 1.75 inches. Mug books must be delivered 3 weeks after retake day.
- F. Vendors that are selected at the high school level will provide one (1) ASB ID Card making machine for each signing high school for use during the term of the contract. This machine will be brought to the school on picture day for vendor use and left at the school at the end of picture day for use during the term of the contract.

### **3.7 HIGH SCHOOL YEARBOOK ADDITIONAL REQUIREMENTS:**

- A. Federal Way Public Schools high school yearbook staff submit yearbook photos to their contractors via digital media. The middle school advisor must have the ability to download the pictures from a CD, DVD or secure FTP website with resolution up to 600x800. The secure FTP website shall be protected with a user name and password for security purposes. Student must be listed alphabetically by grade level. Staff photos must be separate from student photos.
- B. CD's or DVD's must be formatted for use with the current yearbook company and be PSPA (Professional School Photographers Association) compliant.
- C. Contractor must provide one (1) yearbook photo labeled with student name and be die cut. Size shall be minimum 1-1/2" x 1-7/8" or 1-5/8" x 1-3/4". Pictures must be sorted alpha, by grade level.

## **SECTION 4**

### **PROPOSAL REQUIREMENTS**

The District evaluation team will evaluate proposals in order to determine the top scoring vendor for each of the three categories. In arriving at this determination, the evaluators will assess the photographic services expertise, experience and cost as described in your responses to the following sections. Be sure to clearly label your responses (PSC A, PSC B, PSC C, etc.) so the evaluators can easily find them. Responses must be presented in the order as written below with no cross references to binders, flyers or other materials. If proposing for more than one school level, Elementary, Middle and High Schools, vendor must list any differences in service and processes if differences exist.

#### **Photographic Service Categories - Written Evaluation Assessment**

(Scoring Weight 40%)

- PSC A: Describe your staffing plan for managing an account of this size. Provide a description of your firm and how long you have been in the practice of student school photography, training provided to your photographers (especially on working with children), if your photographers have been background checked and fingerprinted, how you handle processing of pictures, types of equipment used, the local representative's experience, etc. Include in your plan a brief explanation of how you will accommodate the picture day scheduling demands of school principals. (Limit two pages)
- PSC B: Describe how your company will increase the rate of orders among parents. Include information about pre-sale marketing efforts and picture turn-around time. (Limit one page)
- PSC C: How will your company ensure a successful photography program over a five-year contract? Describe any issues or obstacles associated with selecting picture dates this fall if this contract is awarded in June. (Limit two pages)
- PSC D: Describe any web-site tools and options available for parents to place orders. Please include how to process credit card payments ahead of time and whether your company is PCI compliant. Also explain on-line tools available to families for picture re-orders. (Limit one page)
- PSC E: Provide a detailed description of the planning, staffing and logistics your company proposes in order to optimize the picture day experience for the District's schools. You must describe how you would run a school picture day, to include staffing. Also address the issue of staffing relative to the size of the school student population. How do you propose to accommodate for new student ID cards throughout the school year? (Limit three pages)
- PSC F: Explain the process you will use for the collection of money/payment for pictures for:
- 1) Elementary Schools

2) Middle Schools

3) High Schools

(Limit one page)

- PSC G: Include a description of how you will distribute completed pictures. Include with this section response the following picture samples: 1 picture package with 1 8X10, 2 5X7, 3 4x5 photos and delivery envelope. (Limit one page)
- PSC H. Describe how your company will work to support the yearbook staff at our Elementary, Middle and High School. What type of athletic and club pictures if any will you provide as a service to the yearbook program. List all extra services. (Limit 1 page)
- PSC I. In addition to the possible rebate, what tangible benefits will the District receive if your company is selected for this contract? List the options for providing parking passes, dance posters, mug books, etc. (Limit one page)
- PSC J. Provide sample mock-ups of the typical fliers and forms you would provide for students/parents before and after picture day. Clearly label these items PSC J and insert them in this order format.
- PSC K. List the five top complaints that you believe schools would have about photography services. Describe how you would mitigate, prevent or eliminate each of these complaints. (Limit one page)
- PSC L. Why should the District select your company to provide photographic services to District schools for individual student photos? (Limit one page).

### **Experience (Scoring Weight – 20%)**

Proposers should provide an overview of their photography experience. This overview is not to exceed two (2) single spaced pages in length per category. The use of actual examples of experience is encouraged. Direct experience with K-12 school photography will be given higher consideration.

The evaluation of experience will also include references. A minimum of three (3) customer references are required. The three references must include organizations that were provided a similar service. The information required must be entered on the Vendor Professional References form included on the next page of this RFP. The District reserves the right to check vendor references with additional customers not listed as a reference by the vendor and use these additional references in the evaluation process.

**VENDOR PROFESSIONAL REFERENCES**

- A minimum of 3 references are required. Vendor must show evidence of completion within the last two years of at least three contracts involving work with school districts similar to that described in the proposal documents. FWSD student populations equate to approximately 21,000 students with a total of 38 schools. All references listed must be within the State of Washington. Vendor must list at least one school for each school population which they are proposing. Example would be if the vendor is proposing for Elementary only, all references must be Elementary Schools. Example 2 would be if a vendor is proposing for each level, Elementary, Middle and High Schools, one reference for each level must be listed.

FWSD Elementary Schools Average Population: 445

FWSD Middle Schools Average Population: 739

FWSD High Schools Average Population: 1,467

**Reference #1:**

School Name: \_\_\_\_\_

District Name / City: \_\_\_\_\_ / \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Reference #2:**

School Name: \_\_\_\_\_

District Name / City: \_\_\_\_\_ / \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Reference #3:**

School Name: \_\_\_\_\_

District Name / City: \_\_\_\_\_ / \_\_\_\_\_

Term of Contract: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_



Phone Number: \_\_\_\_\_

**Cost (Scoring Weight – 40%)**

Provide the following cost information:

**Category 1: Individual student photos for all District schools**

L.

	Package Descriptions 2"x3", 3"X5", 5"x7", 8"x10" Dimensions below are in inches	Selling Price per Package (including: tax, shipping)
A	2 color 8 x 10 4 each 5 x 7 4 each 3 X 5 8 each 2 X 3	
B	1 each 8 x 10 2 each 5 x 7 4 each 3 X 5 4 each 2 X 3	
C	2 each 5 x 7 2 each 3 x 5 8 each 2 x 3	
D	4 each 3 x 5 8 each 2 x 3	
E	1 color 8 x 10	
F	2 color 5 x 7	
G	4 color 3 x 5	
H	16 color 2 x 3	
I	Photo CD	
	Retouching Charge	
	Spring Group Picture (Elementary)	

All prices on re-orders to be the same as original price.

Is the vendor able to add a rebate of \$1.00 to \$2.00 per each package order A-D?

Circle Yes or No

Is the vendor's offer renewable for (4) four consecutive additional years?

Circle Yes or No

If yes, indicate optional renewal increase if any.

Renewal Options	% increase not to exceed the CPI Index
School year 2017-2018	
School year 2018-2019	
School year 2019-2020	
School year 2020-2021	

## Federal Way Public Schools Synergy™ Student Photo Submission Requirements

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Photos may be submitted in secure format digitally or submitted via CD/DVD media. This secure FTP website shall be password protected with a user name and password. For the photos to be bulk imported into Synergy SIS, the digital media or CD/DVD from the photographer must follow the requirements below:

- **IMAGE SIZE:**  
Photos must be in portrait layout in a 4X5 width/height ration. Minimum dimensions are 100 pixels by 125 pixels.
- **COLOR FORMAT:**  
24-bit images are recommended, but 16-bit may be used, also.
- **FILE TYPE:**  
Photo files must be in the Portable Network Graphic (\*.png) format.
- **STORAGE MEDIA:**  
Photos may be submitted in secure format digitally or submitted via CD/DVD media.
- **FILE NAMING:**  
Photo files must be named by the District's Student ID Number, followed by a period (.), followed by the **png** three letter extension. The photo file name (everything before the period) may not contain any spaces or non-numeric characters. Photo file names (everything before the period) may not contain leading or trailing zeroes.

Examples:

<u>District Student ID Number</u>	<u>Valid Photo File Name</u>
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987123	987123.png
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<u>District Student ID Number</u>	<u>Invalid Photo File Names</u>
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987123	987123.pngs
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987123	00987123.png
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987123	987123(1).png
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- **STAFF PHOTOS:**  
If Staff Photos are included on the CD or DVD, they **MUST** be, at least, in a separate directory/folder from the Student Photos and/or clearly labeled as STAFF. Staff photos may be on separate media.
- **SUBMISSION COMPLIANCE:**  
CD/DVD media submissions will require a District form submitted with the media. This form will be provided to any awarded vendors. All vendor submissions, regardless of the media choice, not meeting all the requirements noted in this attachment will be rejected with an expected return date for compliance and corrections back to the District of five (5) business days (Monday through Friday).

ATTACHMENT B

**Federal Way Public Schools  
FWPS RFP051216**

**Request for Proposal Title: Elementary School Individual Student Picture Packages  
Middle School Individual Student Picture Packages  
High School Individual Student Picture Packages**

**AGREEMENT CONCERNING USE OF DATA**

For and in consideration of the current and continuing contract for school picture products and services between (vendor) \_\_\_\_\_ and Federal Way Public Schools, (vendor) \_\_\_\_\_ herby acknowledges that all data relating to students of the School District is confidential information and shall be at all times regarded, treated and protected as such.

The Vendor referenced above, promises and agrees that it will not reveal, report, publish, disclose, or transfer to any other person, other corporation, or organization, the data received from Federal Way Public Schools without prior authorized written permission from the School District. This confidentiality agreement shall survive the termination or expiration of FWPS RFP051216 or any resulting contract.

X \_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Date



**Federal Way  
Public Schools**

**33330 8<sup>th</sup> Ave S, Federal Way, WA 98003 253-945-2000**

**ATTACHMENT C**

Letter of Award Agreement FWPS RFP051216

Date: \_\_\_\_\_

This form serves as confirmation that the school named below has selected the vendor named below for the purpose of providing Individual Student Picture Packages as described in the Request for Proposal FWPS RFP051216 pursuant to all terms and conditions.

Each school will contract for the 2016-2017 school year and may elect to renew for four (4) additional one-year contracts, or select another pre-approved photography vendor at renewal time. Each school will exercise the renewal option by notifying the vendor receiving their award no later than June 30<sup>st</sup> of the current school year for the upcoming year. Contracts may not be awarded for a date that is more than 365 calendar days out from the contract term renewal date of August 1 of each year. Contract renewals between the vendor and the District must be approved for consecutive year terms prior to signing an agreement for student picture services for any renewal school years.

**Terms of Agreement:  
1 year only  
with renewal options**

Please select only one year per agreement.

School Year 2016-17 \_\_\_\_\_

School Year 2017-18 \_\_\_\_\_

School Year 2018-19 \_\_\_\_\_

School Year 2019-20 \_\_\_\_\_

School Year 2020-21 \_\_\_\_\_

\_\_\_\_\_  
School Name

\_\_\_\_\_  
Vendor Name

\_\_\_\_\_  
Principal or Principal Designee Signature

\_\_\_\_\_  
Vendor Representative Signature

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Print Name & Title

Copy Distribution: (1) Vendor (1) School (1) FPWS Purchasing Department=