

REQUEST FOR PROPOSAL NO. 03C-002B – RFP FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE

DATE: September 13, 2002 DATE ADVERTISED: August 19, 2002
 DATE SOLICITED: August 13, 2002 DATE OPENED: September 4, 2002
 PRESENTED TO BOARD: October 16, 2002 DATE POSTED: September 13, 2002

CONTRACT PERIOD: November 4, 2002 through November 3, 2004
 DEPARTMENT: 9041 FUNCTION: 9110 OBJECT: 3710/3930 FUND: 0100
 FUNDING SOURCE: Operating Budget – Printing Services and Postage
 REQUESTING DEPARTMENT: Instructional Support
 20 RFPs Solicited, 5 Responses (4 RFPs, 1 No Proposal) 15 No Response
 6 M/WBEs Solicited, 1M/WBE Responses (0 RFPs, 1 No Proposal) 5 M/WBE No Response

FINANCIAL IMPACT

The financial impact to the General Fund budget is estimated at \$751,484. The source of funds is the Instructional Support budget.

Purchase orders processed from November 4, 1999 through September 13, 2002 total \$1,020,431.

Services to be provided include printing and distribution of Winter, Spring and Fall program schedules for all adult, vocational and community education classes at a firm price per brochure plus postage. This will also include building, hosting and maintaining a website to feature the programs and courses. There is no fee for the website.

<u>VENDOR</u>	<u>MINORITY STATUS</u>	<u>TOTAL POINTS AWARDED</u>
Florida Pennysaver/Palm Beach Newspapers	---	80
Kidd Group	---	48
Sun-Sentinel	---	78
Windermere Communications, Inc.	---	71

LEGEND:
 _____ = Award
 () = Reject

MINORITY - (2-Black, 3-Hispanic, 4-Indian/Alaska, 5-Asian, 6-Women, 7-Disabled, 8-Other)

CONSIDERATION OF INDEMNIFICATION: Awardee(s) recognizes that in order to comply with FS 725.06 the District must include an amount paid to the awardee(s) in consideration for the awardee(s) agreeing to indemnify the District. The amount of TEN DOLLARS (\$10) to be included on the awardee(s) initial invoice, per Special Condition, Indemnification and Hold Harmless, as consideration for this contract.

The Evaluation Committee, consisting of District staff, convened and reviewed all responsive proposals. It is the recommendation of the Committee to award this contract to the highest rated proposer.

RECOMMENDATION: I recommend contract award be made to the highest rated responsive, responsible proposer based on the evaluation criteria outlined in the RFP.

Failure to file a protest within the time prescribed in §120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes and applicable Board rules, regulations and policies. Offers from the vendors listed herein are the only offers received timely as of the above opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

If a proposer wishes to protest a RFP, they must do so in strict accordance with the procedures outlined in FS 120.57(3). Any person who files an action protesting a decision or intended decision pertaining to this RFP pursuant to FS 120.57(3)(b), shall post with the Purchasing Department, at the time of filing the formal written protest, a bond secured by an acceptable surety company in Florida payable to the School District of Palm Beach County in an amount equal to 1 percent (1%) of the total estimated contract value, but not less than \$500 nor more than \$5,000. Bond shall be conditioned upon the payment of all costs that may be adjudged against the protester in the administrative hearing in which the action is brought and in any subsequent appellate court proceeding. In lieu of a bond, a cashier's check, certified bank check, bank certified company check or money order will be acceptable form of security. If, after completion of the administrative hearing process and any appellate court proceedings, the District prevails, it shall recover all costs and charges included in the final order of judgment, including charges by the Division of Administrative Hearings. Upon payment of such costs and charges by the protester, the protest security shall be returned. If the protest prevails, he or she shall recover from the District all costs and charges, which shall be included in the final order of judgment.

SS: [Signature] CS:KB:jm
C.S.
9/13/02 - [Signature]

CONSENSUS SCORES

REP 03C-002B
 REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT – WIDE ADULT COMMUNITY EDUCATION PROGRAM SCHEDULE

Evaluation Criteria	FLORIDA PENNSAVER	KIDD GROUP	SUN-SENTINEL	WINDERMERE
1. Experience and Qualifications of the Firm and Staff (Points Available: 20)	19	13	19	18
2. Approach/Methodology (Points Available: 35)	31	20	33	28
3. Cost of Services (Points Available: 35)	30	15	26	25
4. Minority/Women Business Participation (Points Available: 10)	0	0	0	0
GRAND TOTAL	80	48	78	71

8/12/02

SCHOOL DISTRICT OF PALM BEACH COUNTY

PURCHASING DEPARTMENT

REQUEST FOR PROPOSAL (RFP)

REQUIRED RESPONSE FORM

03C-002B

DATE: August 13, 2002

TITLE: RFP FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE

This proposal must be submitted to the School District of Palm Beach County, Purchasing Department, 3326 Forest Hill Boulevard, Suite A-323, West Palm Beach, Florida 33406-5813, no later than 2:00 PM on September 4, 2002, and plainly marked RFP-03C-002B. Proposals are due and will be opened at this time.

Anti-Collusion Statement / Public Domain

I, the undersigned proposer have not divulged, discussed, or compared this proposal with any other proposer and have not colluded with any other proposer in the preparation of this proposal in order to gain an unfair advantage in the award of this proposal.

I acknowledge that all information contained herein is part of the public domain as defined in the Public Records Act, Chapter 119, F.S.

Proposal Certification

I hereby certify that I am submitting the following information as my company's proposal and understand that by virtue of executing and returning with this proposal this REQUIRED RESPONSE FORM, I further certify full, complete and unconditional acceptance of the contents of Pages 1 through 29 inclusive of this Request for Proposal, and all appendices and the contents of any Addendum released hereto. Proposal must be signed by an officer or employee having authority to legally bind the proposer.

PROPOSER (firm name): _____

STREET ADDRESS: _____

CITY & STATE: _____

PRINT NAME OF AUTHORIZED REPRESENTATIVE: _____

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

TITLE: _____ DATE: _____

CONTACT PERSON: _____

CONTACT PERSON'S ADDRESS: _____

TELEPHONE: _____ FAX: _____ TOLL FREE: _____

E-MAIL ADDRESS: _____ INTERNET URL: _____

PROPOSER TAXPAYER IDENTIFICATION NUMBER: _____

NOTE: Entries must be completed in ink or typewritten. An original manual signature is required.

SCHOOL DISTRICT OF PALM BEACH COUNTY, FLORIDA

REQUEST FOR PROPOSAL FOR

ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE

INDEX

- 1.0 INTRODUCTION
- 2.0 INSTRUCTIONS TO PROPOSER
- 3.0 TIME SCHEDULE
- 4.0 AWARD
- 5.0 TERM OF CONTRACT / RENEWAL
- 6.0 FUNDING OUT, TERMINATION, CANCELLATION
- 7.0 RFP INQUIRIES
- 8.0 LOBBYING
- 9.0 SCOPE OF SERVICES
- 10.0 EVALUATION COMMITTEE MEETINGS
- 11.0 PREPARATION AND SUBMISSION
- 12.0 PROPOSAL EVALUATION PROCESS:
- 13.0 EVALUATION CRITERIA
- 14.0 CANCELLATION OF AWARD/TERMINATION
- 15.0 DEFAULT
- 16.0 LEGAL REQUIREMENTS
- 17.0 FEDERAL AND STATE TAX
- 18.0 CONFLICT OF INTEREST
- 19.0 INSURANCE REQUIREMENTS
- 20.0 INDEMNIFICATION / HOLD HARMLESS AGREEMENT
- 21.0 PUBLIC RECORDS LAW
- 22.0 PERMITS AND LICENSES
- 23.0 INTELLECTUAL PROPERTY RIGHTS
- 24.0 COST INCURRED IN RESPONDING
- 25.0 SUB-CONTRACTS
- 26.0 INDULGENCE
- 27.0 JOINT PROPOSAL
- 28.0 SUB-CONTRACTING/MINORITY BUSINESS PARTICIPATION
- 29.0 PUBLIC ENTITY CRIMES
- 30.0 USE OF OTHER CONTRACTS
- 31.0 ASSIGNMENT OF CONTRACT AND/OR PAYMENT
- 32.0 POSSESSION OF FIREARMS / DRUG FREE WORKPLACE
- 33.0 AGREEMENT
- 34.0 PENALTIES:
- 35.0 POSTING OF RFP CONDITIONS / SPECIFICATIONS
- 36.0 POSTING OF RFP RECOMMENDATION / TABULATIONS

ATTACHMENTS

- A. M/WBE Subcontractor Participation Letter of Intent
- B. M/WBE Subcontractor Participation Summary
- C. Drug-Free Workplace Certification
- D. Statement of No Bid
- E. Sample Contract
- F. Price Proposal

40
4

SCHOOL DISTRICT OF PALM BEACH COUNTY

REQUEST FOR PROPOSAL FOR

ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE

1.0 **INTRODUCTION**

1.1 This is a Request for Proposal (RFP) for **ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE**. This includes printing and mailing brochures, advertising via website and video.

1.2 **Background:** Adult, vocational, and community education programs must promote and advertise their programs to attract students and insure adequate enrollment. For the past 3 years the Department of Instructional Support has published the District-wide Adult, Vocational and Community Education Brochure with great success. Enrollments have increased at all 23 adult and community school sites. Prior to consolidating the adult, vocational and community school marketing, schools were responsible for their own publicity with spotty results. This project presents a coordinated and unified advertising effort through the use of brochures, website and video clips.

1.3 **Supporting Data:**

- 23 Community Schools produce schedules and advertise 4 times per year.
- 1 Adult Ed Center produces schedules and advertises 3 times per year.
- This project will combine all the individual schedules into one.
- All adult and vocational programs are performance base funded requiring large enrollments for success.
- The clientele for adult, workforce development and community education programs consists of all ages, and socioeconomic backgrounds.
- There are approximately 600,000 households in Palm Beach County that hold potential students.
- Using this marketing approach, all 600,000 households in Palm Beach County are reached.

1.4 All terms and conditions of this RFP, any addenda, proposer's submissions and negotiated terms, are incorporated into the contract by reference as set forth herein.

1.5 Document files may be examined, during normal working hours, ten days after proposals have been opened.

2.0 **INSTRUCTIONS TO PROPOSER**

2.1 All proposals must be received no later than 2:00 PM, on **September 4, 2002**. If a proposal is transmitted by US Mail or other delivery medium, the proposer(s) will be responsible for its timely delivery to the Department of Purchasing, Suite A-323, 3326 Forest Hill Boulevard, West Palm Beach, Florida 33406-5813.

2.2 Any proposal received after the stated time and date, will not be considered and will be returned unopened to the proposer(s).

REQUEST FOR PROPOSAL NO. 03C-002B

- 2.3 One manually signed original and **SEVEN (7)** photocopies of the proposal must be sealed in a package(s) clearly labeled "**REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE**" on the outside of the package(s). The legal name, address, proposer's contact person, and telephone number must also be clearly annotated on the outside of the package.
- 2.4 All proposals must be signed by an officer or employee having authority to legally bind the proposer(s).
- 2.5 Any corrections of unit prices must be initialed. This includes corrections made using correction fluid (white out) or any other method of correction.
- 2.6 Proposer should become familiar with any local conditions which may, in any manner, affect the services required. The proposer(s) is/are required to carefully examine the RFP terms and to become thoroughly familiar with any and all conditions and requirements that may in any manner affect the work to be performed under the contract. No additional allowance will be made due to lack of knowledge of these conditions.
- 2.7 Proposals not conforming to the instructions provided herein will be subject to disqualification at the sole option of the District.
- 2.8 Any proposal may be withdrawn prior to the date and time the proposals are due. Any proposal not withdrawn will constitute an irrevocable offer, for a period of 90 days, to provide the District with the services specified in the proposal.
- 2.9 **DELIVERY OF REFS:** When hand delivering your RFP, proposers must follow the School District's security access procedures. The procedures are as follows:
 - A. Park in visitors' parking area.
 - B. Enter building through the front door.
 - C. Sign-in at the front desk and receive visitor's pass.
 - D. Proceed to the Purchasing Department located in A-Wing, Third Floor, Room A-323.
 - E. Present RFP to Purchasing Department receptionist for official date/time stamping.

PROPOSERS SHOULD ALLOW AT LEAST 30 MINUTES TO FOLLOW THE ABOVE PROCEDURES AND SUBMIT THEIR RFP TO THE PURCHASING DEPARTMENT, ROOM A-323, A-WING, THIRD FLOOR, NO LATER THAN THE DATE AND TIME DESIGNATED IN THE RFP.

3.0 TIME SCHEDULE

- 3.1 The District will attempt to use the following time schedule which will result in selection of a proposer(s).

August 19, 2002	All written questions and inquiries are due.
September 4, 2002	Proposals due no later than 2:00 PM.
September 9, 2002	* Evaluation Committee Meeting
September 13, 2002	Posting of Recommendation.
October 16, 2002	Recommend proposer(s) to the School Board for approval.

* This is an open, public meeting.

REQUEST FOR PROPOSAL NO. 03C-002B

3.2 Notification of any changes to the time schedule will be made to proposers by US certified mail, e-mail or fax.

3.3 Response to inquiries regarding the status of a proposal must not be made prior to the posting of award recommendation.

4.0 AWARD

4.1 The District reserves the right to accept or reject any or all proposals.

4.2 The District reserves the right to waive any irregularities and technicalities and may, at its sole discretion, request a clarification or other information to evaluate any or all proposals.

4.3 The District reserves the right, before awarding the contract, to require proposer(s) to submit evidence of qualifications or any other information the District may deem necessary.

4.4 The District reserves the right, prior to Board approval, to cancel the RFP or portions thereof, without penalty.

4.5 The District reserves the right to: (1) accept the proposals of any or all of the items it deems, at its sole discretion, to be in the best interest of the District; and (2) the District reserves the right to reject any and/or all items proposed or award to multiple proposers.

4.6 The proposal with the highest number of points will be ranked first; however, nothing herein will prevent the School Board of Palm Beach County, Florida, from making multiple awards and to deem all proposals responsive, and to assign work to any firm deemed responsive.

4.7 The District reserves the right to further negotiate any proposal, including price, with the highest rated proposer. If an agreement cannot be reached with the highest rated proposer, the District reserves the right to negotiate and recommend award to the next highest proposer or subsequent proposers until an agreement is reached.

5.0 TERM OF CONTRACT / RENEWAL

5.1 The term of this contract shall be from November 4, 2002 through November 3, 2004, and may, by mutual agreement between the School Board and the awardee, be renewable for two additional one-year periods. The Board, through the Purchasing Department, will, if considering renewing, request a letter of intent to renew from the awardee prior to the end of the current contract period. If needed, the contract will be extended 90 days beyond the contract expiration date. The awardee will be notified when the Board has acted upon the recommendation. All prices shall be firm for the term of this contract. The awardee agrees to this condition by signing their proposal.

6.0 FUNDING OUT, TERMINATION, CANCELLATION

6.1 Florida School Laws prohibit School Boards from creating obligations on anticipation of budgeted revenues from one fiscal year to another without year-to-year extension provisions in the agreements.

6.2 It is necessary that fiscal funding out provisions be included in all RFPs in which the terms are for periods of longer than one year.

REQUEST FOR PROPOSAL NO. 03C-002B

6.3 Therefore, the following funding out provisions are an integral part of this RFP and must be agreed to by all proposers:

The School Board may, during the contract period, terminate or discontinue the services covered in this RFP only at the end of the School Board's then current fiscal year upon 90 days prior written notice to the successful proposer.

Such prior written notice will state:

- a. That the lack of appropriated funds is the reason for termination, and
- b. Agreement not to replace the services being terminated with services similar to those covered in this RFP from another vendor in the succeeding funding period.

“This written notification will thereafter release the School Board of all further obligations in any way related to such services covered herein”.

6.4 This completed statement must be included as part of any contract submitted by the successful proposer. No contract will be considered that does not include this provision for “funding out”.

7.0 RFP INQUIRIES

7.1 Any questions concerning conditions and specifications must be submitted in writing and received no later than 5:00 p.m. EST, August 19, 2002. Questions received in writing by the time and date specified will be answered in writing. Karen Brazier is authorized only to direct the attention of prospective proposers to various portions of the RFP so that they may read and interpret such for themselves. Neither Karen Brazier nor any employee of the District is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained in the written documents.

Send all inquiries to attention:

Karen Brazier, Purchasing Agent
Purchasing Department
School District of Palm Beach County
3326 Forest Hill Boulevard
West Palm Beach, FL 33406
(561) 434-8308 FAX (561) 434-8185

7.2 If necessary, an addendum will be mailed or delivered to all who are known by the Purchasing Department to have received a complete set of proposal documents.

7.3 Copies of addendum will be made available for inspection at the District's Purchasing Department where proposal documents will be kept on file.

7.4 No addendum will be issued later than three calendar days prior to the date for receipt of proposals except an addendum withdrawing the request for proposals or one which includes postponement of the date for receipt of proposals.

7.5 No verbal or written information which is obtained other than by information in this document or by addendum to this RFP will be binding on the District.

REQUEST FOR PROPOSAL NO. 03C-002B

8.0 LOBBYING

- 8.1 PROPOSERS ARE HEREBY ADVISED THAT LOBBYING IS NOT PERMITTED WITH ANY DISTRICT PERSONNEL OR BOARD MEMBERS RELATED TO OR INVOLVED WITH THIS RFP UNTIL THE ADMINISTRATION'S RECOMMENDATION FOR AWARD HAS BEEN POSTED IN THE PURCHASING DEPARTMENT. ALL ORAL OR WRITTEN INQUIRIES MUST BE DIRECTED THROUGH THE PURCHASING DEPARTMENT.
- 8.2 LOBBYING IS DEFINED AS ANY ACTION TAKEN BY AN INDIVIDUAL, FIRM, ASSOCIATION, JOINT VENTURE, PARTNERSHIP, SYNDICATE, CORPORATION, AND ALL OTHER GROUPS WHO SEEK TO INFLUENCE THE GOVERNMENTAL DECISION OF A BOARD MEMBER OR DISTRICT PERSONNEL AFTER ADVERTISEMENT AND PRIOR TO THE POSTED RECOMMENDATION ON THE AWARD OF THIS CONTRACT.
- 8.3 ANY BIDDER WHO IS ADVERSELY AFFECTED BY THE RECOMMENDED AWARD MAY FILE A PROTEST WITHIN THE TIME PRESCRIBED IN SECTION **120.57(3)**, FLORIDA STATUTES. FAILURE TO POST BOND WITH THE SCHOOL BOARD OR TO ADHERE STRICTLY TO THE REQUIREMENTS OF STATUTES AND STATE BOARD RULES PERTAINING TO PROTESTS WILL RESULT IN SUMMARY DISMISSAL BY THE PURCHASING DEPARTMENT. ADDITIONALLY, ANY BIDDER WHO IS ADVERSELY AFFECTED BY THE RECOMMENDED AWARD MAY ADDRESS THE SCHOOL BOARD AT A REGULARLY SCHEDULED BOARD MEETING.
- 8.4 ANY PROPOSER OR ANY INDIVIDUALS THAT LOBBY ON BEHALF OF PROPOSER DURING THE TIME SPECIFIED WILL RESULT IN REJECTION / DISQUALIFICATION OF SAID PROPOSAL.

9.0 SCOPE OF SERVICES

9.1 BROCHURE:

- 9.1.1 Typeset, print, process, and direct mail a 36-page program schedule, three times per year. **If the number of pages increases or decreases, the vendor will adjust the cost on a per page fee. The per page fee must be stated on your price proposal.**
- 9.1.2 Circulate the program schedule to all households in Palm Beach County through the U.S. mail three times per year.
- 9.1.3 Vendor will supply a coordinator to facilitate all facets of the project.
- 9.1.4 Copy deadline will be no sooner than five weeks prior to the first registration date.
- 9.1.5 SCHEDULE:

Winter Term 2003

November 22, 2002
December 13, 2002
December 20, 1999
January 6-17, 2003
January 21, 2003

Copy due to vendor for "Winter 2003" brochure
Programs are all posted on website
Deliver finished product to U.S. Post Office
Registration
Classes start

REQUEST FOR PROPOSAL NO. 03C-002B

Spring Term 2003

February 14, 2003

March 13, 2003

March 20, 2003

March 31- April 4, 2003

April 7, 2003

Copy due to vendor for "Spring 2003" brochure

Programs are all posted on website

Deliver finished product to U.S. Post Office

Registration

Classes start

Summer Term 2003:

No District-wide brochure, schools to do Individual brochures

Fall Term 2004:

Dates to be determined

9.1.6 QUANTITIES:

- 566,000 (mail to all deliverable households in Palm Beach County)
- 12,000 overruns (distribute to 23 individual schools)
- The quantities to be mailed will vary each session and the District will only pay for the actual quantity delivered. We will not pay for spoilage. We will use the quantity from the postage plus the 12,000 overruns as the total number of brochures billable for each session.

9.1.7 PRINT PRODUCTION:

Format: 36 page tabloid, quarter fold.

Trim size: 11 3/8 x 11 1/4.

Paper: 30# newsprint

Image area: Four color front and back plus center spread; balance of page inside black, no bleed. (A maximum of 8 color photos and 34 black and white photos)

Graphics: Graphic production/typesetting and layout of 36 pages; schools will supply program schedules.

Four color photos: District will supply photos for each issue.

The program schedules will be submitted on disk or by e-mail as plain text.

Vendor will provide two proofs and require signed approval by each school/department.

9.1.8 DISTRIBUTION:

- Vendor will apply addresses to all mail pieces, sort, tie, and bag.
- Vendor will provide current mail list (one time usage) of all deliverable households within Palm Beach County for each mailing.
- Vendor will provide Coding Accuracy Support System (CASS) certified updated list for each mailing.
- Vendor will process presort to qualify for maximum postal discounts (saturation walk sequence)
- Vendor will provide all United States Post Office (USPO) paperwork
- Vendor will deliver to main Palm Beach post office and deliver to Delivery Destination Unit (DDU's).
- Vendor will obtain the most economic postage rate. Specify how you will achieve this in your proposal.
- Vendor will update addresses of those reported to the District as not receiving the brochure. The District will provide this data.

REQUEST FOR PROPOSAL NO. 03C-002B

9.2 WORLD WIDE WEB COMPONENT:

- 9.2.1 Vendor will provide a minimum 200,000 impressions on a major website for one month prior to each registration period.
- 9.2.2 Vendor will build, host and maintain a website featuring the programs and courses on the district-wide brochure.
- 9.2.3 The website will have its own unique URL name approved by the School District.
- 9.2.4 The website will consist of a complete listing of all programs and schools as listed in the district-wide brochure.
- 9.2.5 A county map with school locations and a directory keyed to the map will be included.
- 9.2.6 A searchable database of courses, programs and categories by category and user zip code.
- 9.2.7 Room for all program/course descriptions will be included.
- 9.2.8 Each school's pages and descriptions will be fully updateable by the school at all times.
- 9.2.9 Banner and website to be updated for each registration period.

9.3 VIDEO COMPONENT:

- 9.3.1 Direct, edit and produce a 6 – 7 minute video promoting the schools, programs and courses for the winter, fall and spring terms.
- 9.3.2 Format video so it is suitable for airing by local cable stations.
- 9.3.3 Update the video each term to reflect current registration and program start dates.

10.0 EVALUATION COMMITTEE MEETINGS

- 10.1 As stated in Section 3.1 and Section 12.2 a committee will be convened to review and evaluate responsive proposals, for the purposes of making a decision as to an intended award. Per F.S. 119, this is an open public meeting. Notification will also be posted for review by interested parties at the School District Purchasing Department, 3326 Forest Hill Boulevard, Suite A-323, West Palm Beach, FL 33406.

11.0 PREPARATION AND SUBMISSION

- 11.1 In order to maintain comparability and enhance the review process, it is requested that proposals be organized in the manner specified below. Include all information in your proposal. **It is required that SEVEN (7) copies of the proposal be submitted with the original proposal.**
- 11.2 **Title Page:** Show the RFP number, subject, name of the proposer, address, telephone number, email address and the date.
- 11.3 **Table of Contents:** Include a clear identification of the material by section and by page number.

REQUEST FOR PROPOSAL NO. 03C-002B

- 11.4 **Letter of Transmittal:** Give the names of the persons who will be authorized to make representations for the proposer, their titles, addresses and telephone numbers.
- 11.5 **Request for Proposal:** Required Response Form (page 1 of RFP) with all required information completed and all signatures as specified.
- 11.6 **Experience and Qualifications of the Firm and Staff:**
- 11.6.1 State the experience your firm has had in the last three years with producing an advertisement program containing all facets of this request and **give reference contacts.**
- 11.6.2 Provide samples of previous work similar to what is being requested or a prototype of what your brochure for Palm Beach County would look like.
- 11.6.3 Give the names of individuals who will be assigned to this contract, including their resumes and expand on their experience in the area they will be serving. This must include the coordinator you would assign to this account.
- 11.7 **Approach/Methodology:** Your proposal must clearly show how you will perform all requirements listed in Section 9.0, SCOPE OF SERVICES.
- 11.8 **Time of Completion:** State your ability to meet the time requirements.
- 11.9 **Cost of Services:** Complete Attachment E, Price Proposal, and submit with your proposal.
- 11.10 **Minority/Women Business Participation:** Proposers that are District or State certified minority, women, or disadvantaged business enterprises, at the time of submittal, will be awarded a maximum of ten points. Proposers that do not meet the above requirement may sub-contract minority business participation in accordance with Section 28.0 and receive participation points.

Items to be considered for assigning points for minority/women participation shall include but not be limited to:

- A. Statement of minority involvement in the RFP proposal process.
 - B. Firm meeting Palm Beach County School Board RFP qualifications and specifications.
 - C. Signed agreement attached to RFP proposal for M/WBE firm.
 - D. Details of levels of professional services/staffing of M/WBE firm involved throughout the engagement.
 - E. Extent of primary firm's commitment to minority/women on a local level.
- 11.11 **Insurance:** Provide proof of your company's insurance as required in Section 19.0 of this RFP or submit a letter of your intention to have the required insurance within ten days of notification by the District.
- 12.0 **PROPOSAL EVALUATION PROCESS:**
- 12.1 RFPs are received and publicly opened. Only names of respondents are read at this time.
- 12.2 An Evaluation Committee, consisting of District personnel, will convene, review and discuss all proposals submitted. Purchasing personnel will participate in an advisory capacity only.

REQUEST FOR PROPOSAL NO. 03C-002B

- 12.3 The Evaluation Committee will assign points in the evaluation and recommendation process in accordance with the evaluation criteria listed in Evaluation Criteria, Section 13.0.
- 12.4 The Evaluation Committee reserves the right to interview any or all proposers and to require a formal presentation with the key people who will administer and be assigned to work on the contract before recommendation of award. This interview is to be based upon the written proposal received.
- 12.5 The Evaluation Committee reserves the right to negotiate further terms and conditions, including price with the highest ranked proposer. If the Evaluation Committee cannot reach a mutually beneficial agreement with the first selected proposer, the Committee reserves the right to enter into negotiations with the next highest ranked proposer and continue this process until agreement is reached.
- 12.6 The Purchasing Department will prepare and submit an agenda item to the Superintendent of Schools, Palm Beach County, Florida.
- 12.7 The Superintendent will recommend to the School Board, the award or rejection of any and/or all proposal(s).
- 12.8 The School Board will award or reject any or all proposal(s).

13.0 EVALUATION CRITERIA

The Evaluation Committee shall rank all proposals received that meet the submittal requirements. The following factors will be considered in ranking the proposals received:

	<u>MAXIMUM POINTS</u>
A. <u>Experience and Qualifications of the Firm and Staff</u>	20
B. <u>Approach / Methodology</u>	35
C. <u>Cost of Services</u>	35
D. <u>Minority/Women Business Participation</u>	10
	<hr/>
Total	100

14.0 CANCELLATION OF AWARD/TERMINATION

- 14.1 In the event any of the provisions of this proposal are violated by the proposer(s), the Superintendent or designee will give written notice to the proposer(s) stating the deficiencies and unless the deficiencies are corrected within ten (10) days, recommendation will be made to the District for immediate cancellation. Upon cancellation hereunder, the District may pursue any and all legal remedies as provided herein and by law.

REQUEST FOR PROPOSAL NO. 03C-002B

14.2 The District, reserves the right to terminate any contract resulting from this RFP, at any time and for no reason, upon giving 30 days prior written notice to the other party. If said contract should be terminated for convenience as provided herein, the District will be relieved of all obligations under said contract. The District will only be required to pay to the proposer(s) that amount of the contract actually performed to the date of termination.

14.3 The awardee(s) will have the option to terminate the contract upon written notice to the Director of Purchasing. Such notice must be received at least 90 days prior to the effective date of termination.

14.4 Cancellation of contract by awardee may result in removal from bidders/proposer list for a period of three years.

15.0 DEFAULT

15.1 In the event that the awarded proposer(s) should breach this contract the District reserves the right to seek remedies in law and/or in equity.

16.0 LEGAL REQUIREMENTS

16.1 It shall be the responsibility of the contractor to be knowledgeable of all federal, state, county and local laws, ordinances, rules and regulations and School Board Policy that in any manner affect the items covered herein which may apply. Specifically, proposer(s) is to adhere to School Board Policies 3.12 and 3.13, pursuant to the following, with respect to any criminal arrests and convictions, and is on notice thereto that any employees involved in any Chapter 435, Florida Statutes offenses are precluded from continuing to work on the project and must be replaced. Failure to comply may result in the immediate termination of the vendor's contract at the sole discretion of the School District. Lack of knowledge by the proposer(s) will in no way be a cause for relief from responsibility.

16.2 Proposer(s) doing business with the District are prohibited from discriminating against any employee, applicant, or client because of race, creed, color, national origin, religion, sex or age with regard to but not limited to the following: employment practices, rates of pay or other compensation methods, and training selection.

17.0 FEDERAL AND STATE TAX

17.1 The District is exempt from federal and state taxes for tangible personal property. The Purchasing Department Coordinator will sign an exemption certificate submitted by the successful proposer(s). Proposer(s) doing business with the District will not be exempted from paying sales tax to their suppliers for materials to fulfill contractual obligations with the District, nor will any proposer be authorized to use the District's Tax Exemption Number in securing such materials.

18.0 CONFLICT OF INTEREST

18.1 All proposers must disclose the name of any officer, director, or agent who is also an employee of the District. All proposers must disclose the name of any District employee who owns, directly or indirectly, any interest in the proposers' business or any of its branches.

REQUEST FOR PROPOSAL NO. 03C-002B

19.0 INSURANCE REQUIREMENTS

- 19.1 Proof of the following insurance will be furnished by the awarded proposers/bidders to the School District of Palm Beach County by Certificate of Insurance. All insurance must be issued by a company or companies approved by the School District.
- 19.2 Original Certificates of Insurance meeting the specific required provision specified within this contract/agreement shall be forwarded to the Palm Beach County School District's Purchasing Department, ATTN: Karen Brazier, Purchasing Agent, and approved prior to the start of any work or the possession of any school property. Renewal certificates must be forwarded to the same department prior to the policy renewal date.
- 19.3 Thirty days written notice must be provided to the Palm Beach County School District via certified mail in the event of cancellation. The notice must be sent to the Purchasing Department.
- 19.4 The awarded bidders shall provide complete copies of any insurance policy for required coverage within seven days of the date of request by the Purchasing Department but in any respect at least 30 days prior to the commencement of any term. For all contracts with a bid amount of \$500,000 or more the actual **INSURANCE POLICY** must be included with the Certificate of Insurance.

- A. **WORKERS' COMPENSATION:** Proposer(s) must comply with FSS 440, Workers' Compensation and Employees' Liability Insurance with minimum statutory limits.
- B. **COMMERCIAL GENERAL LIABILITY:** Awarded proposers/bidders shall procure and maintain, for the life of this contract/agreement, Commercial General Liability Insurance. This policy shall provide coverage for death, bodily injury, personal injury, products and completed operations liability and property damage that could arise directly or indirectly from the performance of this agreement. It must be an occurrence form policy. **THE SCHOOL DISTRICT OF PALM BEACH COUNTY SHALL BE NAMED AS AN ADDITIONAL INSURED ON THE CERTIFICATE FOR COMMERCIAL GENERAL LIABILITY INSURANCE.**

The minimum limits of coverage shall be \$1,000,000 per occurrence, Combined, Single Limit for Bodily Injury Liability and Property Damage Liability.

- C. **BUSINESS AUTOMOBILE LIABILITY:** Awarded proposers/bidders shall procure and maintain, for the life of the contract/agreement, Business Automobile Liability Insurance. **THE SCHOOL DISTRICT OF PALM BEACH COUNTY SHALL BE NAMED AS AN ADDITIONAL INSURED ON THE CERTIFICATE FOR BUSINESS AUTOMOBILE LIABILITY INSURANCE.**

The minimum limits of coverage shall be \$1,000,000 per occurrence, Combined Single Limit for Bodily Injury Liability and Property Damage Liability. This coverage shall be an "Any Auto" form policy. The insurance must be an occurrence form policy.

In the event the contractor does not own any vehicles, we will accept hired and non-owned coverage in the amounts listed above. In addition, we will require an affidavit signed by the contractor indicating the following:

_____ (Company Name) does not own any vehicles. In the event we acquire any vehicles throughout the term of this contract/agreement, _____ (Company Name) agrees to purchase "Any Auto" coverage as of the date of acquisition.

REQUEST FOR PROPOSAL NO. 03C-002B

20.0 INDEMNIFICATION / HOLD HARMLESS AGREEMENT

- 20.1 Awarded proposers/bidders shall, in addition to any other obligation to indemnify the Palm Beach County School District and to the fullest extent permitted by law, protect, defend, indemnify and hold harmless the School District, their agents, officers, elected officials and employees from and against all claims, actions, liabilities, losses (including economic losses), costs arising out of any actual or alleged;
- A. bodily injury, sickness, disease or death, or injury to or destruction of tangible property including the loss of use resulting therefrom, or any other damage or loss arising out of, or claimed to have resulted in whole or in part from any actual or alleged act or omission of the contractor, subcontractor, anyone directly or indirectly employed by any of them, of anyone for whose acts any of them may be liable in the performance of the work; or
 - B. violation of law, statute, ordinance, governmental administration order, rule or regulation by contractor in the performance of the work; or
 - C. liens, claims or actions made by the contractor or any subcontractor or other party performing the work.
- 20.2 The indemnification obligations hereunder shall not be limited to any limitation on the amount, type of damages, compensation or benefits payable by or for the contractor of any subcontractor under workers' compensation acts; disability benefit acts, other employee benefit acts or any statutory bar.
- 20.3 Any costs or expenses, including attorney's fees, incurred by the Palm Beach County School District to enforce this agreement shall be borne by the contractor.
- 20.4 Awardee(s) recognizes the broad nature of this indemnification and hold harmless article, and voluntarily makes this covenant and expressly acknowledges the receipt of TEN DOLLARS payable upon receipt of first invoice and other good and valuable consideration provided by the District in support of this indemnification in accordance with the laws of the State of Florida. This article will survive the termination of this contract.

21.0 PUBLIC RECORDS LAW

- 21.1 All proposal documents or other materials submitted by the proposer in response to this RFP will be open for inspection by any person and in accord with Chapter 119, Florida Statutes.

22.0 PERMITS AND LICENSES

- 22.1 The proposer(s) will be responsible for obtaining any necessary permits and licenses and will comply with laws, rules, and regulations whether state or federal and with all local codes and ordinances without additional cost to the District.

REQUEST FOR PROPOSAL NO. 03C-002B

23.0 INTELLECTUAL PROPERTY RIGHTS

23.1 The proposer(s) will indemnify and hold harmless, the District from liability of any nature or kind, including costs and expenses for or on account of any copyrighted, service marked, trademarked, patented or un-patented invention, process, article or work manufactured or used in the performance of the contract, including its use by the District. If the proposer(s) uses any design, device, materials or works covered by letters, service mark, trademark, patent, copyright or any other intellectual property right, it is mutually agreed and understood without exception that the proposal prices will include all royalties of costs arising from the use of such design, device, or materials in any way involved in the work.

This article will survive the termination of any contract with the School District.

24.0 COST INCURRED IN RESPONDING

24.1 All costs directly or indirectly related to proposal preparation, representation or clarification shall be the sole responsibility of and be borne by the proposer.

25.0 SUB-CONTRACTS

25.1 Nothing contained in this specification will be construed as establishing any contractual relationship between any sub-proposer(s) and the District.

25.2 The proposer(s) will be fully responsible to the District for the acts and omissions of the sub-proposer(s) and their employees.

25.3 After award of contract, any changes in subcontractors or subproposers requires prior School District written approval.

26.0 INDULGENCE

26.1 Indulgence by the District on any non-compliance by the proposer does not constitute a waiver of any rights under this RFP.

27.0 JOINT PROPOSAL

27.1 In the event multiple proposers submit a joint proposal in response to the RFP, a single proposer shall be identified as the Prime Vendor. If offering a joint proposal, Prime Vendor must include the name and address of all parties of the joint proposal. Prime Vendor shall provide all bonding and insurance requirements, execute any Contract, complete the **REQUIRED RESPONSE FORM** shown herein, have overall and complete accountability to resolve any dispute arising within this contract. Only a single contract with one proposer shall be acceptable. Prime Vendor responsibilities shall include, but not be limited to, performing of overall contract administration, preside over other proposers participating or present at District meetings, oversee preparation of reports and presentations, and file any notice of protest and final protest as described herein. Prime Vendor shall also prepare and present a consolidated invoice(s) for services performed. The District shall issue only one check for each consolidated invoice to the Prime Vendor for services performed. Prime Vendor shall remain responsible for performing services associated with response to this RFP.

REQUEST FOR PROPOSAL NO. 03C-002B

28.0 SUB-CONTRACTING/MINORITY BUSINESS PARTICIPATION

- 28.1 The District strongly encourages the use of Minority/Woman owned business enterprises for participation as associates, joint-venturers, prime proposers, and sub-proposers in contracting opportunities.
- 28.2 In order to receive evaluation credit for M/WBE participants, the proposer or firm(s) to be utilized by the proposer must be certified by the District or the State of Florida at the time that the proposals are due. In order to receive evaluation credit for M/WBE participation, the proposal must identify the specific certified M/WBE firm or firms upon which evaluation credit is sought, shall indicate the extent and nature of the M/WBE's work, and shall include the percentage of the total engagement which will be received by the M/WBE firm in connection with the proposal. M/WBE participation in auxiliary services (e.g., graphics, printing and other services) is acceptable but will only be given evaluation credit if it augments the primary service of this RFP. **ALL PROPOSERS MUST COMPLETE THE M/WBE SUBCONTRACTOR PARTICIPATION LETTER OF INTENT (FORM 1525). ATTACHMENT A.**
- 28.3 Inquiries regarding listings of District and State Certified Minority, Woman and Disadvantaged business enterprises can be made to the District's Office of Diversity in Business Practices, 3322 Forest Hill Boulevard, Suite A-106, West Palm Beach, FL 33406, or phone (561) 434-8508. All companies using minority, woman, or disadvantaged sub-proposers will complete the **M/WBE SUBCONTRACTOR PARTICIPATION SUMMARY (FORM 1526) – ATTACHMENT B**. This form must be submitted with all requests for payment.
- 28.4 Minority Business Enterprise (MBE) indicates a business entity which is owned and operated by a minority. In this instance, minority or handicapped group members are citizens of the United States or lawfully admitted permanent residents who are African American, Hispanics, Women, Native Americans, Asian-Pacific, Asian-Indian, and eligible others as outlined in Administrative Order 1-18.
- 28.5 The Palm Beach County School District only recognizes as acceptable for certification as minority/woman business enterprises those firms, vendors, and consultants that have successfully completed the certification requirements of the State of Florida Minority Business Advocacy and Assistance Office or the Palm Beach County School District's Office of Diversity in Business Practices. In the case of those firms or small business enterprises that are certified with the State of Florida Minority Business Advocacy and Assistance Office the firm shall be required to include a copy of their certification letter or certificate. The letter or certificate will only be deemed valid if the dates for certification have not expired. Any pending application with the Palm Beach County School District or the State of Florida Minority Business Advocacy and Assistance Office shall not be considered as certification of the vendor making application for consideration as a M/WBE firm.
- 28.6 The Palm Beach County School District does not currently by implication or direct means have reciprocity with any governmental or non-governmental entity, with the exception of the State of Florida Minority Business Advocacy and Assistance Office for the purpose of sharing and/or acceptance of M/WBE vendors, consultants, small business enterprises for certification.

REQUEST FOR PROPOSAL NO. 03C-002B

29.0 PUBLIC ENTITY CRIMES

- 29.1 A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid/RFP on a contract to provide any goods or services to a public entity, may not submit a bid/RFP on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids/RFPs on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.
- 29.2 The proposer(s) certifies by submission of this RFP, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any State or Federal department/agency.

30.0 USE OF OTHER CONTRACTS

- 30.1 The District reserves the right to utilize any other District contract, any State of Florida Contract, any contract awarded by any other city or county governmental agencies, any other school board, any other community college/state university system cooperative bid agreement, or to directly negotiate/purchase per School Board policy and/or State Board Rule 6A-1.012(6) in lieu of any offer received or award made as a result of this bid, if it is in the best interest to do so. **The District also reserves the right to separately bid any single order or to purchase any item on this bid if it is in its best interest to do so.**

31.0 ASSIGNMENT OF CONTRACT AND/OR PAYMENT

- 31.1 The proposer shall not enter into subcontracts, or assign, transfer, convey, sublet, or otherwise dispose of the ensuing contract, or any or all of its right, title or interest herein, or its power to execute such contract to any person, company, or corporation without prior written consent of the District.
- 31.2 The proposer will be prohibited from publishing or releasing any information related to the requested services without the prior written permission of the School District. All reports and other documents resulting from the ensuing contract will remain the sole property of the District.

32.0 POSSESSION OF FIREARMS / DRUG FREE WORKPLACE

- 32.1 Possession of firearms will not be tolerated on School District property; nor will violations of Federal and State laws and any applicable School Board policy regarding Drug Free Workplace be tolerated. Violations will be subject to the immediate termination provision heretofore stated in Section 16.1.
- 32.2 "Firearm" means any weapon (including a starter gun or antique firearm) which will, is designed to, or may readily be converted to expel a projectile by the action of an explosive; the frame or receiver of any such weapon; any destructive device; or any machine gun.
- 32.3 No person who has a firearm in their vehicle may park their vehicle on School District property. Furthermore, no person may possess or bring a firearm on School District property.

REQUEST FOR PROPOSAL NO. 03C-002B

32.4 If any employee of an independent contractor or sub-contractor is found to have brought a firearm on School District property, said employee will be terminated from the School Board project by the independent contractor or sub-contractor. If the sub-contractor fails to terminate said employee, the sub-contractor's agreement with the independent contractor for the School Board project shall be terminated. If the independent contractor fails to terminate said employee or fails to terminate the agreement with the sub-contractor who fails to terminate said employee, the independent contractor's agreement with the School Board shall be terminated.

33.0 AGREEMENT

33.1 A purchase order and/or a contract will be released, after award, for any work to be performed as a result of this RFP. The proposal, response to the proposal, all attachments, any addendum released, agreement if applicable, and the corresponding purchase order will constitute the complete agreement between proposer and the District. Should there be any conflict between the terms of the RFP, response to the RFP (proposal), and the terms of the agreement (Sample Contract), the terms of the agreement shall be final and binding and the RFP shall control where in conflict with the proposal. If proposer requires an additional contract, then proposer should include their sample contract as an attachment to the proposal submitted for review.

34.0 PENALTIES:

34.1 The vendor shall be assessed penalties for non-performance as follows:

- a. Failure to deliver printed brochures to the U.S. Post Office on time with completed paperwork – 10% per day.
- b. Failure to post links and notices on the vendor's website as scheduled – 1% per day.

35.0 POSTING OF RFP CONDITIONS / SPECIFICATIONS

35.1 This RFP will be posted for review by interested parties, at 3326 Forest Hill Boulevard, Suite A-323, West Palm Beach, FL, on the date of RFP electronic mailing and will remain posted for a period of 72 hours. Failure to file a specification protest within the time prescribed in §120.57(3), Florida Statutes, will constitute a waiver of proceedings under Chapter 120, Florida Statutes, and applicable Board rules, regulations and policies.

36.0 POSTING OF RFP RECOMMENDATION / TABULATIONS

36.1 RFP recommendations and tabulations will be posted in the Purchasing Department for review by interested parties, at 3326 Forest Hill Boulevard, Suite A-323, West Palm Beach, FL, on September 13, 2002 at 3:00 p.m., and will remain posted for a period of 72 hours. If the RFP tabulation with recommended awards is not posted by said date and time, A "Notice of Delay of Posting" will be posted to inform all proposers of the new posting date and time.

36.2 Any person adversely affected by the decision or intended decision must file a notice of protest, in writing, within 72 hours after the posting. The formal written protest shall state with particularity the facts and law upon which the protest is based. Failure to file a specification protest within the time prescribed in §120.57(3), Florida Statutes, will constitute a waiver of proceedings under Chapter 120, Florida Statutes, and applicable Board rules, regulations and policies.

36.3 If a proposer wishes to protest a RFP, they must do so in strict accordance with the procedures outlined in FS 120.57(3), and Section 8.3 of this proposal and School Board Policy 6.14.

REQUEST FOR PROPOSAL NO. 03C-002B

- 36.4 Any person who files an action protesting an RFP specification, a decision or intended decision pertaining to this RFP pursuant to FS 120.57(3)(b), shall post with the Purchasing Department, at the time of filing the formal written protest, a bond secured by an acceptable surety company in Florida payable to the School District of Palm Beach County in an amount equal to 1 percent (1%) of the total estimated contract value, but not less than \$500 nor more than \$5,000. Bond shall be conditioned upon the payment of all costs that may be adjudged against the protester in the administrative hearing in which the action is brought and in any subsequent appellate court proceeding. In lieu of a bond, a cashier's check, certified bank check, bank certified company check or money order will be acceptable form of security. If, after completion of the administrative hearing process and any appellate court proceedings, the District prevails, it shall recover all costs and charges included in the final order of judgment, including charges by the Division of Administrative Hearings. Upon payment of such costs and charges by the protester, the protest security shall be returned. If the protest prevails, he or she shall recover from the District all costs and charges, which shall be included in the final order of judgment.

PRICE PROPOSAL

Item 1. 610,000 each **Brochure**, per specifications in Section **Error! Reference source not found..** Price must include total production and distribution costs, **EXCLUDING POSTAGE.**

\$.138 per Brochure Total per session \$ 84,180.00

\$ 84,180.00 total per session x 3 sessions = Grand Total \$ 252,540.00
**This is an estimate and the District will only pay for the actual number of brochures mailed and delivered to the schools. No allowance will be made for spoilage.

\$.0018 per page cost (to be used if page count changes)

Item 2. 566,000 each **Postage**, per specifications in Section **Error! Reference source not found..** Quantity will vary and the District will only pay for actual quantity mailed

\$.070 per brochure (566,000 estimated per session) Total per session \$ 39,620.00

\$ 39,620.00 total per session x 3 sessions = Grand Total \$ 118,860.00

Item 3. 3 each **World Wide Web Component**, per specifications in Section **Error! Reference source not found..**

\$ 0 per registration period Total \$ 0

Item 4. 3 each **Video Component**, per specification in Section **Error! Reference source not found..**

\$ N/A each Total \$ N/A

VENDOR; FLORIDA PENNYSAVER/PALM BEACH NEWSPAPERS
VENDOR #: V000644276

RETURN THIS PAGE WITH YOUR PROPOSAL

COMPANY: _____