

**Plano Independent School District**



<b>RFP #</b> <small>(must appear on Bidder's Submittal Envelope)</small>	<b>2008-045</b>
<b>RFP Title:</b>	<b>Graphic Artist Services</b>
<b>RFP Opening Time/Date:</b>	
Opening Date:	<b>May 8th, 2008</b>
Opening Time:	<b>9:00 am</b>
<b>Contact:</b>	<b>Karen Purcell, Buyer</b> Phone: 469-752-0296 Fax: 469-752-0281 E-mail – <a href="mailto:karen.purcell@pisd.edu">karen.purcell@pisd.edu</a>

**Please Note the Following Information:**

No late bids will be accepted

No faxed or electronic bids will be accepted

Please submit **original and three copies** to:  
Plano ISD Purchasing Dept., 6600 Alma Drive, Plano, TX 75023

**Bidder's Certification**

The undersigned, by his/her signature, represents that he/she is authorized to bind the bidder to fully comply with the terms and conditions of this Request for Qualifications, including all forms and attachments included and/or referenced herein, for the amount(s) shown on the accompanying bid form(s).

NOTE: Bidder is strongly encouraged to read the entire Request for Qualifications prior to submitting. Failure to provide the above information in its entirety may be grounds for disqualification of response.

Please check here if you're submitting a NO BID for this project. However, to ensure that you remain in our database, please complete the information below.

<b>Firm/Company Name:</b> _____	<b>Telephone #:</b> _____
<b>Address:</b> _____	<b>Fax #:</b> _____
<b>City:</b> _____	<b>Web Address:</b> _____
<b>State:</b> _____ <b>Zip:</b> _____	<b>E-mail address:</b> _____
_____ (Signature of person authorized to sign RFQ)	<b>Today's Date:</b> _____
<b>Printed Name:</b> _____ (Please print or type)	<b>Title:</b> _____

**Plano Independent School District  
Proposal Specifications  
for  
Graphic Design Services for 2008-2009 School Year**

**SCOPE:** Plano Independent School District (Plano ISD) is soliciting proposals from interested and qualified offerers to design several print publications for the 2008-09 school year. The new designs and other key elements should provide an immediate and recognizable identity that harmonizes with existing logos. The publications, which have not been determined by Plano ISD at this time, must function efficiently for users both internal (employees) and external (parents, relocating families, realtors, other community members).

**ANNUAL ESTIMATED EXPENDITURE:** The estimated annual expenditure for this contract is approximately \$80,000. However, this estimate should not be construed to be a guarantee of either minimum or maximum since usage is dependent upon actual needs and available funding. This estimate may be exceeded by 25% annually.

**TERM:** It is the intent of Plano ISD to enter into a contract, for graphic artist services, with one or more individuals or companies. This contract will be effective for one year from date of Board approval with an option to extend for one additional year if Plano ISD opts to do so and most awarded vendors agree. This decision will be made in the best interests of Plano ISD.

**INTERLOCAL AGREEMENT CLAUSE:** Plano ISD is a member of the Educational Purchasing Cooperative of North Texas, Collin County Governmental Purchaser's Forum, and other purchasing cooperatives. Governmental entities utilizing Internal Governmental contracts with Plano ISD will be eligible, but not obligated, to purchase materials/services under the contract(s) awarded as a result of this solicitation. All purchases by governmental entity other than Plano ISD will be billed directly to, and paid for by, that governmental entity. Plano ISD will not be responsible for another governmental entity's debts. Each governmental entity will order its own materials/services as needed. For information regarding the Educational Purchasing Cooperative of North Texas, please visit their website at the following address:  
<http://www.epcnt.com>

**SUBMISSIONS:** All questions pertaining to this Proposal must be submitted in writing, by email or fax, to Karen Purcell, Buyer in Purchasing Services, as follows: email [karen.purcell@pisd.edu](mailto:karen.purcell@pisd.edu); or fax to 469-752-0281. Deadline for questions is five business days prior to the opening date of the RFP. Any questions that would impact all bidders will be added as an Addendum to Plano ISD's website. Absolutely no verbal responses will be provided.

**NO LOBBYING:** Contractors are not permitted to contact any Plano ISD Board of Trustees member, officer or employee, other than the Buyer, Karen Purcell, or the Director of Purchasing Services during the proposal process. No gratuities of any kind will be accepted, including meals, gifts or trips. Violation of these conditions will subject any Contractor to immediate disqualification. Contractors submitting responses to solicitation shall receive notice of the Plano ISD Board of Trustees' award of contract via the US Postal Service.

## **GENERAL REQUIREMENTS:**

- Providing a “look” and “feel” to the publications that will properly and artistically reflect the unique culture of Plano ISD.
- Providing required number of initial concepts for review by Plano ISD.
- Cooperating with Plano ISD on implementing the desired concept.
- Assisting the district with timelines, photography ideas, efficient copy and proof transfer, high-quality computer-generated art, and all required proofs and press checks.
- Developing the required look and feel desired by Plano ISD before final project approval and printing.
- Samples are available from Purchasing Services, 6600 Alma Drive, Plano Texas 75023. Call Bobbi Kennedy at 469-752-0282 for directions if necessary.

## **SPECIFIC REQUIREMENTS:**

Graphic artists must meet the following criteria to be considered for the projects contained in this proposal.

**Capability:** A letter of capability must accompany the proposal, including (but not limited to):

- Pricing sheet, including hourly rates and hourly rates for “revisions”
- Samples of graphic art work that you have done for other clients
- Customer service history and reputation with PISD and/or References
- Names of project managers, supervisors and employees who designed the above samples
- Names of project managers, supervisors and employees who will design Plano ISD’s publications
- Hardware to be used for the projects in this bid (ex: Mac or PC)
- Software to be used for these projects (ex: Quark / Photoshop, etc.)
- Awards/honors received
- References (three references, including name, company, address, phone number)

**Awarding of Projects:** Plano ISD maintains the right to award various district projects to more than one vendor.

**Design:** The successful vendor(s) will meet with Plano ISD representatives to discuss themes and artwork and will then provide the required number of design concepts to Plano ISD for each project.

**Art:** Graphic artist will produce computer-generated final art, which will be provided to the printer on disk.

**Proofs:** The graphic artist and a Plano ISD Communications Department representative will approve all proofs, including blue line and color-match proofs, on each awarded project.

**Press Checks:** The graphic artist will attend press checks for most of the awarded projects. The artist and printer will develop a schedule for press checks, keeping Plano ISD informed of any problems and correcting those problems in a timely manner.

## **EVALUATION PROCEDURE:**

A committee made up of staff members from the Purchasing Department and the Communications Department, including the Executive Director for Government and Community Relations and the Communications Specialist who will manage the projects, will evaluate the proposals.

The committee will first examine proposals to eliminate those that are clearly non-responsive to the stated requirements. The detailed evaluation that follows will result in the selection of one or more finalists. It may be necessary to request additional information or to conduct interviews with some or all of the proposers.

## **EVALUATION CRITERIA:**

It is not the policy of Plano ISD to award RFP's on the basis of low price alone. To determine the award of this RFP, Plano ISD shall consider the following, as provided in the Texas Education Code 44.031(b):

- Responsiveness (ability to meet deadlines under pressure)
- Feasibility of Proposed Business Plan
- Philosophy for providing the service
- Proposed contract team and organizational structure
- Detailed plan of approach
- Proposed service quality
- The district's risk analysis of the proposed solution, offeror's reputation and ability to perform
- Qualifications
- Capacity
- Skill
- Financial strength
- Cost of Proposal
- Proposed Fees
- Additional value added
- Best meets the needs of the District

## **AWARD**

This Proposal will be awarded in the best interests of Plano ISD to the offerors who present the best value to the district. The District reserves the right to accept or reject any and all proposals and to waive technicalities and informalities, and to be the sole judge of quality and equality. The District reserves the right to request additional information or conduct interviews. Awards will be based on what, in our opinion, is most advantageous to Plano ISD. Multiple vendors may be awarded so bid accordingly.

## **RESPONSE FORMAT:**

The items listed below shall be submitted with each proposal and should be submitted in the order shown. Each section should be clearly labeled, with pages numbered and separated by tabs. Failure by an offeror to include all listed items may result in the rejection of its proposal. Please provide us with five sets of your Response.

### **TAB I MANAGEMENT SUMMARY**

Provide a cover letter indicating the underlying philosophy of your firm in providing the service. The cover letter should include the name of the company responding, signature of the person submitting the proposal, title, address, phone number, email address and the number of years company has been in business under this name.

### **TAB II BUSINESS PLAN**

Include:

- Description of the proposed contract team, and the role to be performed by each member of the proposed team.
- Proposed team organizational structure, interrelationships, and interactions. Must include one designated contact person for this project.
- Detailed plan of approach (including major tasks and sub-tasks)
- Detailed time line for completion of the project.

### **TAB III COSTS TO THE DISTRICT**

Provide the total fees for which your firm will provide the requested services to the District. Requested services will include mainly design and revision fees. General hourly rates and rates for revisions will suffice. Additionally, indicate the hourly rates to be billed for additional services requested within the scope of this contract, but not in the Request for Proposal.

### **TAB IV CORPORATE EXPERIENCE AND CAPACITY TO PERFORM**

- A. Provide information that documents your firm's qualification to produce the required outcomes, including its ability, capacity, skill, financial strength, and responsiveness in meeting deadlines.
- B. Each offeror must provide a minimum of three references with the RFP. References should be from projects of similar size and scope to this project. Each reference must include:
- Project Name
  - Name of the Company for which the project was performed
  - Dates of the project
  - Contact person
  - Phone number, fax number, email address

## **TAB V KEY PERSONNEL**

Attach resumes of all managers, supervisors, and other contract team members who will be involved in the management of the total package of services, as well as the delivery of specific services.

## **TAB VI ACCEPTANCE OF CONDITIONS**

Indicate any exceptions to the general terms and conditions of the RFP and any other requirements listed in the RFP.

## **TAB VII ADDITIONAL DOCUMENTS**

The following documents are provided with the proposal package.

- Felony Conviction Notice
- Non-Collusion Affidavit
- Historically Underutilized Business Certification (HUBS)
- Proposal Acknowledgement Form
- Standard Terms and Conditions
- Samples of work must be submitted in order for proposal to be considered.

**FELONY CONVICTION NOTICE**

Statutory citation covering notification of criminal history of contractor is found in the Texas Education Code, Section 44.034. Following is an example of a felony conviction notice:

**FELONY CONVICTION NOTIFICATION**

State of Texas Legislative Senate Bill No. 1, Section 44.034, Notification of Criminal History, Subsection (a), states “a person or business entity that enters into a contract with a school district must give advance notice to the district if the person or an owner or operator of the business entity has been convicted of a felony. The notice must include a general description of the conduct resulting in the conviction of a felony.”

Subsection (b) states “a school district may terminate a contract with a person or business entity if the district determines that the person or business entity failed to give notice as required by Subsection (a) or misrepresented the conduct resulting in the conviction. The district must compensate the person or business entity for services performed before the termination of the contract.”

**THIS NOTICE IS NOT REQUIRED OF A PUBLICLY-HELD CORPORATION**

I, the undersigned agent for the firm named below, certify that the information concerning notification of felony convictions has been reviewed by me and the following information furnished is true and to the best of my knowledge.

**Vendor’s Name:** \_\_\_\_\_

Authorized Companies Official Title (Printed): \_\_\_\_\_

A. My firm is a publicly held corporation; therefore, this reporting requirement is not applicable.  
Signature of Company Official:

\_\_\_\_\_

B. My firm is not owned nor operated by anyone who has been convicted of a felony.  
Signature of Company Official:

\_\_\_\_\_

C. My firm is owned or operated by the following individual(s) who has/have been convicted of a felony.

Name of Felon(s):

\_\_\_\_\_

Details of Conviction(s):

\_\_\_\_\_

Signature of Company Official:

\_\_\_\_\_

**PLANO INDEPENDENT SCHOOL DISTRICT  
NON-COLLUSION AFFIDAVIT**

STATE OF TEXAS:

COUNTY OF \_\_\_\_\_

\_\_\_\_\_, of lawful age, being duly sworn, on oath says, that (s)he is the agent authorized by the proposal to submit the attached proposal. Affiant further states that the proposal has not been a party to any collusion among proposal/proposers in restraint of freedom of competition by agreement to proposal at a fixed price or to refrain from proposing; or with any District employee, Board Trustee, or benefit consultant as to quantity, quality, or price in the prospective contract, or any other terms of said prospective contract; or in any discussions or actions between proposal/proposers and any District employee, Board Trustee, or benefit consultant concerning exchange of money or other things of value for special consideration in the letting of this contract.

Signature

\_\_\_\_\_

Title of Above Signature

\_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Notary Public

State of \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

**PLANO INDEPENDENT SCHOOL DISTRICT**  
**HISTORICALLY UNDERUTILIZED BUSINESSES**

The Plano Independent School District is committed to assure that small, women-owned, and minority businesses have knowledge of, and access and equal opportunity to, compete for goods and services required by the District. The District supports the development and enhancement of small, women-owned, and minority businesses through outreach programs that will allow them to participate. Nothing shall be construed to authorize or require expenditures of funds for goods or services apart from normal and statutory purchasing processes.

The "Good Faith Effort" outlined below is for use by the District to help the District determine whether a "Good Faith Effort" was made by the vendor.

**"Good Faith Effort"** will be defined as:

1. Attendance at the pre-bid/pre-proposal conference, if any.
2. Efforts to follow up initial solicitation of interest by contacting small, woman-owned, and minority businesses to determine with certainty whether these businesses are interested.
3. Efforts made to identify portions of the work that can be performed by small, woman-owned, and minority businesses in order to increase participation. If possible this should include the breakdown of subcontracts into economically feasible units to facilitate participation.
4. Document each small, women-owned, and minority business contacted, indicating the inclusion or decision regarding inclusion and the reason for the decision.
5. Efforts that demonstrate that the contractor effectively used the services of available organizations, contractor's groups, local, state and federal small, women-owned, and minority business assistance offices and other organizations that provide assistance and placement of small, women-owned, and minority businesses.

**REQUIREMENTS FOR ALL PROPOSERS/BIDDERS:**

Each firm responding to this request is required to submit with the bid/proposal form information regarding small, women-owned and minority business participation in this project.

**NOTE: The Plano Independent School District will not allow misrepresentation for the purpose of evasion of this policy by certifying to any of the above statements. The District recognizes certifications issued by the North Texas Regional Certification Agency (NCTRCA), the State of Texas Historically Underutilized Business (HUB) and the Small Business Administration (SBA). Other certifications may be considered on an individual basis.**

**SMALL/MINORITY/WBE IDENTIFICATION**

Minority Business Enterprise (MBE) -- The offeror/bidder represents that it is ( ) is not ( ) a minority owned business.

Certification #: \_\_\_\_\_

Woman Business Enterprise (WBE) -- The offeror/bidder represents that it is ( ) is not ( ) a woman owned business.

Certification #: \_\_\_\_\_

Small Business Enterprise (SBE) -- The offeror/bidder represents that it is ( ) is not ( ) a small business.

Certification #: \_\_\_\_\_

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title