

Coweta County School System

March 29, 2024

Invitation to Bid

Elementary and Middle School Student Pictures for Fall 2024, 2025, and 2026

The Coweta County School System (District) invites you to bid on providing Elementary and Middle School individual student pictures in the Fall of the following three school years:

- 2024-2025 school year
- 2025-2026 school year
- 2026-2027 school year

The bids are due by 9:00 a.m. on Tuesday, May 7, 2024.

Sealed bids will be received at the address below until **9:00 a.m. May 7, 2024** (Eastern Time) at which time they will be opened publicly and read. Bids received after the bid closing time will be returned unopened. All prices are to remain firm for thirty (30) calendar days from date of bid opening. All bids must be submitted on the attached Bid Summary Form and signed by the bidder.

The Coweta County School System reserves the right to reject any and/or all bids, to waive all formalities in bidding, to be the sole judge of quality and equality of the several bid proposals and to award the contract to the most desirable bidder.

Envelopes containing bids must be sealed and clearly marked on the outside:

**Sealed Bid No. 24-0004
Elementary and Middle School Student Pictures for
Fall 2024, 2025, and 2026
May 7, 2024 at 9:00 a.m.**

**Bids must be delivered to:
Coweta County School System
Attn: Chris Latimer, Comptroller
167 Werz Industrial Drive
Newnan, GA 30263**

The successful vendor will be notified after the bids are approved by the Board.

Any questions regarding the specifications or the bid process should be directed to Chris Latimer, Comptroller, via email at chris.latimer@cowetaschools.net. Questions must be submitted by 5:00 PM on April 22, 2024. Questions will not be answered or addressed after 5:00 PM on April 22, 2024. An addendum may be published by the District with answers to all questions submitted, if necessary.

For information visit "Requests for Proposal" on the school system's homepage at www.cowetaschools.net

RFP RESPONSE REQUIREMENTS

- A. The Bid Summary Form must be filled out as completely and concisely as possible, responding to all questions and information as requested in this Request for Proposal (RFP), as well as including any required documentation and supporting materials. Responses shall be entered and submitted by an official who has full authority to enter into an Agreement.
- B. Financial Stability Section: Provide evidence of company's financial status and stability by supplying fully audited financial statements for the company. The fully audited financial statements must be within 6 months of year-end, but in no case more than 18 months old.
- C. References Section: Proposer shall provide a minimum of three (3) references including contact names, addresses, and phone numbers for whom Proposer is providing or has provided similar services to similar sized school districts.
- D. Proposer Exceptions Section: Describe, if any, exceptions to the terms and conditions contained within this document.
- E. A current Certificate of Insurance must be included with the submitted proposal. See the Required Insurance Section.
- F. A Contractor (Vendor) Affidavit (E-VERIFY) and a Student Data Privacy, Accessibility and Transparency Act Notice should be submitted along with the Bid Summary Form. See the Compliance with Laws Section.

Project Approach

The Proposer must also submit a narrative and supplementary information to describe, in detail, the proposer's processes, policies and procedures for the fall portrait program.

This shall include, at a minimum, the following criteria:

1. In terms of product options, how many poses of each child are taken? How many backgrounds are utilized and available for purchase? Describe retouching options.
2. Describe sales channels and purchase options. Online and/or Mobile ordering MUST be available (e.g., pre-, and post-picture day orders).
3. How is the scheduling of Picture Day and Retake dates handled?
4. Describe your firm's digital image access and print capabilities.
5. Describe approach to packaging, organizing, and delivering picture packages for distribution.
6. Explain product return policy and satisfaction guarantees.
7. Describe your ability to ensure consistent head size and background colors for ID cards, yearbook images, and student record services requirements.
8. Discuss your capacity to handle growth, and any limitations, as new schools are brought on board, if necessary.

BID SPECIFICATIONS AND CONDITIONS FOR EACH YEAR:

- The following schools are included:

Arbor Springs ES	Newnan Crossing ES	Arnall MS
Arnco-Sargent ES	Northside ES	Blake Bass MS
Atkinson ES	Poplar Road ES	East Coweta MS
Brooks ES	Ruth Hill ES	Evans MS
Canongate ES	Thomas Crossroads ES	Lee MS
Eastside ES	Welch ES	Madras MS
Elm Street ES	Western ES	Smokey Road MS
Glanton ES	White Oak ES	Maggie Brown
Jefferson Parkway ES	Willis Road ES	Westside Center
Moreland ES		Empower Program
		CEC 8 th Grade Pgm.

- The enrollment of these schools will be approximately 16,000 students.
- This bid will also cover any new elementary schools or middle schools or special programs that could open during the terms of this bid. The District may add or remove locations as needed. The District will communicate with the vendor concerning any changes to the locations covered under this RFP.
- Each bid must offer four packages to every student. Each bid must list the price per package to the student. This price will be in effect for all photos taken, either at the initial sitting or as a "re-take". Prices submitted for each package must remain in effect for full service term of this proposal. The commission rate must also be listed for each of the 4 packages. A la carte pricing and commissions must be included on the Bid Summary Form.

Picture Bid Packages:

Package A	2- 8X10 2- 5x7 2- 3x5 8- 2x3 1- Digital download	Package B*	1- 8x10 2- 5x7 2- 3x5 4- 2x3
Package C	2-5x7 2-3x5 8-2x3	Package D	2-3x5 8-2x3

Special Conditions:

- If the Proposer does not offer the packages listed in the “Picture Bid Packages” section, then the proposer must list the price of a la carte items that creates a similar package.
- The school staff will be provided pictures (*package B above) free of charge. The staff shall consist of teachers, teacher assistants, administrative staff, clerical staff, custodians, lunchroom staff and SRO's.
- Safety ID Cards -- child safety cards (2) must be printed and provided at no charge for every family that is photographed in the District. These cards must contain a clean student image, student's name, and leave room for each parent or guardian to update their student's descriptive information.
- Fliers will be provided to students to take home to parents. Fliers must include the date picture will be taken, package descriptions, and price. Fliers must be received by the school fifteen days in advance of “picture day”. Provide a sample Coweta County School System flyer with Bid Summary Form.
- Proof sheets for all students are required within two weeks of pictures being taken. Purchase options should allow online, paper, and phone purchase methods at the same price. No picture orders will be placed until proofs are provided.
- Data Security- All electronic transactions must be PCI compliant. All online Image viewing and ordering must be encrypted against unauthorized access.
- Background and Purchase Options for Parents- Parents must have the ability to select from different backgrounds. The parents must also have the ability to purchase a la carte items and build their own package.
- The vendor will supply a Package Verification List to each school, to verify the purchase of each student, as well as the dollar amount of each student purchase. The chosen vendor will remit all commissions back to the school within 30 days of purchase. Commission on a la carte and build-their-own packages will be remitted to the school within 30 days of purchase.
- Background check of the photographers - Vendor shall background check all personnel which will access the buildings for portrait photography and service. **Proof of background checks shall be provided prior to the first “picture day.”**
- Pictures must be pre-packaged, with each individual's name listed. Pictures will be delivered to the school bundled by homeroom with the teacher's name listed.
- Pictures must be delivered to each school within (3) three weeks after orders are made.

- One make-up date will be scheduled for each school.
- A picture CD or other similar media will be provided at no charge to the school sorted by grade by class transferable for use in yearbook preparation to be determined by the school.
- An additional CD or similar media will be provided containing each student/staff picture. Each picture needs to be in .jpg format. Maximum allowable individual picture file is 30 – 35KB. There must be a .csv text file titled IdLink.txt that links the picture to a student/staff using the individual’s person ID number. (Example line: “22753”,”22753.jpg”) Upon notification of vendor, Central Office Student Information Staff shall provide a list to the vendor matching a student/staff, School Name, Person Last Name, Person First Name, Grade, Homeroom, and Person ID#. This file from Central Office should be the only file used to create the IdLink.txt file. The photos and the text file should be zipped into one file.

Service Period:

As mentioned above, this bid is for Fall pictures for the 2024-2025, 2025-2026, and 2026-2027 school year. The initial term is the Fall 2024-2025 school year. Renewal for the Fall pictures for the 2025-2026 and 2026-2027 school year will depend on vendor performance. The District shall have the right to terminate the services for any reason by giving vendor 30 day written notice.

Required Insurance

1. When responding to this bid, the bidder shall furnish to the District a current Certificate of Insurance showing compliance with the limitations listed herein. Once the Contractor has been selected, the Contractor shall furnish to the Coweta County School System a Certificate of Insurance showing compliance with the limitations listed herein and listing the Coweta County School System as an Additional insured. The Certificate of Insurance must be sent to the Coweta County School System prior to commencement of work. All Auto, General Liability and Umbrella policies shall name Coweta County School System as an Additional insured. Property policies should name Coweta County School System as Loss Payee, as their interest may appear. No insurance will be acceptable unless written by a company licensed by the State Insurance Department to do business in Coweta County, Georgia and have a Best Guide financial Rating of A or better.
2. The contractor, and any sub-contractors, agrees to comply with the provisions of worker’s compensation laws of the State of Georgia. A certificate from an insurance company showing issuance of worker’s compensation coverage for the State of Georgia or a certificate from Georgia Worker’s Compensation Board showing proof of ability to compensate directly shall be submitted to the Coweta County School System prior to beginning the work.

3. It shall be stated on every policy or certificate of insurance, as the case may be, that “The insurance company agrees that Policy Number (insert the number) shall not be canceled, changed, or allowed to lapse until thirty (30) days after the Coweta County School System has received written notice.”
4. The contractor further shall maintain such other insurance (with limits as shown below) that shall protect the vendor and Coweta County School System from any claims for property damage or personal injury, including death, which may arise out of operations under this agreement, and the vendor shall furnish the Coweta County School System certificates and policies of such insurance as shown below.
5. Below is listed the insurance coverage which must be procured by the vendor at his own expense. The contractor agrees to follow instructions indicated in each case:
 - A. Comprehensive General Liability Insurance, including bodily injury and death, Property damage and Personal injury liability with limits of \$1,000,000 for each person and \$2,000,000 for each occurrence.
 - B. Auto Liability - including Owner, hired, and non-owned vehicles with limits of Bodily injury and Property damage of \$1,000,000 for each person and \$1,000,000 for each occurrence.
 - C. Umbrella Excess Liability Insurance: Contractor shall carry umbrella excess liability including Auto, General Liability and Workers’ compensation in the amount of \$1,000,000 over existing primary insurance and other self-insured hazards, if any.
 - D. Environment Impairment and/or Pollution Liability - \$1,000,000 per occurrence.
 - E. Worker’s Compensation: Statutory, as required by law.
 - F. Third party contract specific fidelity bond with no arrest and/or conviction clause in the amount of \$250,000 per occurrence.

All of the above policies must be occurrence based. The Coweta County School System shall be named as an additional insured on all policies. The policies shall contain provisions that the coverage provided by said policies shall be primary to any insurance maintained by the School System. Said insurance shall in fact be primary to any insurance maintained by the School System.

6. The contractor shall indemnify and hold harmless the Coweta County School System, its officers, officials, representatives, agents and employees, from and against any and all claims, demands, suits, loss, damage, injury, and liability, including cost and expenses incurred in connection therewith, resulting from, arising out of, or in any way connected with the performance of the contract, except where caused by the sole negligence of the Coweta County School System. This hold harmless clause is in no way an admission

of liability on the part of the Coweta County School System, or any of its agents, representatives, or employees.

All insurance policies shall be with carriers licensed to do business in the State of Georgia, and carry an AM Best rating of “A” or better.

The contractor, and any subcontractor, shall complete and furnish criminal background and history reports (CORI) on each person working on Coweta County School System property. The background check will be reviewed by Coweta County School System to verify individuals are suited to perform work on Coweta County School System Property in the sole discretion of the School System.

Compliance with Laws:

Contractor (Vendor) Affidavit (E-VERIFY) - Vendor will be required to comply with E-Verify, **O.C.G.A. § 13-10-91(b) (1)** and provide the appropriate Contractor Affidavits, which is attached hereto.

Vendor will be required to comply with the Student Data Privacy, Accessibility and Transparency Act and provide the appropriate notice, which is attached hereto.

The E-Verify Affidavit and the Student Data Privacy, Accessibility and Transparency Act Notice must be submitted along with the Bid Summary Form.

The evaluation committee will evaluate submitted proposals and choose the highly qualified candidate based on the following criteria and scoring:

Project Approach – 20 Points

Financial Information – 10 Points

References – 10 Points

Compliance with Laws / Insurance Requirements – 10 Points

Pricing – 50 Points

COWETA COUNTY SCHOOL SYSTEM
Bid No. 24-0004, Elementary and Middle School Student Pictures for
Fall 2024, 2025, 2026
Tuesday, May 7, 2024 9:00 a.m.

BID SUMMARY FORM (Page 1 of 3)

PROPOSER / BIDDER: _____

ADDRESS: _____

PHONE: _____ FAX: _____

NAME & TITLE (type or print): _____

SIGNATURE: _____

COWETA COUNTY SCHOOL SYSTEM
Bid No. 24-0004, Elementary and Middle School Student Pictures for
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Tuesday, May 7, 2024 9:00 a.m.

BID SUMMARY FORM (Page 2 of 3)

Project Approach – Information is enclosed? () YES () NO

Financial Statements – Audited Financial Statements are enclosed? () YES () NO

References:

1. Name: _____

Organization Name: _____ Organization Size _____

Address: _____ City _____ State _____ Zip _____

Phone Number: _____

Brief description of services provided: _____

2. Name: _____

Organization Name: _____ Organization Size _____

Address: _____ City _____ State _____ Zip _____

Phone Number: _____

Brief description of services provided: _____

3. Name: _____

Organization Name: _____ Organization Size _____

Address: _____ City _____ State _____ Zip _____

Phone Number: _____

Brief description of services provided: _____

Proposer's Signature _____

COWETA COUNTY SCHOOL SYSTEM
Bid No. 24-0004, Elementary and Middle School Student Pictures for
Fall 2024, 2025, 2026
Tuesday, May 7, 2024 9:00 a.m.

BID SUMMARY FORM (Page 3 of 3)

Pricing:

Package	Fall 2024	Fall 2025	Fall 2026
“A” Bid Price			
“B” Bid Price			
“C” Bid Price			
“D” Bid Price			

If you do not offer the packages as indicated, please describe below and present list of a la carte items needed to create a similar package.

A La Carte Pricing:

Commission rate: _____

Describe how commissions are calculated: _____

EXCEPTIONS TO REQUIREMENTS AND/OR COMMENTS: _____

Proposer’s Signature _____

Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of the Coweta County School System has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

Fall Pictures for 2024, 2025, 2026 – Bid No 24-0004

Name of Project

COWETA COUNTY SCHOOL SYSTEM

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, ____, 20__ in _____(city), _____(state).

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE _____ DAY OF _____, 20____.

NOTARY PUBLIC

My Commission Expires:

STUDENT DATA PRIVACY, ACCESSIBILITY AND TRANSPARENCY ACT

NOTICE

You are being provided certain student data that makes you subject to the Georgia Student Data Privacy, Accessibility and Transparency Act, O.C.G.A. § 20-2-660, et seq. (the “Act”). The Act places certain obligations on you as an “operator,” as that term is defined in the Act. Among other obligations, the Act prohibits operators from knowingly engaging in the following activities, without the express written consent of an eligible student or another student’s parent or guardian, as those terms are defined in the act:

- (1) Using the data to engage in behaviorally targeted advertising on the operator’s platform or targeted advertising on any other platform where such data was acquired by the student’s use of the operator’s platform;
- (2) Using data or information created or gathered on the operator’s platform to amass a profile about a student, unconnected with the furtherance of a K-12 purpose;
- (3) Selling a student’s data, unless sold as part of a merger of the operator’s entity with another entity and the successor-in-interest is similarly bound by the Act’s provisions with regard to student data; or
- (4) Disclosing personally identifiable information, without the express written or electronic consent of a student over the age 13 or a parent or guardian, unless authorized under specifically itemized circumstances.

You should consult with your attorney to make certain that you at all times comply with the Act.

Signature below indicates receipt of this notice and company compliance with this Act.

Vendor Signature Title Date