



REQUEST FOR PROPOSAL (RFP) – BID# 7548455

GRAPHIC DESIGN - EARLY LEARNING DOCUMENTS/MATERIALS

SUBMISSION DEADLINE: Thursday, March 06, 2014 at 11:00 AM (ET)

PRE-BID CONFERENCE: **NO**
 YES _____

Mandatory: **NO**
 YES: Any vendor who intends to submit a bid proposal in response to this solicitation must have its designated representative attend the mandatory pre-bid conference. The representative must register at the pre-bid conference and disclose the identity of the vendor whom he/she represents. Because attendance at the pre-bid conference is mandatory, a vendor’s failure to attend and register at the pre-bid conference shall result in disqualification of the vendor’s bid proposal as non-responsive to the solicitation.

Buyer Name: GAIL WALSH
Title: CHIEF BUYER

QUESTIONS concerning this solicitation must be received by the Division of Purchases at (gail.walsh@purchasing.ri.gov) no later than (**Thursday, February 20, 2014, 5:00 PM (ET)**). Questions should be submitted in a *Microsoft Word attachment*. Please reference the bid number (Bid #7548455) on all correspondence. Questions received, if any, will be posted on the Rhode Island Division of Purchases website as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: NO

BOND REQUIRED: NO

DISK BASED BID: NO

NOTE TO VENDORS:
Vendors must register on-line at the Rhode Island Division of Purchases website at www.purchasing.ri.gov. Offers received without the completed four-page Rhode Island Vendor Information Program (RIVIP) Generated Bidder Certification Cover Form attached may result in disqualification.

THIS IS NOT A BIDDER CERTIFICATION FORM

Request for Proposals (RFP)
(Graphic Design - Early Learning Documents/Materials)

The Rhode Island Department of Administration, Office of Purchases, on behalf of the Rhode Island Department of Education (RIDE) is requesting Proposals from qualified vendors to graphically design the program standards and workforce knowledge and competencies documents and supplemental materials, including a state early learning website, in coordination with the state team leads and corresponding core teams, in accordance with the terms of this solicitation.

INSTRUCTIONS AND NOTIFICATIONS TO BIDDERS:

Potential offerors are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content, shall be borne by the offeror. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This will be a requirement only of the successful bidder (s).*

Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws.

Also, Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or charles.newton@doa.ri.gov. Visit the website <http://www.mbe.ri.gov>.

Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.

Equal Employment Opportunity (RIGL 28-5.1)

§ 28-5.1-1 Declaration of policy. – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email raymond.lambert@hr.ri.gov.

Subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.

RIGL 37-13-3.1 State public works contract apprenticeship requirements. * (a) Notwithstanding any laws to the contrary, all general contractors and subcontractors who perform work on any public works contract awarded by the state after passage of this act and valued at one million dollars (\$1,000,000) or more shall employ apprentices required for the performance of the awarded contract. The number of apprentices shall comply with the apprentice to journeyman ratio for each trade approved by the apprenticeship council of the department of labor and training.

ARRA SUPPLEMENTAL TERMS AND CONDITIONS

For contracts and sub-awards funded in whole or in part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto, such contracts and sub-awards shall be subject to the Supplemental Terms and Conditions for Contracts and Sub-awards Funded in Whole or in Part by the American Recovery and Reinvestment Act of 2009. Pub.L.No. 111-5 and any amendments thereto located on the Division of Purchases website at www.purchasing.ri.gov.

BACKGROUND/OVERVIEW

In December 2011, Rhode Island was announced as one of nine states awarded grants from the \$500 million Race to the Top – Early Learning Challenge fund, a competitive grant program jointly administered by the U.S. Departments of Education and Health and Human Services. The Departments awarded Rhode Island \$50 million to be used to develop a high-quality early learning system. These grant funds will enable Rhode Island to build the systems that increase access to quality early care and learning programs for the State’s highest need children. This quality early learning system is imperative to increasing school readiness and overall child outcomes for the youngest learners in our state.

As part of this process in year one, the Rhode Island Department of Education and its Partner State Agencies within the Executive Office of Health and Human Services worked collaboratively with national experts, Rhode Island’s higher education community, and Rhode Island’s early childhood stakeholders to produce foundational documents which describe the key expectations of a high, quality early learning system. These foundational documents include standards for programs, standards for children, and standards for the workforce. The standards for children, called Rhode Island’s Early Learning and Development Standards, have already been published using high-quality graphic design.

This contract will assist the state in purchasing services to graphically design the remaining sets of standards and supplemental materials addressing standards for programs and standards for the workforce, including a state early learning website. The website design support will supplement the work of RIDE’s project team to ensure all business function views are well organized, aesthetically appealing, align with the state’s brand guide and the standards documents, and support our defined business functions.

SCOPE OF WORK

Tasks

The selected vendor will graphically design the state website and the following documents and supplemental materials that support the early childhood communities’ understanding and use of said documents/materials:

DCYF Licensing Regulations for Centers

DCYF Licensing Regulations for Family Child Care

BrightStars Quality Rating and Improvement Standards

RIDE Comprehensive Early Childhood Education Program Standards

Workforce Knowledge and Competencies for Teachers

Workforce Knowledge and Competencies for Teacher Assistants

Workforce Knowledge and Competencies for Family Child Care

Workforce Knowledge and Competencies for Professional Development/Higher Education Providers

Workforce Knowledge and Competencies for Education Coordinators/Directors

Key activities and deliverables will include:

- Work with project lead to identify key ideas to be incorporated into the graphic design of the standards documents and supplemental materials;
- Work with project leads and core teams to create and integrate graphic illustrations that further inform the reader as to the content of the document;
- Work with project leads and core teams to produce and propose three different, viable graphic themes for each document for review, with each theme exhibiting a unique visual style and graphic treatment for the standards and supplemental materials;
- Develop and integrate chosen graphic design theme into standards and supplemental materials, providing all electronic design files of all documents, in required formats, as needed for printing purposes, granting RIDE the rights to use with unlimited usage all developed graphic elements and content for any future projects;
- Provide graphic design support to the website development team to ensure all business function views are well organized, aesthetically appealing, and support our defined business functions and align with state brand guide and standards documents.

Project Schedule/Deliverables

Contract negotiated and awarded to vendor.	March 2014
Create and propose three viable conceptual themes for review and discussion for the program standards documents and supplemental materials (DCYF Licensing Regulations for Centers, DCYF Licensing Regulations for Family Child Care, BrightStars Quality Rating and Improvement Standards, RIDE Comprehensive Early Childhood Education Program Standards)	March 2014
Develop and integrate final graphic design theme into program standards documents and supplemental materials, providing all required electronic and print versions of all documents as needed for printing purposes	April 2014
Create and propose three viable conceptual themes for review and discussion for the workforce knowledge and competencies documents and supplemental materials (Workforce Knowledge and Competencies for Teachers, Workforce Knowledge and Competencies for Teacher Assistants, Workforce Knowledge and Competencies for Family Child Care)	March 2014
Develop and integrate final graphic design theme into workforce knowledge and competencies documents and supplemental materials, providing all required electronic and print versions of all documents as needed for printing purposes	April 2014

Create and propose three viable conceptual themes for review and discussion for the workforce knowledge and competencies documents and supplemental materials (Workforce Knowledge and Competencies for Professional Development/Higher Education Providers)	May 2014
Develop and integrate final graphic design theme into workforce knowledge and competencies documents and supplemental materials, providing all required electronic and print versions of all documents as needed for printing purposes	June 2014
Create and propose three viable conceptual themes for review and discussion for the workforce knowledge and competencies documents and supplemental materials (Workforce Knowledge and Competencies for Education Coordinators/Directors)	January 2015
Develop and integrate final graphic design theme into workforce knowledge and competencies documents and supplemental materials, providing all required electronic and print versions of all documents as needed for printing purposes	March 2015
Incorporate new design themes into a new Rhode Island Early Care and Education website so as to align with standards documents.	Ongoing March - December 2015

ADDITIONAL CONTRACTOR REQUIREMENTS/QUALIFICATIONS

- Bidders must submit a letter of transmittal signed by an owner, officer, or other authorized agent.
- Bidders must submit relevant organizational information, a list of similar projects undertaken and/or clients served, agency expertise relative to the services requested, and a statement of existing workload as it impacts the performance of the project.
- Bidders must provide an overview of key personnel assigned to the project including education and prior experience.
- Bidders must disclose any work to be sub-contracted including the specific work to be performed and staffing, organizational structure, and business background of the sub-contractor.

TERMS OF THE CONTRACT

The contract will begin **upon issuance of state purchase order** and end **12/31/15**. The scope of the work may be modified by RIDE prior to beginning work on a given task. RIDE retains the option of granting a time extension of up to one year with additional funding if available and if the level of work is expanded by mutual written consent. If necessary, deficiencies in performance of services and/or failure to supply

deliverables in a complete and timely manner will be documented in writing by RIDE. Should a pattern of substantial dissatisfaction become apparent, RIDE reserves the right to terminate the contract.

COST PROPOSAL/TERMS OF PAYMENT

The contractor must prepare a cost proposal reflecting the hourly rate or other fee structure proposed for this scope of services using the Cost Proposal Forms contained in Appendix A. The total cost of the contract is not to exceed **\$60,250.00**. Please note that the budget should be by state fiscal year – FY 2014 (expenses through June 30, 2014); FY 2015 (July 1, 2014 – June 30, 2015); and FY 2016 (July 1, 2015 – December 31, 2015).

Please note that reimbursement for travel within the continental United States will be limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.

Proposal Submission

Questions concerning this solicitation may be e-mailed to the Division of Purchases at the address on the cover sheet of this solicitation and no later than the date & time listed. **Send your questions in Microsoft Word format.** Please reference the RFP # on all correspondence. Questions received, if any, will be posted and answered on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. For computer technical assistance, call the helpdesk at 401-222-2142, ext: 134.

Proposals (an original plus 4 copies) should include the following:

1. A completed and signed four-page RIVIP Bidder Certification Cover Form, available at www.purchasing.ri.gov.
2. A ***separate sealed*** Cost Proposal as described above.
3. A *separate* Technical Proposal (see below) describing the qualifications and background of the applicant and experience with similar programs, as well as the work plan or approach proposed for this requirement.
4. A completed and signed W-9 (taxpayer identification number and certification). Form is downloadable at www.purchasing.ri.gov. Please include with original proposal only.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CD-Rom, disc, or flash drive). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

Proposals, clearly marked "RFP #7548455: – Graphic Design – Early Learning Documents/Materials" should be delivered to:

Department of Administration
Office of Purchases
One Capitol Hill
Providence, Rhode Island 02908

Contractor assumes all responsibilities for proposals submitted by mail or commercial delivery service. Proposals misdirected to other state locations or which are otherwise not present in the Office of Purchases at the time of opening, for any cause, will be determined to be late and will not be considered. Faxed responses will not be considered.

TECHNICAL PROPOSAL/REQUIRED ELEMENTS

- | | |
|---|-------------|
| 1. Contractor understanding of the Issues | (10 points) |
| 2. Work Plan | (20 points) |
| 3. Capacity of the Agency Effectively to Administer the Project | (20 points) |
| 4. Quality of Key Personnel (including Curriculum vitae) | (20 points) |
| 5. Cost Proposal | (30 points) |

The technical proposal should be 10-20 pages in length, respond to each area of the required elements listed above, and contain a cost proposal using the forms in Appendix A. Supplemental information may be appended to the technical proposal.

APPENDIX A

BUDGET MULTI-YEAR PROJECTS

The Contractor estimates that its budget for work to be performed under this Agreement is as follows:

<u>Expense Category</u>	<u>Estimated Expenditures</u>		
	Year 1	Year 2	Year 3
1. Employee Salary and Benefits	0	0	0
6. Purchased Services	0	0	0
3. Supplies and Materials	0	0	0
4. Travel	0	0	0
5. Printing	0	0	0
6. Office Expense	0	0	0
7. Other: <i>(describe)</i>	0	0	0
8.	0	0	0
Subtotal	0	0	0
Indirect Cost *	0	0	0
TOTAL	0	0	0

It is understood and agreed that the amounts indicated above for the several line items are estimates of expenditures to be incurred by the Contractor on behalf of this Agreement and to be claimed by the Contractor for reimbursement under this Agreement. It is further understood and agreed that actual expenditures may vary from the estimates set forth above and that such variations shall not in themselves be cause for disallowance of reimbursement by RIDE; provided, however, that the Contractor shall notify the contract officer of the variance and obtain pre-approval, in writing; and provided further that unless permission of the contract officer shall have been obtained in advance, no expenditure shall be claimed by the Contractor for reimbursement by RIDE under this Agreement if such expenditure shall have been incurred in a line item category not listed above. Transfer of funds between categories requires prior written approval by RIDE. In no event shall the total amount of reimbursement claimed by the vendor under this agreement exceed the total approved contract amount.

**** Attach a copy of the approved indirect cost documentation***

BUDGET DETAIL SHEET *
 FISCAL YEAR _____

EMPLOYEE SALARY AND BENEFIT DETAIL (TOTAL COMPENSATION)**

NAME	POSITION TITLE	NUMBER OF HOURS	HOURLY RATE (including benefits)	SALARY and BENEFIT TOTAL \$
TOTAL REQUEST				

PURCHASED SERVICES DETAIL

NAME	POSITION TITLE	HOURS	HOURLY RATE \$	TOTAL \$
TOTAL REQUEST				\$

OTHER EXPENDITURES DETAIL

EXPENSE CATEGORY	DESCRIPTION	TOTAL
Supplies and Materials		
Travel ***		
Printing		
Office Expense		
Other: <i>(describe)</i>		
Indirect Cost		

Total \$

* Please include a detail budget sheet for each state fiscal year (July 1st – June 30th)

** Please round hourly rates to the nearest whole dollar and ensure there are no rounding differences with the extended totals.

*** Reimbursement for travel within the continental United States is limited to the per diem rates established by the General Services Administration (GSA). Per diem rates are posted at www.gsa.gov/perdiem.