



REQUEST FOR PROPOSAL

RFP TITLE: District Advertising Services

RFP NUMBER: 12-001

RFP QUESTIONS: All questions must be submitted by email to purchasing@washoeschools.net. Questions must be submitted no later than 5:00 p.m. local time on November 3, 2011.

SCOPE OF WORK: Develop, implement, and manage advertising services for district website, district-owned delivery vehicles, and other advertising services as needed.

RFP OPENING DATE: November 30, 2011

LOCATION: Washoe County School District
Purchasing Department, Room 10
14101 Old Virginia Road
Reno, NV 89521-8912

BOND REQUIREMENT: **NO BID BOND REQUIRED**

RFP RECEIPT TIME: 1:30 p.m., local time

RFP OPENING TIME: 2:00 p.m., local time

NOTE: RFP RECEIPT TIME IS DIFFERENT FROM RFP OPENING TIME

NAME OF PERSON TO CONTACT: Buyer Name: Andrea Sullivan
Title: Purchasing Supervisor
Email Address: asullivan@washoeschools.net
(775) 850-8056

ADVERTISEMENT DATE: October 20, 2011
NUMBER OF PAGES IN THIS RFP: 26
NUMBER OF PAGES IN ATTACHMENT A: 2
NUMBER OF PAGES IN ATTACHMENT B: 10
NUMBER OF PAGES IN ATTACHMENT C: 7

1.0 SUBMISSION OF RFP

- 1.1 In response to this RFP, Proposers shall submit **one (1) original proposal marked "Master"**, six (6) identical bound copies and one (1) identical electronic response in write-protected Adobe PDF on CD or flash drive. Clearly label and index binders with appropriate section and sub-section numbers as referred to herein. Number each page individually and provide a table of contents. **All cost information must be submitted in separate, sealed envelopes.**
- 1.2 Neither the Washoe County School District nor any official or employee thereof shall be responsible for the pre/post-opening of, or failure to open an RFP not properly addressed, identified or mislabeled.
- 1.3 Proposals submitted by telephone, telegraphic notice, email or facsimile will not be accepted.
- 1.4 RFP and any addenda shall be submitted in a sealed envelope or box and labeled using the following format:
- Company:**
RFP TITLE:
RFP #:
Opening Date:
Receipt Time: 1:30 P.M. Local Time
- Mail or deliver RFP To:** **Washoe County School District**
 Purchasing Department, Room 10
 14101 Old Virginia Road
 Reno, NV 89521-8912
- 1.5 In order for an RFP to be considered, it is mandatory that the RFP documents be received and time-stamped in the Washoe County School District Purchasing Department, Room 10, prior to the receipt time specified in the RFP document (see page 1).
- 1.6 Information should be prepared to provide a straightforward, concise delineation of capacities to satisfy requirements of the RFP on Washoe County School District's forms. Expensive bindings, color displays, promotional materials, etc., are not necessary or desired. Emphasis should be placed on conformance to RFP instructions, responsiveness to RFP requirements, completeness and clarity of content.
- 1.7 Any irregularities or lack of clarity in the RFP should be brought to the attention of Washoe County School District Purchasing Department for correction or clarification.
- 1.8 When a bid bond is required, such surety shall be acceptable only in the form of a bid bond, certified check or cashier's check in the amount stated. The surety must accompany the proposal. After award of the RFP by the Board of Trustees, the bid bond of the unsuccessful Proposers shall be returned.

GENERAL TERMS AND CONDITIONS (CONTINUED)

1.0 SUBMISSION OF RFP (CONTINUED)

- 1.9 Addenda issued may become an integral part of this RFP. All addenda are posted on the Nevada State Purchasing website at <http://purchasing.state.nv.us/adocs/adoc.htm> (scroll down to "Additional Bidding Opportunities/Tabulations in Nevada" and locate the addenda), and on the Washoe County School District Purchasing website at <http://www.washoe.k12.nv.us/district/departments/purchasing>.
 - 1.9.1 Proposer must acknowledge receipt of addenda by signing and returning with the original RFP documents. It is the Proposer's responsibility to insure receipt of any addenda. Failure to submit a signed addendum may result in rejection of an RFP.
 - 1.9.2 To insure that Proposer receives any addenda issued on an RFP downloaded from the Nevada State Purchasing website or the Washoe County School District website, Proposer must notify Washoe County School District Purchasing Department at (775) 850-8025 or email purchasing@washoeschools.net with name, address, phone, and fax numbers. Once this is done, Purchasing will automatically send any addenda documents required by this RFP.
 - 1.9.3 If Proposer is a member of DemandStar and has downloaded an RFP document from DemandStar at www.demandstar.com, Proposer will electronically receive from DemandStar any addenda issued.
- 1.10 An authorized representative of Proposer's firm must sign this RFP document. An unsigned proposal shall be disqualified.
- 1.11 Prices quoted shall be F.O.B. destination and exclusive of federal, state and local taxes. No shipping charges will be allowed.
- 1.12 All costs incurred in the preparation and submission of responses to the RFP shall be the responsibility of the Proposer.
- 1.13 Proposer assumes any and all risks involved with method of dispatch chosen. Washoe County School District assumes no responsibility for Proposer's failure to deliver RFP in accordance with the specified receiving point and time stated herein.
- 1.14 All proposals and accompanying documentation become the property of Washoe County School District and will not be returned.
- 1.15 Exceptions to the Terms, Conditions and Specifications of this proposal must be noted in the space provided at the end of this proposal. Failure to note said exceptions shall be interpreted to convey that Proposer shall propose to perform in the manner described and/or specified. The Washoe County School District reserves the right to accept or reject any exceptions based on the best interest of the Washoe County School District.

2.0 LATE PROPOSALS

- 2.1 Proposer shall note that receipt time is different from opening time (see page 1).
- 2.2 Late proposals will not be accepted. A proposal may be received any time prior to the receipt time and date. A proposal arriving after the deadline will be returned to its sender unopened.

GENERAL TERMS AND CONDITIONS (CONTINUED)

3.0 WITHDRAWAL OF PROPOSAL

- 3.1 A proposal may be withdrawn by written notification delivered by mail, fax or e-mail provided such notice is received prior to the date and time set for the RFP opening.
- 3.2 A request for withdrawal of a proposal received after the scheduled opening will not be considered.

4.0 PROPRIETARY INFORMATION

- 4.1 Washoe County School District is a public entity as defined by state law and, as such, it is subject to the Nevada Public Records Law (Chapter 239 of the Nevada Revised Statutes). Under said law, all Washoe County School District records are public (unless otherwise declared by law to be confidential), subject to inspection and may be copied by any person.
- 4.2 Proposers are advised that after the Purchasing Supervisor has made a Recommendation of Award, the complete content of all proposals will become public record and nothing contained in the proposal will be deemed to be confidential. Proposers should not include any information in their proposal that is proprietary in nature or that they would not want to be released to the public. Thus proposals should contain sufficient information to be evaluated without reference to any proprietary information.

5.0 VERBAL PRESENTATION/ORAL INTERVIEWS

- 5.1 Washoe County School District reserves the right to require any or all Proposers to give a presentation or demonstration illustrating their abilities relative to this effort and/or attend an interview session to gauge their suitability to provide services for this project. If so requested, Proposer(s) shall make their personnel available within ten (10) calendar days of request. No cost allowance shall be permitted for this requirement.

6.0 GOVERNING LAW

- 6.1 Should there be a contract, Proposer agrees that it shall be governed by and construed in accordance with the laws of Nevada. No action involving this contract agreement may be brought except in the district and federal courts located in Washoe County, Nevada, USA.

7.0 DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

- 7.1 As required by Executive Order 12549, Debarment & Suspension, and implemented at 34 CFR Part 85, Proposer must certify that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from transactions with any federal department or agency.
- 7.2 **Submission of a signed proposal in response to this solicitation is certification that Proposer's firm (or any Sub-Proposer) is not currently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any state or federal department or agency. Submission is also agreement that Washoe County School District will be notified of any change in this status.**

GENERAL TERMS AND CONDITIONS (CONTINUED)

7.0 DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS (CONTINUED)

7.3 Loss of Agreement and/or Inability to Fulfill Requirements

- A. If Proposer has had an agreement terminated, or has a pending termination, or a settlement to avoid litigation or termination for default during the past five (5) years, all such incidents must be described.
- B. Termination for default is defined as notice to stop performance due to Proposer's non-performance or poor performance, and the issue was either: (a) not litigated; or (b) litigated and such litigation determined Proposer to be in default.
- C. Proposer shall submit full details of all terminations for default, settlements, or pending terminations experienced in the past five (5) years including the other party's name, address, and telephone number. Proposer shall also present its position on the matter.
- D. Washoe County School District shall evaluate the facts and at its sole discretion may reject the Proposer's response if the facts discovered indicate that completion of an agreement resulting from this RFP may be jeopardized by selection of Proposer.
- E. If Proposer has experienced no such settlement or terminations for default in the past five (5) years, and has no pending terminations, it must affirmatively declare this to be so.

8.0 FUNDING OUT CLAUSE

- 8.1 Should the funding authority of Washoe County School District fail to appropriate funds to continue payment on a resultant agreement, Washoe County School District shall cancel said agreement without termination charge or penalty. Written notification shall be made should this occur.

9.0 DEFAULT

- 9.1 In case of default by successful Proposer, Washoe County School District may deduct any unpaid balance due the Proposer, procure the product(s) or service(s) from another source, hold the defaulting Proposer responsible for any excess cost occasioned thereby, assess a penalty equal to five percent (5%) of the total contract price, commence with proceedings against any surety and/or performance bond held in conjunction with the contract, debar the Proposer for a period of not less than one (1) year or more than five (5) years, or pursue other applicable legal remedies.

10.0 TERMINATION OF CONTRACT

- 10.1 This contract may be terminated in whole or in part by Washoe County School District for its convenience, but only after the Proposer is given:
 - 10.1.1 Not less than thirty (30) calendar days written notice of intent to terminate.
 - 10.1.2 An opportunity for consultation with the Purchasing Supervisor of Washoe County School District prior to termination.

GENERAL TERMS AND CONDITIONS (CONTINUED)

11.0 JOINDER OF LOCAL GOVERNMENTS

- 11.1 Nevada Revised Statute 332.195 – Joinder or mutual use of contracts by local governments states the following:
- A. A governing body or its authorized representative may join or use the contracts of other local governments located within or outside this state with the authorization of the contracting Proposer. The original contracting local government is not liable for the obligations of the local government which joins or uses the contract.
 - B. A governing body or its authorized representative may join or use the contracts of the State of Nevada or another state with the authorization of the contracting Proposer. The State of Nevada or other state is not liable for the obligations of the local government, which joins or uses the contract.
 - C. After the award of this RFP, all transactions, such as but not limited to inquiries, orders, warehousing and payment, will be made between participating local government and the successful Proposer.

12.0 AMERICANS WITH DISABILITIES

- 12.1 Washoe County School District acknowledges its responsibilities under the Americans with Disabilities Act (ADA) of 1990. Washoe County School District expects all Proposers to be knowledgeable about and comply with the requirements of the ADA.

13.0 INSTALLATION

- 13.1 The successful Proposer shall make good, to the satisfaction of the Capital Projects and Facilities Management Department of the Washoe County School District, any damage to the work of other trades caused by the installation.
- 13.2 Wherever, in these specifications, a particular brand or make of item is specified, the contractor shall comply strictly with the specifications and recommendations of that manufacturer as to the installation and/or application of that particular item.

14.0 REQUIRED INSURANCE COVERAGE

- 14.1 The successful Proposer shall, at the Proposer's sole expense, procure, maintain and keep in force for the duration of the contract insurance conforming to the minimum limits as specified in this document. The required insurance shall be in effect prior to the commencement of work by the successful Proposer and shall continue in force as appropriate until final acceptance by Washoe County School District of the completion of this contract.
- 14.2 Certificate of Insurance: The ACORD 25 Certificate of Insurance form or a form substantially similar must be submitted to Washoe County School District to evidence the insurance policies and coverages required of the successful Proposer. The certificate must name Washoe County School District as the certificate holder. The certificate should be signed by a person authorized to bind coverage on its behalf. Upon renewal of the policies listed, successful Proposer shall furnish the Washoe County School District with replacement certificates.

GENERAL TERMS AND CONDITIONS (CONTINUED)

15.0 WORKERS' COMPENSATION COVERAGE

- 15.1 Successful Proposer shall have Workers' Compensation coverage as required by law for the duration of the contract to include Employer's Liability Coverage with minimum limits of one million dollars (\$1,000,000).

16.0 GENERAL LIABILITY INSURANCE

- 16.1 During the life of the contract, the successful Proposer providing service to Washoe County School District shall maintain Comprehensive General Liability Insurance (occurrence form) with the following coverages through an insurance carrier(s) licensed to do business in the State of Nevada and having a current A.M. Best rating of A-:VII or better and approved by the Washoe County School District:

- A. Premises-Operations
- B. Independent Contractor's Protection
- C. Products and Completed Operations
- D. Broad Form Property Damage
- E. Personal Injury (with Employee Exclusion deleted)
- F. Blanket Contractual Liability
- G. Property Damage Liability

- 16.2 Limits shall be equal to the amount carried by the successful Proposer, but shall not be less than two million dollars (\$2,000,000) per occurrence combined single limits.

- 16.3 By endorsement to the required general liability policy and automobile liability policy, Washoe County School District must be named as additional insured for all liability arising from this contract. The Additional Insured Document (CG 20 10 11 85 or CG 20 26 11 85) should reference the RFP number.

17.0 COMPREHENSIVE AUTOMOBILE LIABILITY INSURANCE

- 17.1 During the life of the contract, Proposer shall maintain Comprehensive Automobile Liability Insurance to include all owned autos, non-owned autos, and hired autos coverage through an insurance carrier(s) licensed to do business in the State of Nevada and having current A.M. Best rating of A-:VII or better and approved by the Washoe County School District.

- 17.2 Limits shall be equal to the amount carried by the successful Proposer, but shall not be less than one million dollars (\$1,000,000) per occurrence combined single limits.

18.0 PROFESSIONAL LIABILITY INSURANCE

- 18.1 During the life of the contract, Proposer shall maintain Professional Liability (Errors & Omissions) Insurance with minimum limits of at least one million dollars (\$1,000,000) per occurrence.

19.0 OTHER INSURANCE PROVISIONS

19.1 VERIFICATION OF COVERAGE

- Successful Proposer shall furnish Washoe County School District with certificates of insurance with original endorsements effecting coverage required by this clause.
- The certificates and endorsements for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf.
- All certificates and endorsements are to be received and approved by Washoe County School District before work commences.
- Washoe County School District reserves the right to require complete, certified copies of all required insurance policies at all times.

19.2 DEDUCTIBLES AND SELF-INSURED RETENTIONS

- Any deductibles or self-insured retentions must be declared to and approved by the Washoe County School District before work commences.
- The Washoe County School District reserves the right to request additional documentation, financial or otherwise, prior to giving approval of the deductibles and self-insured retentions before work commences.
- The Washoe County School District shall be notified of any changes to the deductibles or self-insured retentions made during the term of this contract or during the term of any policy, prior to the change taking effect.
- It is understood that the successful Proposer is responsible for and shall assume payment of all deductibles and/or self-insured retentions.

19.3 POLICIES TO CONTAIN OR BE ENDORSED TO CONTAIN THE FOLLOWING PROVISIONS:

- The Washoe County School District, its officers, employees, agents, and volunteers are to be named as additional insured on the successful Proposer's general liability and auto liability coverages. The coverages shall contain no special limitations on the scope of protection afforded to the Washoe County School District, its officers, employees, agents or volunteers.
- The successful Proposer's insurance coverage shall be primary insurance. Any insurance or self-insurance maintained by the Washoe County School District, its officers, employees, agents or volunteers shall be in excess of the successful Proposer's insurance and shall not contribute with it in any way.
- Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the Washoe County School District, its officers, employees, agents or volunteers.
- The insurance companies issuing the policy or policies shall have no recourse against the Washoe County School District for payment of any premiums, costs or assessments under any form of policy.

GENERAL TERMS AND CONDITIONS (CONTINUED)

19.0 OTHER INSURANCE PROVISIONS (CONTINUED)

19.3 POLICIES TO CONTAIN OR BE ENDORSED TO CONTAIN THE FOLLOWING PROVISIONS (CONTINUED):

- Each insurance policy shall be endorsed to state that coverage shall not be suspended, voided, cancelled or non-renewed by either the successful Proposer or by the insurer, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the Washoe County School District.
- The successful Proposer's insurers shall have no right of recovery or subrogation against the Washoe County School District.

20.0 LICENSE AND CERTIFICATION

- 20.1 Proposer must be licensed or incorporated to do business in the State of Nevada.
- 20.2 Proposer shall possess all applicable licenses and/or certifications to perform this type of service.
- 20.3 If applicable, Proposer shall possess appropriate city and/or county business licenses.

21.0 VESTED INTEREST

- 21.1 Proposer chosen cannot receive any benefits (directly or indirectly) or be party to other agreements that may emanate from recommendations, contracting actions, and or activities related to this effort.
- 21.2 The only benefit Proposer may derive from this project is payment for the identified work and optional tasks contained herein, including identified deliverables in Proposer's initial RFP response and subsequent written additions to the agreement authorized by Washoe County School District.

22.0 WARRANTY

- 22.1 Proposer warrants that the work shall be performed with the degree of skill, care, and judgment customarily accepted as sound quality practice and procedure.
- 22.2 Proposer further warrants that the work fulfills the requirements and intent of the entire contractual agreement inclusive of Proposer's RFP response.
- 22.2.1 If work fails to meet the aforementioned criteria and/or is deemed to be inadequate in the judgment of Washoe County School District, Proposer shall re-perform the work or portion of the work that is unsatisfactory.
- 22.2.2 Proposer shall be liable for all costs and expenses incurred in the performance of corrective work and services, including travel, per diem, etc.

GENERAL TERMS AND CONDITIONS (CONTINUED)

23.0 ASSIGNMENT

- 23.1 Any attempt by Proposer to assign or otherwise transfer any interest in this agreement without the prior written consent of Washoe County School District shall be void.

24.0 ATTORNEY'S FEES

- 24.1 The parties agree that in the event of a dispute, each party will bear its own costs of litigation and attorney's fees.

25.0 COMPLIANCE WITH LAW

- 25.1 Proposer shall comply with all applicable federal, state and local statutes, regulations, ordinances, or other legal requirements which apply.

26.0 CONFIDENTIAL TREATMENT OF INFORMATION

- 26.1 Proposer shall preserve any information obtained, assembled or prepared in connection with the performance of this agreement in strict confidence.

27.0 COVENANT

- 27.1 Proposer covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under this agreement. Further, Proposer covenants to its knowledge and ability that in performance of said services no person having any such interest shall be employed.

28.0 DISPUTE RESOLUTION

- 28.1 Any controversy or claim arising out of or related to the agreement or the breach thereof shall be settled by arbitration unless Washoe County School District, at its sole option, rejects arbitration by so notifying Proposer.
- 28.2 If the Washoe County School District rejects arbitration, Proposer shall have thirty (30) days from the date of receipt of rejection to send notice to commence litigation by the service of a summons and complaint upon the Washoe County School District.
- 28.3 Failure to effect service upon the Washoe County School District within said time period shall act as a bar to litigation of the claim, which was the subject of the request for arbitration.
- 28.4 If the matter is arbitrated, Washoe County School District shall designate whether the rules of the American Arbitration Association or the rules of the Nevada Arbitration Association shall apply. Nevada courts may enter judgment on such awards.
- 28.5 The parties agree that any arbitrator may not award attorney's fees in any case.
- 28.6 Unless specifically stated herein, if there exists any conflict or inconsistency between terms set forth in this proposal, the successful Proposer's response, and any agreement submitted by the successful Proposer, the language in this proposal shall take precedence.

GENERAL TERMS AND CONDITIONS (CONTINUED)

29.0 FORCE MAJEURE

- 29.1 Neither party shall be liable for failure or delay in performance under any agreement anticipated by this order in whole or in part to an act of God, strike, lockout or other labor dispute, civil commotion, sabotage, fire, flood, explosion, acts of any government, unforeseen shortages or unavailability of fuel, power, transportation, raw materials or supplies, inability to obtain or delay in obtaining governmental approvals, permits, licenses or allocations, and any other causes which are not within such party's reasonable control, whether or not the kind is specifically enumerated above. During any period of Proposer's inability to perform, Washoe County School District may acquire from others said goods or services without incurring liability to Proposer.

30.0 PATENT INDEMNITY

- 30.1 Proposer agrees to indemnify and hold the Washoe County School District harmless from any claim involving patent infringement or copyrights on goods supplied.

31.0 PENALTIES

- 31.1 In case of default by Proposer, the Washoe County School District may procure the articles and/or services from other sources and may deduct from any unpaid balance due Proposer or collect against the bond, security, or surety for the amount of excess costs so paid.

32.0 INDEMNITY

- 32.1 Proposer agrees to indemnify and hold harmless Washoe County School District, its officers, employees, agents, and volunteers from and against all liability, claims, demands, and expenses including court costs and attorney's fees on account of any injury, loss, or damage which arises out of the work performed under this agreement if such injury, loss, or damage is due to the negligence of Proposer, any Sub-Proposer of Proposer, or any officer, employee, or agent of Proposer.
- 32.2 Washoe County School District agrees to indemnify and hold Proposer, its officers, and its employees harmless from and against any and all liability, claims, demands, and expenses including court costs and attorney's fees on account of any injury, loss, or damage which arises out of the work performed under this agreement, if such injury, loss, or damage is due to the negligence of Washoe County School District or any officer, employee, or agent of Washoe County School District subject to the provisions of Nevada Revised Statutes (NRS) Chapter 41, including, but not limited to NRS 41.035.
- 32.3 The obligation of this section shall not apply to damages for which Washoe County School District is/shall become liable by final judgment to pay to a third party as the result of the negligence of Washoe County School District. Nothing herein shall constitute a waiver by Washoe County School District of any and all rights and privileges under any governmental immunity act or related statute.

33.0 INTELLECTUAL PROPERTY

- 33.1 Any drawings, written reports or other works made by Proposer shall be considered works for hire and become the property of Washoe County School District. Any such works shall not be stamped with the Proposer's proprietary markings.

GENERAL TERMS AND CONDITIONS (CONTINUED)

34.0 NO THIRD-PARTY RIGHTS

- 34.1 This agreement is made for the benefit of Washoe County School District and Proposer, not for any outside party.

35.0 NON-ENDORSEMENT

- 35.1 As a result of the selection of a Proposer to supply services, Washoe County School District is neither endorsing nor suggesting that the Proposer's service is the best or only solution. Proposer agrees to make no reference to Washoe County School District in any literature, promotional material, brochures, sales presentations, or the like, without the express written consent of Washoe County School District.

36.0 RECORDS

- 36.1 Records shall be maintained as required by successful Proposer in compliance with applicable municipal, federal or state laws, ordinances, codes, and as prescribed by Washoe County School District.
- 36.2 At any time during normal business hours when Washoe County School District deems it necessary, all records shall be made available to Washoe County School District at a location in Washoe County, Nevada for examination with respect to all matters covered by any subsequent agreement.
- 36.3 Washoe County School District may audit, examine and/or take excerpts or transcripts from such records including, but not limited to, invoices, materials, payrolls, records of personnel, conditions of employment or any other data as may be pertinent to this RFP.

37.0 SEVERABILITY

- 37.1 If a competent court or arbitrator holds any of the terms, covenants, provisions and agreements contained herein invalid, illegal or unenforceable, this agreement shall be interpreted as if such invalid terms, covenants, provisions, or agreements were not contained herein and the remaining provisions shall be valid and enforceable.

38.0 EXPENSES

- 38.1 In the event that Washoe County School District agrees to pay for any of Proposer's expenses directly related to this work, the following parameters shall apply:
- 38.1.1 No overhead and/or profit shall be permitted.
- 38.1.2 Proposer shall only receive reimbursement in amounts that are consistent with applicable travel guidelines established by Washoe County School District policy, regulations, and procedures for its own employees.

39.0 REJECTION OF PROPOSALS

- 39.1 Washoe County School District reserves the right to reject any and all proposals received, or any part thereof. Proposals may be rejected for any of, but not limited to, the following causes:

GENERAL TERMS AND CONDITIONS (CONTINUED)

39.0 REJECTION OF PROPOSALS (CONTINUED)

39.1.1 Proposal lacks signature by an authorized representative of Proposer.

39.1.2 Evidence of collusion among Proposers exists.

39.1.3 Proposer fails to meet terms and conditions as specified in the RFP.

39.1.4 Evidence submitted by Proposer leads Washoe County School District to believe that Proposer will be unable to carry out the obligations of the agreement and complete the work described.

39.1.5 Washoe County School District investigation determines that Proposer is not qualified to meet the obligations of the agreement and complete work described.

39.1.6 Cost of services exceeds budgetary constraints.

40.0 REFERENCES

40.1 Washoe County School District may investigate information supplied by Proposer to determine its accuracy.

40.2 Proposer supplying a reference or customer list gives the Washoe County School District permission to contact firms listed and understand that any information gathered may be used in evaluation of the proposal.

41.0 PROPOSAL NEGOTIATIONS

41.1 Washoe County School District may open negotiations with responsive Proposers after submission of proposals and prior to award.

41.2 At its sole discretion the Washoe County School District reserves the right to award an agreement without negotiation based upon written proposals.

41.3 The Washoe County School District reserves the right to accept any proposal which it deems most favorable to the District and to reject any or all proposals or any portion of any proposal submitted which is not in the Washoe County School District's best interest.

42.0 CONTRACT AWARD GUIDELINES

42.1 Washoe County School District reserves the right to waive any minor informalities or irregularities in proposals and/or agreements in its best interest.

42.2 Washoe County School District reserves the right to award an agreement on the basis of individual scope of work elements, groups of elements or all elements to a single Proposer. Taking into consideration the specified evaluation criteria, Washoe County School District will select the Proposer whose proposal is most advantageous to the Washoe County School District.

42.3 Contractual commitments are contingent upon the availability of funds as evidenced by the issuance of a purchase order.

GENERAL TERMS AND CONDITIONS (CONTINUED)

42.0 CONTRACT AWARD GUIDELINES (CONTINUED)

- 42.4 All agreements are subject to approval by Washoe County School District's legal counsel and may require approval of the Board of Trustees prior to execution.
- 42.5 Once awarded, this contract will be the final expression of agreement between the parties and may not be altered, changed, or amended except by mutual written approval agreement.
- 42.6 Unless specifically stated herein, if there exists any conflict or inconsistency between terms set forth in this RFP document, the successful Proposer's proposal, and any agreement submitted by the successful Proposer, the language in this RFP document shall take precedence.
- 42.7 Washoe County School District reserves the right to hold proposals for a period of ninety (90) days from date of opening before awarding or rejecting said proposals.

43.0 RECOMMENDATION FOR AWARD POSTING

It is the responsibility of the interested Proposer to obtain the Recommendation for Award.

- 43.1 The Recommendation for Award is posted on the following websites:

<http://www.washoe.k12.nv.us/district/departments/purchasing/current-bid-and-quote-opportunities>

<http://purchasing.state.nv.us/adocs/adoc.htm>

www.DemandStar.com

(DemandStar requires membership)

- 43.2 Proposer may also obtain the Recommendation for Award by contacting Washoe County School District Purchasing Department at purchasing@washoeschools.net or by calling (775) 850-8025.

44.0 APPEAL BY UNSUCCESSFUL PROPOSER

- 44.1 Any unsuccessful Proposer may appeal a pending Recommendation for Award.
- 44.2 Appellant must submit a written protest to the Purchasing Supervisor no later than six (6) calendar days after Recommendation for Award is posted. The notice of protest must include a written statement setting forth with specificity the reasons the person filing the notice believes the applicable provisions of the law were violated.
- 44.3 Appellant may be required to post a bond with a good and solvent surety company authorized to do business in the State of Nevada or submit other security in a form approved by Washoe County School District, which will hold the bond or other security until a determination is made on the appeal. Such bond must be submitted with the written protest to the Purchasing Supervisor.
- 44.4 The bond or other security shall be in the amount of twenty five percent (25%) of the total dollar value of Appellant's proposal, up to a maximum bond or other security amount of two hundred fifty thousand dollars (\$250,000).

GENERAL TERMS AND CONDITIONS (CONTINUED)

44.0 APPEAL BY UNSUCCESSFUL PROPOSER (CONTINUED)

- 44.5 If Appellant is not satisfied with Purchasing Supervisor's response, Appellant may then appeal to an appeals committee designated by the Washoe County School District. If Appellant is not satisfied with the appeals committee's response, Appellant may then appeal to the Board of Trustees, who will render the final decision.
- 44.6 Appellant will not seek any type of judicial intervention until Washoe County School District has rendered its final decision on the protest.
- 44.7 Washoe County School District is not liable for any costs, expenses, attorney's fees, loss of income or other damages sustained by Appellant in proposal appeal process.
- 44.8 Washoe County School District will stay any award action until after the Board of Trustees renders a final decision.
- 44.9 If an appeal is granted and a bond was required, the full amount of the posted bond will be returned to Appellant. If the appeal is denied or not upheld, a claim may be made against the bond for expenses suffered by Washoe County School District because of the unsuccessful appeal.

45.0 BID BOND

- 45.1 When a bid bond is required, every RFP shall be accompanied by a surety company certified bid bond or cashier's check made payable to Washoe County School District, 425 East Ninth Street, PO Box 30425, Reno, NV 89520-3425.
- 45.2 Depending on the requirements, the amount of surety shall not be less than ten percent (10%) of the total RFP submitted. Said amount to be forfeited to Washoe County School District should the Proposer, to whom the contract is awarded, fail to enter into the contract in accordance with the RFP.
- 45.3 Surety of the successful Proposer shall be retained by Washoe County School District until replaced by a Performance Bond.

46.0 PERFORMANCE BOND

- 46.1 When a Performance Bond is required, the successful Proposer shall agree to furnish Washoe County School District with a Performance Bond in the amount equal to one hundred percent (100%) of the total amount of the proposal award for the initial period.
- 46.2 The Performance Bond shall be made payable to Washoe County School District, executed by one or more surety companies authorized to do business in the State of Nevada.
- 46.3 The Performance Bond shall be conditioned upon the successful Proposer's full performance of the work, in accordance with the plans, specifications, terms and conditions of the award of proposal by the Board of Trustees.
- 46.4 In the event the contract is renewed, a new Performance Bond, if applicable, shall be requested for one hundred percent (100%) of the total amount of the RFP for the renewal period.

47.0 TERM OF AGREEMENT

- 47.1 It is the intent of Washoe County School District (WCSD) to award a contract for the term of one (1) year beginning the day after Board of Trustees approval with three (3) optional one (1) year renewals, providing the terms, conditions and pricing remain unchanged.

48.0 SCOPE OF WORK AND TECHNICAL REQUIREMENTS

- 48.1 Washoe County School District is seeking a qualified advertising agency to develop, implement, and manage an advertising program for WCSD's main website, warehouse delivery trucks, nutrition services refrigerated delivery trucks, mail delivery trucks and for other advertising services as needed in an effort to generate revenue for the District. **WCSD reserves the right to award the delivery truck advertising and website advertising separately to two different advertising agencies or all together to one agency.** All proposals will be evaluated and awarded based on what is determined to be in the best interest of WCSD. In all cases, WCSD will be responsible for approval of all advertising.

WCSD currently owns three (3) warehouse delivery trucks, six (6) nutrition services refrigerated delivery trucks and two (2) mail delivery trucks that would be used for advertising placement. Please see Attachment B for detail on the daily routes for each truck.

For the purposes of advertising on the WCSD website, a 240 pixel wide x 140 pixel high space will be available in the upper right-hand corner for advertisement placement. This advertisement will carry over to each page a user navigates to on the website. Please see Attachment C for an analytics report demonstrating the number and types of hits the website receives on a monthly basis.

- 48.2 The scope of this project includes the following:
- A. Develop a strategic advertising plan with input from District staff and the District appointed Advertising Advisory Committee.
 - B. Work with District staff to obtain any necessary Superintendent and/or Board of Trustees approval of the resulting strategy and plan.
 - C. Upon approval, implement the approved advertising and sponsorship strategies in coordination with District staff and the Advertising Advisory Committee.
 - D. Create advertising/sponsorship campaigns and employ appropriate methods to achieve desired revenue outcomes.
 - E. The advertising agency will be responsible for the initial screening of form and content of all advertisements. The agency agrees to refuse advertising that does not comply with Nevada Revised Statutes (NRS), any applicable municipal laws, District policy or guidelines set forth by the Advertising Advisory Committee. The District will be responsible for final approval of all advertising.
 - F. The advertising agency shall not pursue or sell any advertisements that:
 - Are false, deceptive or misleading

SPECIAL TERMS AND CONDITIONS (CONTINUED)

48.0 SCOPE OF WORK AND TECHNICAL REQUIREMENTS (CONTINUED)

- Promote unlawful or illegal goods, services or activities
 - Imply or declare an endorsement by WCSD of any product, service, or point of view
 - Promote alcohol, tobacco or gambling-related products or services
 - Contains images or information that could be considered violent or otherwise inappropriate, especially to minors
 - Promote escort services, dating services or adult entertainment services or establishments
 - Contain sexual, nudity or any indecent behavior or implication
 - Are political or religious in nature
 - Do not conform to the standards set forth by the District appointed Advertising Advisory Committee
- G. The advertising agency agrees to furnish the District with an inventory of advertisements. The inventory shall be provided at least quarterly.
- H. The advertising agency shall ensure that payment is made to the District for all advertising sold. When payments are made to the District, the advertising agency shall provide the District with a report detailing gross revenues and collections for that time period.
- I. Placement, removal, repair, maintenance and cleaning of advertising displays is the responsibility of the advertising agency. This is to be coordinated with District staff and will not interfere with school activities.
- J. The advertising agency shall be responsible for all aspects of the advertising/sponsorship program including, but not limited to promoting and selling the program, negotiating agreements and executing contracts with advertisers, preparing and installing advertisements, maintenance of advertisements to ensure proper condition, and removal of signs when advertisement term has ended.
- K. Installation of advertising displays must be in compliance with industry standards, local laws, rules, regulations and WCSD policies.
- L. The advertising agency shall develop a standard form of advertising contract to be used which will be subject to review and approval by WCSD's Purchasing Department and Office of the General Counsel.
- M. WCSD reserves the right to object to the quality of service, the pricing, the appearance and condition, and the content of any advertising or advertising displays utilized in conjunction with this RFP.
- N. The advertising agency should market advertising space to local, regional, and national businesses, organizations and groups.
- O. The advertising agency shall permit the District to inspect and/or audit all records and financial data involved in the operation of the advertising campaign during regular business hours and at other times upon one (1) day's written notice.

48.0 SCOPE OF WORK AND TECHNICAL REQUIREMENTS (CONTINUED)

P. The advertising agency shall assume all responsibility for the performance of all required services, whether or not subcontractors are used for specific work on the program.

Q. The advertising agency shall be the sole point of contact for the advertisers.

48.3 The technical requirements that each proposal should address include:

A. Proposed method for completing the tasks described in the scope of work, including organization and planning of the work.

B. Description the firm's qualifications to perform the services listed in the scope of work of this RFP.

C. Description of the essential elements that firm would include in a strategic advertising plan for the District.

D. Describe ideas firm has to generate revenues for the District.

E. Describe firm's understanding of the Reno/Sparks metropolitan and Washoe County market and how firm would be successful with placing advertising in this market.

F. Describe firm's understanding of the challenges in educational marketing.

G. Describe the working relationship firm would expect to have with the District and what its role would be in the advertising campaign.

H. Describe the process by which sales would be generated based on the type of advertisement and how this would be collected and processed.

I. Include any samples, pictures, data or any other information that would help demonstrate the technical proposal.

J. Describe how would firm monitor public opinion of the advertising and sponsorship program once it is implemented?

K. Describe how media would be affixed to delivery trucks and provide pictures as examples.

L. Describe how firm would implement the advertising plan including a detailed timeline for implementation.

M. List any special resources, skills or services which the firm possess that are not specifically addressed in this RFP, but would be available as part of an agreement with the successful firm. Demonstrate any advantages that would be realized by the District as a result of these resources.

N. Describe project schedule and deliverables firm would provide assuming that a contract is awarded in January, 2012.

49.0 OBJECTIVES OF RFP

This RFP will be awarded to the Proposer who best demonstrates the experience and qualifications necessary to develop and maintain an advertising program that meets the following objectives:

- 49.1 Provide an innovative advertising program that utilizes state-of-the-art technology and optimizes advertising effectiveness while minimizing visual clutter.
- 49.2 Provide advertising that creatively reflects the character of WCSD, its culture and quality of life of Washoe County students and residents.
- 49.3 Provide displays that are aesthetically pleasing and consistent with WCSD's image and goal of "graduating every student highly-skilled and college ready."
- 49.4 Provide a business plan that effectively serves advertisers while providing maximum revenues for WCSD.

50.0 ABOUT WASHOE COUNTY SCHOOL DISTRICT

WCSD is the fifty-eighth (58th) largest district in the country serving students in urban, suburban, and rural settings. The District operates ninety-three (93) schools which include sixty-two (62) elementary schools, one (1) K-12 school, one (1) special education facility, fourteen (14) middle schools, and twelve (12) comprehensive high schools, plus an alternative high school, a magnet high school, and a technical high school. The District also offers one (1) middle/high online school and sponsors eight (8) public charter schools. Total enrollment, including charter school enrollment, is over 64,000.

WCSD recently adopted a new strategic plan, *Envision WCSD 2015 – Investing in our Future*. The complete strategic plan document can be found at:

http://www.washoe.k12.nv.us/docs/community/strategic-plan/StrategicPlan_webENGLISH.pdf

As part of this new plan, the WCSD Board of Trustees adopted a new set of guiding principles in May 2010:

Vision: As a courageous innovative leader in education, Washoe County School District will be one of the nation's top performing school districts, graduating all students college and/or highly skilled career ready.

Mission: To create an education system where all students achieve academic success, develop personal and civic responsibility, and achieve career and college readiness for the 21st century.

Core Beliefs: We believe:

- All students will learn and be successful.
- The achievement gap will be eliminated by ensuring every student is challenged to learn at, or above grade level.
- Effective teachers and principals, dedicated support staff, rigorous curriculum, measurable outcomes, ongoing monitoring and assessment, collaboration, professional development and a culture of continuous improvement will ensure classroom success for all students.
- Superior performance will be achieved through clear goals that set high expectations and standards for all students and employees.

(PROPOSAL)

PUR-F240

50.0 ABOUT WASHOE COUNTY SCHOOL DISTRICT (CONTINUED)

- Family, school and community engagement will be required for student academic success.
- Leadership and passion, together with accountability and transparency, will be keys to reform and success.

Envision WCSD 2015 – Investing in our Future includes five major strategic goals:

1. Provide all students with extensive opportunities, challenges, and support in achieving continuous academic success.
2. Recruit, select, develop, and retain highly-effective personnel to provide the best educational opportunities and services for all students.
3. Engage family and community members in strong relationships and meaningful opportunities to increase expertise, trust, and shared responsibility for student success.
4. Value and strengthen a positive, productive, self-renewing culture throughout the district with attention to safe, orderly, and respectful learning and work environments focused on student achievement.
5. Align and maintain efficient and effective performance management systems to sustain a cycle of continuous improvement in support of student learning.

This RFP aligns with strategic goal number five (5).

For more information about Washoe County School District, please visit our website at www.washoecountyschools.org.

51.0 TIMELINE OF EVENTS

The following is the tentative schedule of events for the RFP submittal and selection process. WCSD reserves the right to change the schedule:

RFP EVENT	DATE
RFP Advertised	October 20, 2011
Questions Due	November 3, 2011 (by 5:00 p.m. local time)
Responses to Questions Posted as Addendum	November 9, 2011
Proposals Due	November 30, 2011 (no later than 1:30 local time)
Finalist Interview/Presentations	December 14, 2011
Recommendation for Award Posted	January 3, 2012
Board Approval	January 24, 2012

52.0 SUBMITTAL FORMAT REQUIREMENTS

RFP should be organized in the following format for ease of evaluation.

- 52.1 In response to this RFP, Proposers shall submit one (1) original proposal marked "Master", six (6) identical bound copies and one (1) identical electronic response in write-protected Adobe PDF on CD, DVD or flash drive.
- 52.2 Include a complete table of contents.
- 52.3 Include a transmittal letter written on Proposer's letterhead with full name, Proposer's legal status (sole proprietor, partnership, corporation or other), physical address, telephone number, email address, and fax number. Proposer shall include in the transmittal letter whether the Proposer's firm is national, regional, or local. Proposer shall also include the location of the office from which Proposer's work would be performed.
- 52.4 PUBLIC DISCLOSURE FORM (section 55.0) **PLACE COMPLETED FORM IN FRONT OF PROPOSER'S RESPONSE.**
- 52.5 PROPOSAL SIGNATURE/CONTACT PERSON FORM (section 56.0 – 58.0) **PLACE COMPLETED FORM IN FRONT OF PROPOSER'S RESPONSE.**
- 52.6 Provide a list of previous clients and a brief history of the firm, including any supplemental information such as samples of work, etc., which may be of assistance to the evaluation committee in determining the qualifications of the firm and/or individuals responding to the RFP.
- 52.7 Provide information and examples which illustrate successful past performance in projects similar to the one described in this RFP. Explain in detail the duration and extent of experience with similar school districts including name, address and phone number of contact person for each operation.
- 52.8 Identify each principal of the firm and all key personnel. Include an organizational chart for the firm.
- 52.9 Identify the senior-level principal, who will act as the primary professional assigned to the account, and describe this person's experience and qualifications. Include a resume for this senior-level principal. Should Proposer need to replace this senior-level principal, Washoe County School District approval will be required.
- 52.10 Identify all other key staff to be assigned to the project and include resumes for all key staff. Should Proposer need to replace any key staff assigned to the project, Washoe County School District approval may be required.
- 52.11 Submit annual reports or financial statements for the last three (3) consecutive years of operation.
- 52.12 Technical Proposal – this is the most in-depth portion of the proposal and should include the elements set forth in Section 48.3 of this RFP document.

SPECIAL TERMS AND CONDITIONS (CONTINUED)

52.0 SUBMITTAL FORMAT REQUIREMENTS (CONTINUED)

- 52.13 If applicable, submit names, addresses, phone numbers, and applicable licenses of all firms, which will provide services in conjunction with the performance of this RFP.
- 52.14 Include Attachment A, Revenue Proposal, **in a separate, sealed envelope.**
- 52.15 Submit any proposed agreement/contract required to implement this program. Washoe County School District may elect, at its discretion, to execute Proposer's agreement provided Washoe County School District's standard terms and conditions in this RFP are incorporated into the final agreement. Unless otherwise identified as such, Washoe County School District's contract language takes precedence in all cases.
- 52.16 Submit completed reference form in Section 54.0 of this RFP document.
- 52.17 Any firm failing to submit information in accordance with the procedures set forth herein may be considered non-responsive and disqualified.

53.0 EVALUATION CRITERIA

- 53.1 An evaluation committee designated by the district will review the responses and determine the best proposal in accordance with the following evaluation criteria:
 - A. Demonstrated expertise in this particular field including the qualifications of personnel to be assigned to this project, firm's past experience in this area, and demonstrated knowledge of the Reno/Sparks and Washoe County community.
 - B. Ability to meet the specifications set forth in the scope of work (see Section 48.0) in this RFP document.
 - C. Technical approach and Proposer's grasp of project as shown by the depth, breadth, clarity, and reasonableness of proposal including a demonstrated knowledge required to implement the program.
 - D. Quality of references and level of satisfaction of present and former clients.
 - E. Overall financial results to Washoe County School District and financial terms of the Proposal including projected net revenue generation.
 - F. Financial stability of firm.
 - G. Timeliness of services.
 - H. Other related factors including optional, additional or value added services considered advantageous to the District.
- 53.2 Financial stability will be evaluated on a pass/fail basis. The financial statements submitted will be evaluated by a qualified member of Washoe County School District's Business and Finance Department. Any Proposer that does not pass this evaluation will have their proposal rejected.

SPECIAL TERMS AND CONDITIONS (CONTINUED)

53.0 EVALUATION CRITERIA (CONTINUED)

- 53.3 Final selection will be subject to review and approval by the Washoe County School District's Board of Trustees.
- 53.4 Proposals not meeting the material requirements of the RFP or found to be incomplete will not be considered. The District may disqualify any vendor if it is deemed to be in the best interest of the District.
- 53.5 WCSD reserves the right to award the website advertising and truck advertising separately or together.

SUBMITTAL FORMS

54.0 REFERENCE FORM

Company name:	
Contact person:	
Address:	
Phone:	
Fax #:	
E-mail address:	
Description of service provided:	

Company name:	
Contact person:	
Address:	
Phone:	
Fax #:	
E-mail address:	
Description of service provided:	

Company name:	
Contact person:	
Address:	
Phone:	
Fax #:	
E-mail address:	
Description of service provided:	

Company name:	
Contact person:	
Address:	
Phone:	
Fax #:	
E-mail address:	
Description of service provided:	

55.0 PUBLIC DISCLOSURE FORM

Firm Name: _____

I hereby certify that I understand:

- 55.1 Washoe County School District employees shall not receive unlawful compensation, commission or personal profit in the course of performing Washoe County School District duties.
- 55.2 Washoe County School District positions may not be used for unlawful purposes or personal gain.
- 55.3 I further certify that I have listed all personal relationships and financial interests between the company, company officers, and key employees with current and former Washoe County School District Board of Trustees members and current and former Washoe County School District authorizing officials. Please complete form below. Additional sheets may be attached if necessary. Write N/A if non-applicable.

Company/Employee	Position	Date of Hire	District Official/ Trustee	Relationship/ Interest

- 55.4 I hereby acknowledge that failure to disclose all facts relative to a conflict or potential conflict of interest with regard to my contract/agreement with Washoe County School District may result in termination of said contract/agreement.

Signature: _____

Authorized Firm Representative

Title: _____ Date: _____

56.0 CONTACT INFORMATION

Firm Name: _____

Address: _____ City: _____

State/ Zip Code: _____ Phone: _____

Fax #: _____ E-Mail: _____

57.0 EXCEPTIONS TO THE TERMS, CONDITIONS AND SPECIFICATIONS

Exceptions to the Terms, Conditions and Specifications of this RFP must be noted in the space provided. Failure to note said exceptions shall be interpreted to convey that Proposer shall propose to perform in the manner described and/or specified. If more space is required, please attach additional sheet(s) referencing RFP title and number. **This form must be signed whether or not there are exceptions noted.**

58.0 PROPOSAL SIGNATURE

By signing this Proposal, I acknowledge the following:

- 58.1 I am an authorized agent for Proposer.
- 58.2 Proposer has read, understands and agrees to the terms and conditions in this RFP and accompanying documents.
- 58.3 Proposer intends to supply the materials and/or services specified herein.
- 58.4 Proposer shall provide, execute, and maintain insurance policies as specified herein.
- 58.5 Proposer shall comply with all federal, state, city, local, county, Washoe County School District statutes, other regulations and requirements.

Authorized Signature _____ Print Name _____

Title	Date
-------	------

**ATTACHMENT A
REVENUE PROPOSAL 1 - WEBSITE**

REVENUE PROPOSAL – Provide a proposed fee schedule based on a percentage of advertising revenues generated by your company website advertisements. It is anticipated that the sole method of compensation under this agreement will be fees earned through advertising revenues.

A. Agency's percent of gross advertising revenue (required information):

Year 1 - _____ %
Year 2 - _____ %
Year 3 - _____ %
Year 4 - _____ %
Year 5 - _____ %

B. District's percent of gross advertising revenue (required information):

Year 1 - _____ %
Year 2 - _____ %
Year 3 - _____ %
Year 4 - _____ %
Year 5 - _____ %

C. Added Value - List any added value options and their monetary value that enhance the value of the contract to the District that are included in the proposal. (Examples: advertising media, production, printing or design services offered for WCSD's use.)

	Value (\$)	Description of Value-Added Option
Year 1		
Year 2		
Year 3		
Year 4		

D. Please list any costs to the District associated with this proposal:

E. Minimum revenue guarantee - Please list the minimum amount of revenue to the District that is guaranteed to be generated under this proposal. \$ _____

F. Optional revenue proposal: Please indicate any other method of compensation you would like to be considered for your proposal.

**** WCSD reserves the right to award the delivery truck advertising and website advertising separately to two different advertising agencies or all together to one agency. ****

**ATTACHMENT A
REVENUE PROPOSAL 2 – DELIVERY TRUCKS**

REVENUE PROPOSAL – Provide a proposed fee schedule based on a percentage of advertising revenues generated by your company for advertising on WCSD's delivery trucks. It is anticipated that the sole method of compensation under this agreement will be fees earned through advertising revenues.

A. Agency's percent of gross advertising revenue (required information):

Year 1 - _____ %
Year 2 - _____ %
Year 3 - _____ %
Year 4 - _____ %
Year 5 - _____ %

B. District's percent of gross advertising revenue (required information):

Year 1 - _____ %
Year 2 - _____ %
Year 3 - _____ %
Year 4 - _____ %
Year 5 - _____ %

C. Added Value - List any added value options and their monetary value that enhance the value of the contract to the District that are included in the proposal. (Examples: advertising media, production, printing or design services offered for WCSD's use.)

	Value (\$)	Description of Value-Added Option
Year 1		
Year 2		
Year 3		
Year 4		

D. Please list any costs to the District associated with this proposal:

E. Minimum revenue guarantee - Please list the minimum amount of revenue to the District that is guaranteed to be generated under this proposal. \$_____

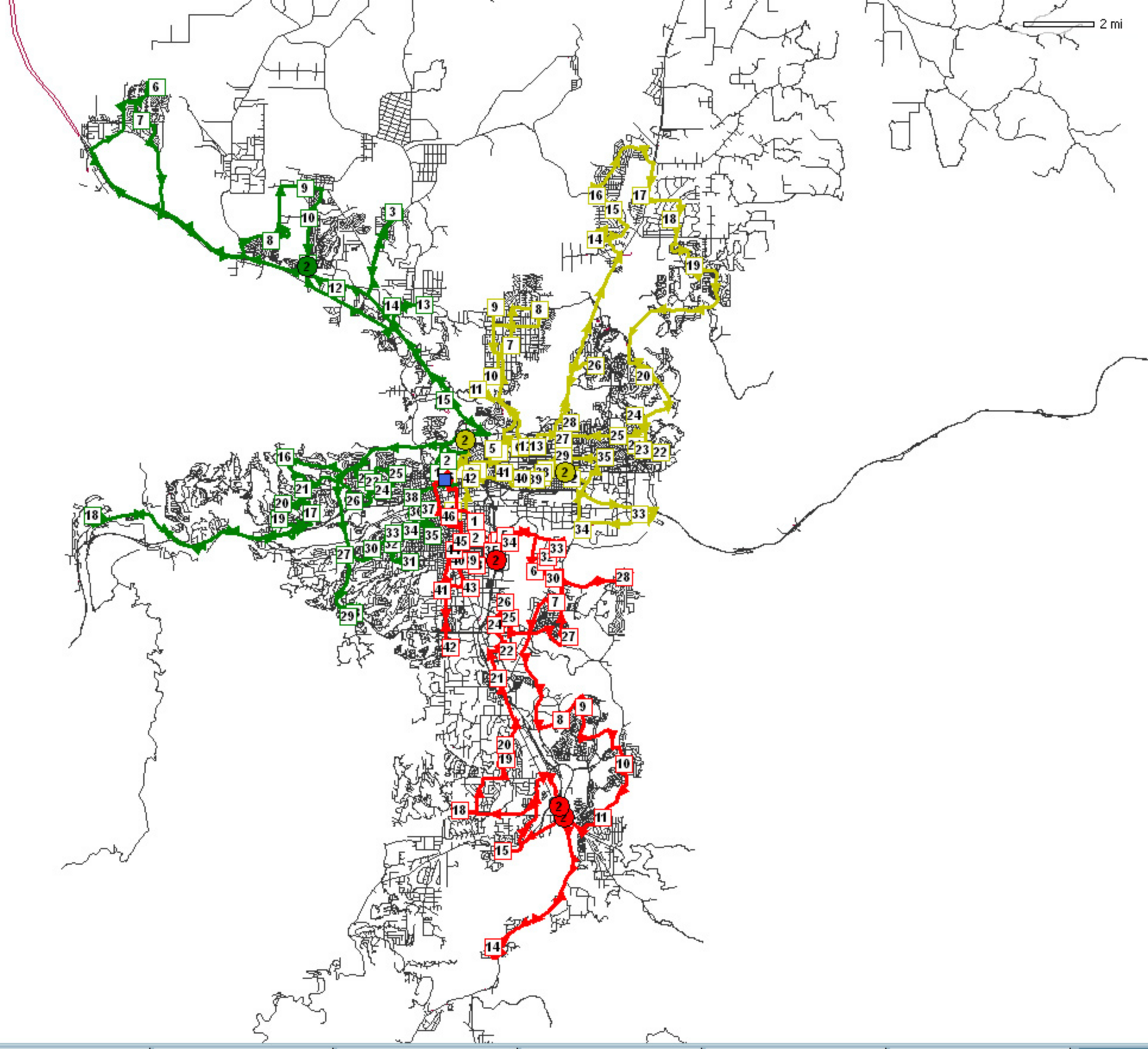
F. Optional revenue proposal: Please indicate any other method of compensation you would like to be considered for your proposal.

**** WCSD reserves the right to award the delivery truck advertising and website advertising separately to two different advertising agencies or all together to one agency. ****

ATTACHMENT B

TRUCK DELIVERY ROUTES

- Mail
- Nutrition Services
- Warehouse



MAIL ROUTE – NORTH EAST

(348-0239) FULL

FROM THE MAIL CENTER

R	POPLAR
L	VALLEY
L	MANOGUE
L	SOARING EAGLE
STOP 6:30	SIERA VISTA
R	SOARING EAGLE
R	VALLEY
L	WINSTON
L	N WELLS AVE
R	MONTELLO
L	CARVILLE
STOP 6:35	DUNCAN
CONT	CARVILLE
STOP 6:40	TRANER
L	CARVILLE
R	MONTELLO
R	ODDIE
L	SILVERADA
L	CANNAN
STOP 6:45	CANNAN ES
CONT	CANNAN ST
R	SILVERADA
L	PARADISE
L	ELEMENTARY
STOP 6:50	MATHEWS
CONT	ELEMENTARY
R	ELRANCHO
L	G ST
R	SULLIVAN
L	F ST
STOP 6:55	KATE SMITH
CONT	F ST
L	15TH ST
R	G ST
STOP 7:00	SPARKS HS
	SPARKS FAMILY RESOURCE CENTER
L	G ST
R	12 TH ST
R	PRATER WY
STOP 7:05	MITCHELL ES
L	13 TH ST
L	F ST
L	12 TH ST
STOP 7:10	LEFT INTO DRIVEWAY HEALTH SERVICES 1210 “i” street (dead ended dirt road next to the baseball field behind Sparks Hs (RED BRICK HOUSE)
Cont L	12TH ST
L	ODDIE BLVD
R	ROCK
STOP 7:15	MAXWELL ES/ payday paging. In the office, pick up phone and push the “classroom” button then #00 and call for custodian to come to the office.
R	ROCK
L	YORK

L	18 TH ST
STOP 7:20	SPARKS MS
R	18 TH ST
R	BYRD
STOP 7:25	RISLEY
R	SULLIVAN
R	WEDEKIND
R	MCCARREN BLVD
R	4 TH STREET
STOP 7:35	DRAKE ES
CONT	4 TH ST
STOP 7:40	GREENBRAE
CONT	4 TH ST
L	PRATER WAY
STOP 7:45	DILWORTH
R	PRATER
R	STANFORD
R	LINCOLN WY
STOP 7:50	LINCOLN PARK ES
R	LINCOLN WY
R	STANFORD
L	E VICTORIAN
R	MCCARREN
R	MILL ST
L	EDISON
STOP 8:00	380 EDISON SSS, RPDP, MUSIC,
STOP 8:20	AACT
R	EDISON
R	MILL
R	CORPORATE BLVD
ICDA	1195 CORPORATE BLVD
L	CORPORATE BLVD
?BEHAVIOR SERVICE??	1197 CORPORATE BLVD
L	CORPORATE BLVD
R	MILL ST
L	MCCARREN
R	E GREGG ST
R	SPICE ISLAND DR
R	SPICE ISLAND CIRCLE
STOP 8:40	NUTRITION CENTER
L	SPICE ISLAND
R	GREG
L	FRANKLIN
R	KLEPPE N
STOP 8:45	TRANSPORTATION (GETTO)
L	KLEPPE
L	VISTA
L	80 WEST
R	SPARKS BLVD EXIT
R	SPARKS BLVD
L	PRATER
R	E. GREENBRAE
R	O'CALLAHAN
STOP 8:55	DUNN ES
R	O'CALLAGHAN
L	SPARKS BLVD
R	BARING
STOP 9:00	REED HS REEDS MAIL LOCATION LEFT AT FIRST HALL WAY R INTO RM # 500 (LIBRARY/COPY CENTER)
L	BARING
R	SORENSEN WY (TURNS INTO DEL ROSA)

STOP 9:05	DIEDRICHSEN ES
R	BLOSSOM VIEW
L	WHITEWOOD
STOP 9:010	MENDIVE MS
L	WHITEWOOD (TURNS INTO D'ANDREA PKWY)
CROSS	VISTA
R	PRIMIO
STOP 9:15	MOSS
R	PRIMIO
L	D'ANDREA PKWY
R	VISTA
L	APLAND
L	DEEP CREEK
R	SHADOW
R	WATERFALL
STOP 9:15	WHITEHEAD ES
L	WATER FALL
L	SHADOW
L	DEEP CREEK
R	APLAND
L	VISTA
R	LOS ALTOS PKWY
L	CANYON PKWY
STOP 9:30	BEASLEY
L	CANYON
L	LOS ALTOS PKWY
R	VISTA
L	WINGFIELD PKWY
R	WINGFIELD SPRINGS RD
R	SOUTH FLORENTINE
R	GENERATION
L	CAMPELLO
STOP 9:40	VAN GORDER ES
L	CAMPELLO
R	CALLE DE ORO PKWY
R	CORDOBA
CROSS	LOS POSADA
L	SKY RANCH
R	MARILYN MAE
STOP 9:50	SPANISH SPRINGS ES
L	MARILYN MAE
R	SKY RANCH
R	PYRAMID HWY RT 445
L	EGYPTIAN
STOP 10:05	TAYLOR ES
R	EGYPTIAN
R	PYRAMID HWY RT 445
R	EAGLE CANYON DR
STOP 10:10	SHAW MS
R	EAGLE CANYON DR
L	2 ND DRIVE WAY INTO
STOP 10:05	SPANISH SPRINGS HS
R	EAGLE CANYON
R	RICHARDS SPRINGS DR
R	SHELBY
STOP 10:15	HALL
L	SHELBY
R	RICHARDS SPRINGS
R	DAVID JAMES
R	PYRAMID HWY RT445
L	LOS ALTOS
R	ION DR
STOP 10:25	SEPULVEDA
L	ION DR
L	LOS ALTOS
L	PYRAMID HWY
L	QUEEN
STOP 10:35	JUNIPER

L	QUEEN
L	PYRAMID HWY
R	MCCARREN
R	395 NORTH
EXIT	PARR BLVD / DANDINI DR
R	DANDINI DR
R	RAGIO PKWY
THIRD LEFT INTO	SEE SIGN) TMCC CAMPUS ~~SHIPPING AND RECEIVING~~ (RED MOUNTAIN BLDG
STOP 10:45	TMCC MAGNET HS IN RED MOUNTAIN BLDG, TAKE ELEVATOR OR GO UP THE STAIRS TO THIRD FLOOR DOWN HALL ON R RM 314
BACK TO	RAGIO PKWY
R	RAGIO PKWY
L	DANDINI BECOMES PAR
CONT	PAR
R	FARRARI MCLEOD
STOP 10:55	JAN EVANS 650 FARRARI (WITTENBURGE) WHEN THEY CALL OR WE HAVE MAIL SO CHECK
L	FARRARI MCLEOD
R	PARR
395 S	
EXIT69	ODDIE BLVD
L	ODDIE
L	SILVERADA
STOP 11:10	HIGH DESERT MONTISORY ADMIN OFFICES M-TH 624-2800 2025 SILVERADA. In the Rose View plaza parking lot, middle bldg. in the front. Leave the mail and take the mail at front desk
R	SILVERADA
R	ODDIE
L	SUTRO
L	9 TH STREET
STOP 11:20	1350 NINTH CORAL 6-12 (1) M-TH
L	9 TH STREET
R	WELLS
L	SADLIER
R	VALLEY
STOP 11:30	CORAL K-5 (2)/ 1701 VALLEY RD M-TH
L	VALLEY
R	EAST 9 TH
STOP 11:45	FILM LIBRARY ON WEST SIDE OF COMPLEX RAMP WITH DOCK
RETURN	

MAIL ROUTE - North/West

FROM THE MAILROOM
348-0239

R POPLAR
L VALLEY
R TIMBER
L SUTRO

**HUG OFFICE right into
parking lot around to
McCarran side closest
bldg. to parking lot east
door**

**continue heading east
turn right around
parking lot to
EARLY**

**CHILDHOOD/CHILD AND
FAMILY SERVICES
in the industrial arts
BLDG D**

L CLEARACRE LN
L 1ST AVE
R MCGUFFY RD

LOIS ALLEN

R MCGUFFY RD
R 2ND AVE
L sun valley dr
R w 4th ave
L LEON DR

SUNVALLEY ES

R LEON
R 5TH
L PEARL DR
R 7TH
L KLONDIKE DR

PALMER

L E 9TH
L MIDDLE FORK
R E 8TH AVE
R SUN VALLEY BVLD
L QUARTS
R SIDE HILL DR

BENNETT

L SID HILL DR
R W 7TH (BECOMES
GOLDEN VALLEY

CONTINUE GOLDEN VALLEY

NORTH VALLEY HS

R BECKWORTH

ALICE SMITH

L BECKWORTH
R N HILLS BLVD
L BECOMES BUCK
R LEMMON DR
L W. PATRICIAN DR

LEMMON VALLEY ES

L W PATRICIAN DR
R LEMMON DR
R MILITARY
L ECHO
L BISMARK

DESERT HEIGHTS ES

MAIL IS LOCATED IN CABINET UNDER COUNTER

LEAVE BUCKET OF INCOMING THERE.

L BISMARK
L MT ANDERSON
R BABCOCK ST
R STEAD BLVD
L LEAR
R CUPRITE

SIERRA NV ACADEMY T & T

13880 STEAD BLVD BEHIND
MINI MART
L CUPRITE
L LEAR
L STEAD BLVD

OBRIEN MS & NV FRC

R STEAD BLVD

STEAD ES

R STEAD BLVD
L SILVER LAKE RD
R BAGPIPE
L RED BARRON

SILVER LAKE ES

R RED BARRON
L SOPWITH BLVD
R DEEP BAY DR
L SILVER SHORES
R SILVER LAKE DR
L RED ROCK RD
R 395 N
EXIT 83 BORDER TOWN
R VILLAGE PKWY
KEEP GOING AND GOING
R CODY

COLD SPRINGS MS

BACK TO CODY
L CODY
L VILLAGE PKWY
L GEORGE TOWN DR
R SANDPIPER
L THRUSH
L LIMPKIN

GOMES

L LIMPKIN
R THRUSH
L SANDPIPER
L WHITE LAKE PRKWY
L 395 SOUTH
EXIT STEAD BLVD
R STEAD BLVD
L N VIRGINIA ST
L DOUBLE BACK RD

North Transportation

677-5454

SOUTH DOUBLE BACK RD
L N. VIRGINIA ST
L LEMMON DR

ONTO R 395 SOUTH

EXIT 395 ONTO I-80 SOUTH

EXIT KEYSTONE AVE
R KEYSTONE
R COLMAN
R GRANDVIEW AVE

PEAVINE

L GRANDVIEW/ Boneville
L COLMAN
R Keystone
L Putnam.. becomes
Wyoming Ave.

R Kings Row

TOWELS

R KINGS ROW
R WYOMING

CLAYTON

R WYOMING
L ELMCREST

**ELMCREST DRIVE THOUGH LOT
AND BACK OUT ONTO
MCDONALD**

R MC DONALD
R WEST 7TH ST
L HEIGHTS

WARNER

R HEIGHTS
L W 7TH
R ROBB DR
L ARCHIMEDES

ROLAND MELTON ES

OUT OF PARKING ONTO
R ROBB DR
R LANCER ST

MC QUEEN HS

L LANCER
R ROBB DR
L SIMONS
R BACKER WY

WINNEMUCCA

L BACKER
 L SIMON
 R ROBB
 L MAE ANNE
 R AMBASSADOR

WESTERGARD

L AMBASSADOR
 L AVENIDA DE
 LANDA
 L CHESTERFIELD

BILLINGHURST

R CHESTERFIELD
 L AVENIDA
 DELANDA
 L SHARLANDS AVE
 R ROBB
 R 80W
 EXIT FIRST VERDI EXIT
 R BRIDGE ST

VERDI

L BRIDGE ST
 L HWY 40 / 3 rd ST
 80 EAST
 EXIT MC CARRAN
 R MC CARRAN
 R MAYBERRY

GOMM

R MAYBERRY
 R MCCARREN
 R **the second**
 CAUGHLIN PKWY

**On the right WHEN WE
 HAVE MAIL OR THEY
 CALL US.**

**Bob Cox, Key, Oats
 etc. legal office 827-2000**
 inCaughlin square
 Professional center across
 from Wells Fargo Bank
 L VILLAGE GREEN
 PKWY

**CAUGHLIN RANCH 689-
2600**

R VILLAGE GREEN
 PKWY
 R CAUGHLIN PKWY
 L MCCARREN
 R MAYBERRY
 L KEELE

SWOPE

L KEELE
 R CALIFORNIA

R HUNTER LAKE

HUNTER LAKE

L HUNTER LAKE
 R FOSTER

HARE CENTER

**Student Pers. Serv., SHARE
 Safe and Drug Free, Pathways
 Counselling dept.**

L FOSTER
 L BOOTH ST
 L in the **CIRCLE PARKING**
 LOT ENTRANCE TO RENO HS

RENO HS

R BOOTH ST
 L CALIFORNIA AVE
 R NEWLANDS
 R MARSH
 L SHARON

BECK ES

R **SHARON**
 R MT ROSE
 L ARLINGTON
 R TAYLOR
 R LANDER

MT ROSE ES

L LANDER
 R ARLINGTON
 R 2ND ST

WASHOE HS/ Student activities

777 W. 2ND ST
 L W 2ND ST
 R VINE
 L 6TH STREET

SUPPLEMENTAL CREDIT

785 WEST 6TH ST
 R W 6TH ST
 L VALLEY RD
 R LAURAL INTO THE
 ADMIN COMPLEX.

Admin. Mail Center

MAIL ROUTE SOUTH/EAST

Mail Center 348-0239

FROM THE MAILROOM

CHECK YOUR GAS

R VALLEY
L 6 TH
R WELLS
L MILL ST
R YORI

BOOTH no earlier than 7:00 am

CONT. YORI
L BRESSON

VAUGHN

Out of parking lot

R BRESSON
R CORDONE AVE
L VASSAR
R KIETZKE LN
R APPLE

LODER

R APPLE
R KIETZKE LN
R GENTRY WAY

BAILEY CHARTER T-T

210 GENTRY WAY

L GENTRY WAY
L VIRGINIA
R MOANA LN
R LAKESIDE
L BERRUM

ANDERSON

TURN AROUND ON BERRUM
R LAKESIDE DRIVE
L BARTLEY RANCH
L WHEATLAND

HUFFAKER ES

TURN AROUND WHEATLAND

L LAKESIDE
L DAVIS
L DEL MONTE
R SOUTH VIRGINIA
R HUFFAKER CIRCLE

HUFFAKER MAINTENANCE CENTER

Volunteer services

TURN AROUND
R VIRGINIA ST
R FOOT HILL DR

PICOLLO

L FOOT HILL
L CARIBOU
R BROILI
L HOMELAND

LENZ

CONTINUE HOMELAND
R EDMONDS
R ZOLEZZI
L THOMAS CREEK
R ARROW CREEK PKWY

HUNSBERGER

L ARROW CREEK PKWY
R THOMAS CREEK
L MT ROSE HWY
R EDMONTON
L BUTCH CASSIDY

GALENA

R BUTCH CASSIDY
R MT ROSE
R 395
R LARAMIE
L SURREY

PLEASANT VALLEY

TURN AROUND ON SURREY
R LARAMIE
L 395 NORTH
R GEIGER GRADE

SCHULTZ/ SOUTH BUS

YARD bldg on the left

TATC ON THE RIGHT SAME LOT AS

OTHER BLDG

CONT. GEIGER

L Equestrian
L WESTERN SKYS
R READING
R SPELLING

BROWN

TURN AROUND SPELLING
L READING
L WESTERN SKIES
R GEIGER
R SOUTH VIRGINIA
R DAMONTE RANCH PKWY
R OLD VIRGINIA

THE BROWN CENTER AND

PURCHASING

GO IN FRONT DOOR ITS ON

THE RIGHT

TURN AROUND ON OLD
VIRGINIA
R DAMONTE RANCH
L STEAMBOAT PKWY
R RIO WRANGLER PKWY

DAMONTE RANCH

R RIO WRANGLER PKWY
L STEAMBOAT PKWY
R CARAT AVE
R WILBURMAY PKWY

DEPOALI MS

R WILBURMAY PKWY
L SOUTH MEADOWS PKWY
L EVER GREEN

DOUBLE DIAMOND ES

R EVER GREEN
L SOUTH MEADOWS
PKWY

GET ON 395 NORTH
EXIT Neil RD

R DEL MONTE
R DELUCCHI LANE

Ccsmi W F 324-3301

1575 delucchi lane #224 ext. 1014
R Delucchi lane
R NEIL RD

R MEADOW WOOD LN
L INTO PARKING LOT

COMMUNITY ED

570 NEIL RD, ROOM S216
In tmcc meadowood facility. front
lobby r off elevator down hall to rm
216

R MEADOWWOOD LN
R NIEL RD

SMITHRIDGE

L NEIL RD
R FILBERT

PINE

R FILBERT
R PECHAM
L REWANA
L MODEL
R GLENN

MARIPOSA T-T 3875 GLEN ST

R GLEN
R MODEL
L DONALD
WEA 1890 DONALD
R PAMELA
L PECKHAM
R AIRWAY
L MCCARRAN
R RIO POCO
L REGGIE
R HOMBRE

DONNER SPRINGS

GREAT BASIN OUTDOOR SCHOOL (CHECK WITH OTHER DRIVERS FOR LOCATION OF MAIL)

L HOMBRE
R REGGIE
R SIERRA MADRE
R MCCARRAN
L HOUSTON

DODSON

THROUGH PARKING LOT ON TO
JAKE STREET

L JAKE
L HOUSTON
L MCCARRAN
R PEMBROKE
L TAMARISK
R HISTORY DR
L ALPHABET DR

HIDDEN VALLEY

TURN AROUND ALPHABET
R HISTORY L DR
L TAMARISK
R PEMBROKE DR
R LONGLEY

MCGEE CENTER 2097 LONGLY

TRUANCY, ATTENDANCE, INTERVENTION 856-4627

R LONGLEY

CHILDREN'S CABINET ROCK ON LONGLEY 1090 SOUTH ROCK ONLY IF YOU HAVE SOMETHING TO DELIVER OR THEY CALL.

R ROCK
NEVADA REGISTRY/ CHILD CARE APPRENTICESHIP
448-5275
240 ROCK ,suite 143
(at the Rock Center)
R ROCK
L MILL
L BIBLE
L Vassar
ACE T-TH 2800 VASSAR
L VASSAR
R TERMINAL
J A 1005 terminal way RM 105 T-T
#106 only if you have something to deliver or they call.
STRAIGHT AHEAD
MAIL ON COUNTER TO THE L
R TERMINAL
R VASSAR
R MATTLEY
EDUCATION COLLAB.
1150 MATLEY (2ND FLOOR SOUTH
END OF BLDG)
L MATTLEY
R VASSAR
L MARKET
US POST OFFICE
RIGHT INTO BACK OF BLDG TO
THE FAR SIDE
R MARKET
R VILLANOVA
CORBETT
L VILANOVA
ON THE RIGHT
WOOSTER ELC 1331 (in mobiles
behind wooster) FRC
R VILANOVA
R MATELY
R IN GATE AT WOOSTER
TURN LEFT AT END OF PARKING
LOT
STRAIGHT AHEAD TURN RIGHT
AT STOP SIGN OFFICE ON RIGHT
WOOSTER
RETURN TO MATELY
R MATELY
R PLUMB
TITLE I AND ESL OFFICE
535 E PLUMB LN
R PLUMB
TRANSITION LEARNING
CENTER 333-6176
inside shoppers square
219 east plumb lane
upstairs in the middle
Exit parking lot to rear
L CASAZZA
R WELLS AVE
Directly after the round about
L VESTA
RAIN SHADOW CHARTER T-T
121 VESTA ST
R VESTA

GO TO THE BACK IF
GATE IS CLOSED

L WELLS
R VASSAR
L LOCUST
VETERANS
L WONDER
R WELLS
L STEWART
R HOLCOM
333 HOLCOM DELIVER TO REAR
OF BUILDING
BOND DEPT/CAPITOL
PROJECTS AND PLANNING
3nd floor box on the floor by
elevator
it 2nd floor box on the floor by
elevator
L HOLCOMB
R MILLS ST
560 MILL STREET ON THE LEFT
MILL ST. ANEX
3RD FLOOR
CONTINUE ON MILL
L PARK ST
L KUENZLI
R EVANS
R 4TH ST
R RECORDS ST
RE-ENGAGEMENT CENTER AT
RECORD ST. 335 RECORD ST ,
SECOND FLOOR ELIVATORS AT
THE FRONT DOORS GO TO THE
LEFT AT THE END OF HALL,
ROOM 255 (353-6930)
L 4TH ST
R EVANS AVE
LOOK FOR UNR MAINTENANCE
BLDG FIRST-LEFT INTO CAMPUS
LRC RAGGIO BLDG 784-4971
DOWNSTAIRS- OFFICE ON THE
LEFT
R EVANS
R HIGHLAND
R VALLEY
R LAURAL
RETURN TO MAILCENTER
DROP OFF ADMIN, AND US MAIL,

2011-2012 ROUTE SCHEDULE - NUTRITION SERVICES

ROUTE #1 10:00A.M. - 6:30P.M. (24' TRUCK/722)				Next Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
ALLEN*	BK	5	MILK	1
MATHEWS*	BK	5	CONDIMENTS	1
CANNAN*	BK	4		1
DUNCAN*	BK	4		1
S. VISTA*	BK	4	COND. TEACHERS	1
			PUSH-IN ELC.	

Dollies 22

ROUTE #4 1:00A.M. - 9:30A.M. (18' TRUCK/714)				Same Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
BOOTH*	BK	3		1
VETERANS*	BK	3		1
SIBAYN CAFÉ		1		1
MT. ROSE	BK	1		
BECK	BK	1		
ANDERSON*	BK	3		1
HUFFAKER		1		
LENZ		1		
D. DIAMOND	BK	1		
HUNSBERGER		1		
P. VALLEY		1		
BROWN		1		
BAILEY		3		1

Dollies 21

ROUTE #7 7:00A.M. - 3:30P.M. (18' TRUCK/716)				Next Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
L. PARK*	BK	3		1
RISLEY*	BK	2		1
TRANER*	BK	2	WALK-IN	1
HUG*	BK	2		1
MOSS	BK	1		
STORY/HILLSIDE		1	1 DAY/TUESDAY	
NACHEZ*	BK	2		

Dollies 13

ROUTE #2 10:00A.M. - 6:30P.M. (18' TRUCK/714)				Next Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
SMITHRIDGE*	BK	6		2
PINE		1		1
MARIPOSA*	BK	2		1
NEIL RD CAFÉ		1		1
DODSON	BK	1		1
D. SPRINGS	BK	2		1
H. VALLEY		1		
CORBETT*	BK	3		
LODER*	BK	3		1

Dollies 20

ROUTE #5 1:00A.M. - 9:30A.M. (24' TRUCK/722)				Same Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
MITCHELL	BK	2		1
K. SMITH*	BK	2	MILK PRO.	1
ELMCREST	BK	1		1
WARNER	BK	1		1
TOWLES	BK	1		
PEAVINE		1		
H. LAKE	BK	1		
GOMM		1		
WINNEMUCCA	BK	1		
WESTERGARD		1		
MELTON	BK	1		
VERDI		1		
C. RANCH		1		
CLAYTON		1		1

Dollies 16

ROUTE #3 1:00P.M. - 9:30P.M. (24' TRUCK/717)				Next Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
S. VALLEY*	BK	4	MILK PRO.	1
PALMER	BK	2		1
BENNETT	BK	2		
A. SMITH	BK	2		
L. VALLEY	BK	2		1
SIERRA NEVADA		1		1
D. HEIGHTS	BK	3		2
STEAD	BK	2		1
S. LAKE	BK	1		
GOMES	BK	1		

Dollies 20

ROUTE #6 1:00A.M. - 9:30A.M. (18' TRUCK/719)				Same Day
SCHOOL	BREAKFAST	DOLLIES	SPACE ISSUES	PROG.
GREENBRAE*	BK	3	MILK	1
MAXWELL	BK	4		1
DRAKE	BK	1		
JUNIPER		1		
DUNN	BK	2		
DIEDRICHSEN	BK	1		
WHITEHEAD		1		
BEASLEY		1		
V. GORDER		1		
S. SPRINGS		1		
TAYLOR		1		
HALL		1		
SEPULVEDA		1		

Dollies 19

* PROVISION II SITES

WAREHOUSE DELIVERY ROUTES

LINE 1

Route 1 is serviced
every Monday

11 PEA-Peavine
12 MT-Towels
13 AC-Clayton
14 ELM-Elmcrest
15 GW-Warner
16 MQ-Mcqueen
17 MEL-Melton
18 WG-Westergard
19 BDB-Billinghurst
110 WINNWinn
111 VER-Verdi

Route 3 is serviced
every Tuesday

31 WHS-Washoe
32 RHS-Reno High
33 GHOC
34 HL-Hunter Lake
35 SW-Swope
36 RG-Gomm
37 CR-Caughlin
Ranch
38 JB-Beck
39 MR-Mt. Rose
310 AND-Anderson
311 HUFF-Huffaker

Route 5 is serviced
every Wednesday

51 MILL-Mill St.
52 HOLCOMB
53 VET-Veterans
54 EOV -Vaugh
55 LB-Booth
56 ED-Edison / R.T.I.
57 WE Washoe East
58 SR-Smithridge
59 PMS-Pine
510 DS-Donner
Springs
511 DOD-Dodson
512 HV-Hidden Valley
513 NSC-Nutrition
514 GETTO-

Route 7 is serviced
every Thursday

71 EL-Loder
72 PLUMB LN
73 RC-Corbett
74 WOO-Wooster
75 BRN-Brown
76 BRN/CTR-
Brown Center
77 GHS-Galena
78 TH-Hunsburger
79 LZ-Lenz
710 PIC-Picollo
711 DD-
Double Diamond
712 DRHS-
Damonte Ranch
713 HMCMaint. Center

Route 9 is serviced
every other Friday

91 PVPleasant Valley
92 IES
93 IMS
94 IES-NEW
95 IHS

LINE 2

Route 2 is serviced
every Monday

21 HUG-Hug
22 GD-Duncan
23 TRN-Traner
24 CAN-Cannan
25 BM-Matthews
26 KS-Kate Smith
27 SHS-Sparks High
28 RM-Mitchell
29 Ist.
210 SUN-Sun Valley
211 VP-Palmer
212 EB-Bennett
213 LA-Allen

Route 4 is serviced
every Tuesday

41 GB-Greenbrae
42 LP-Lincoln Park
43 DIL-Dilworth
44 KD-Dunn
45 RD-Reed
46 LD-Diedrichen
47 LM-Mendive
48 MM-Moss
49 JW-Whitehead
410 BB-Beasley
411 MS-Sepulveda

Route 6 is serviced
every Wednesday

61 TMCC HS
62 CSMS-Cold Springs
63 NG-Gomes
64 SL-Silver lake
65 DH-Desert Heights
66 ST-Stead
67 OB-O'Brien
68 NTRANS
69 LV-Lemmon Valley
610 AS-A. Smith
611 NVHS-North
Valley
612 SV-Sierra Vista

Route 8 is serviced
every Thursday

81 JH-Hall
82 SSHS-
Spanish Springs HS
83 YS-Shaw
84 AT-Taylor
85 SSES-
Spanish Springs Elm.
86 VG-Van Gorder
87 LJ-Juniper
88 FD-Drake
89 AM-Maxwell
810 SMS-Sparks
Middle
811 AR-Risley

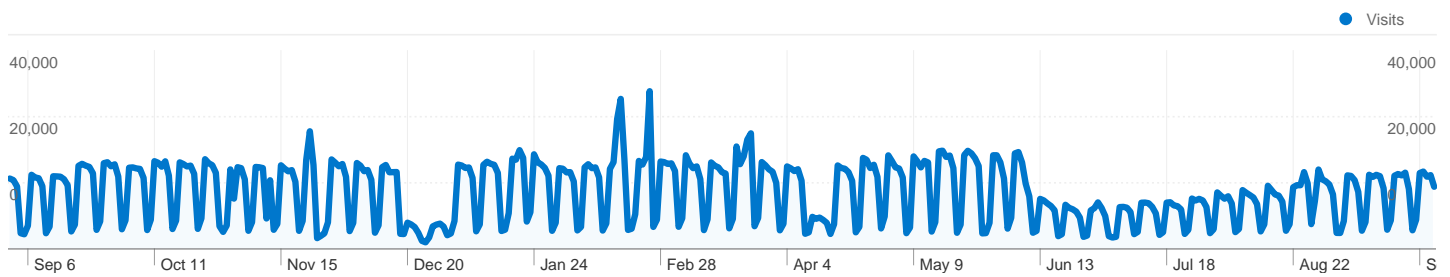
ATTACHMENT C

WCSD Website Analytics Report

Dashboard


Sep 1, 2010 - Sep 30, 2011

Comparing to: Site





Site Usage

 **4,468,929** Visits

 **66.10%** Bounce Rate

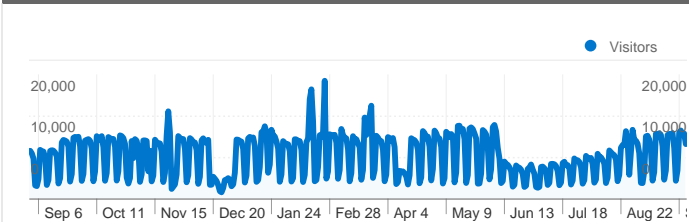
 **8,569,331** Pageviews

 **00:01:48** Avg. Time on Site

 **1.92** Pages/Visit

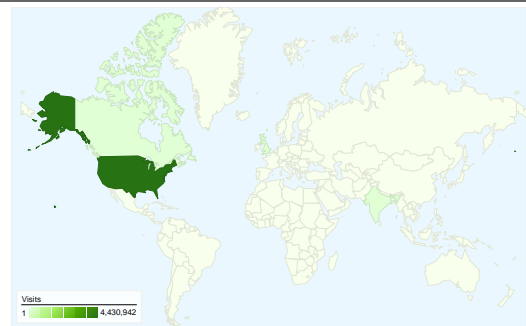
 **21.58%** % New Visits

Visitors Overview

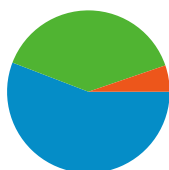


Visitors
1,095,063

Map Overlay



Traffic Sources Overview



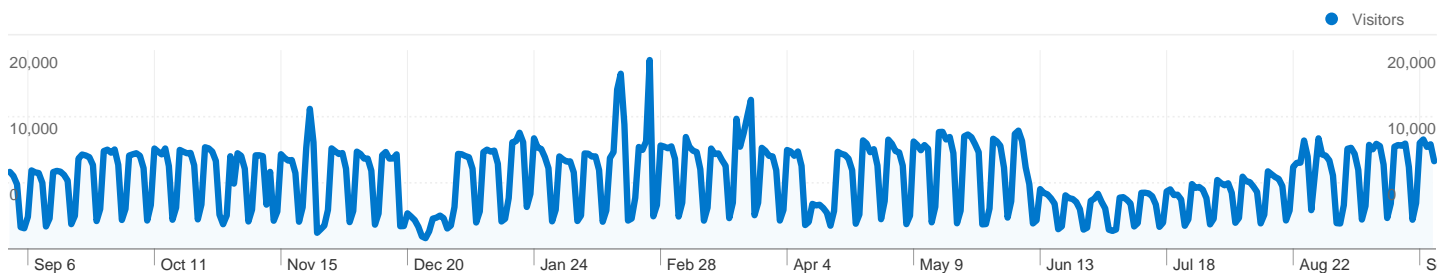
- **Search Engines**
2,495,032.00 (55.83%)
- **Direct Traffic**
1,739,493.00 (38.92%)
- **Referring Sites**
234,399.00 (5.25%)

Content Overview

Pages	Pageviews	% Pageviews
/	3,995,416	46.62%
/district/departments/infinite-	566,898	6.62%
/employment/	398,061	4.65%
/parents/infinite-campus	276,885	3.23%
/schools/	255,587	2.98%

Visitors Overview

Comparing to: Site



1,095,063 people visited this site

 **4,468,929 Visits**


 **1,095,063 Absolute Unique Visitors**

 **8,569,331 Pageviews**

 **1.92 Average Pageviews**

 **00:01:48 Time on Site**

 **66.10% Bounce Rate**

 **21.58% New Visits**

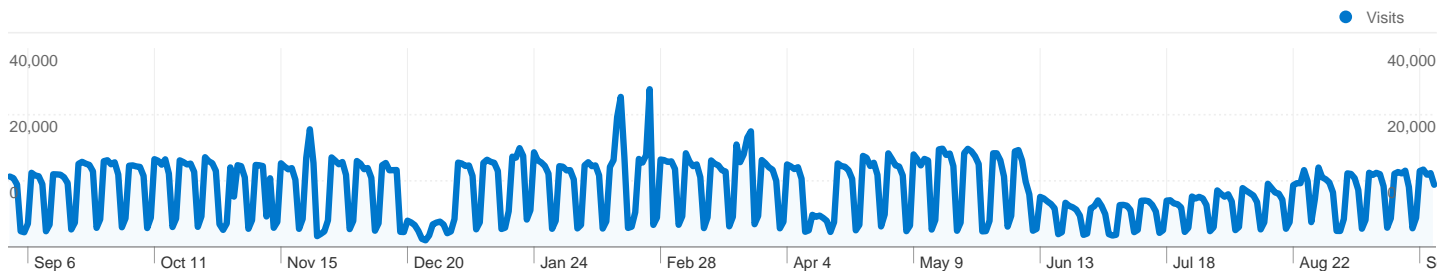
Technical Profile

Browser	Visits	% visits
Internet Explorer	3,284,849	73.50%
Firefox	566,207	12.67%
Safari	388,326	8.69%
Chrome	169,753	3.80%
Android Browser	22,721	0.51%

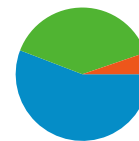
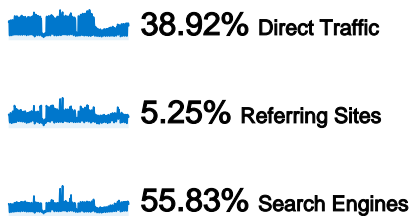
Traffic Sources Overview

Sep 1, 2010 - Sep 30, 2011

Comparing to: Site



All traffic sources sent a total of 4,468,924 visits



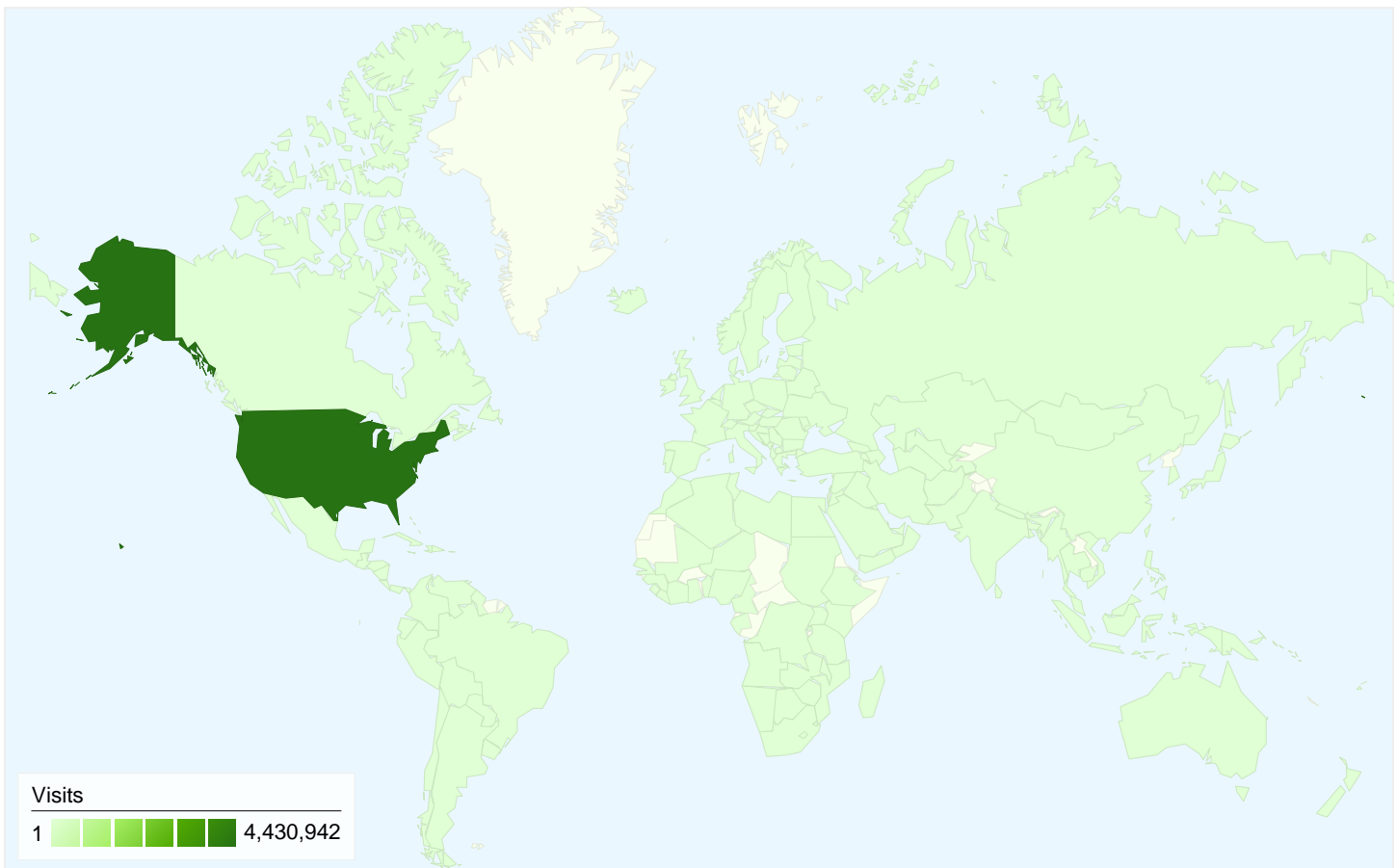
Search Engines	2,495,032.00 (55.83%)
Direct Traffic	1,739,493.00 (38.92%)
Referring Sites	234,399.00 (5.25%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	1,739,493	38.92%	washoe county school district	685,022	27.46%
google (organic)	1,591,422	35.61%	wcsd	163,633	6.56%
search (organic)	565,021	12.64%	infinite campus	130,574	5.23%
yahoo (organic)	161,802	3.62%	infinite campus login	45,596	1.83%
bing (organic)	151,324	3.39%	www.washoe.k12.nv.us	40,189	1.61%

Map Overlay

Comparing to: Site



4,468,924 visits came from 190 countries/territories

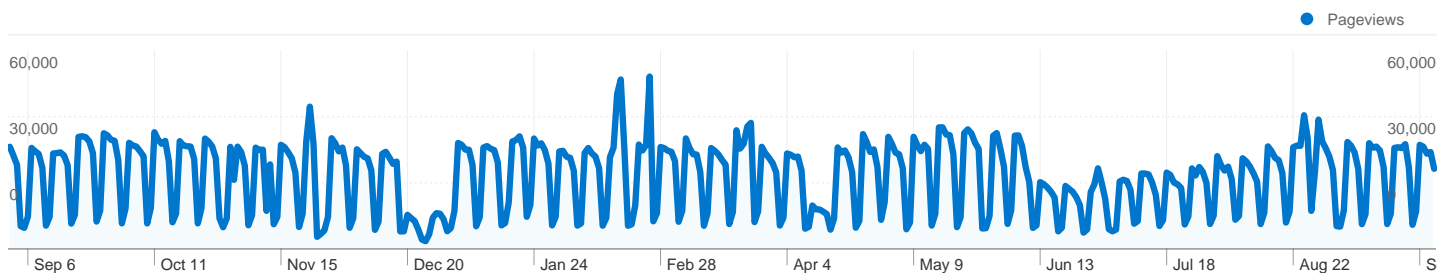
Site Usage

Visits 4,468,924 % of Site Total: 100.00%		Pages/Visit 1.92 Site Avg: 1.92 (> 0.00%)		Avg. Time on Site 00:01:48 Site Avg: 00:01:48 (> 0.00%)		% New Visits 21.52% Site Avg: 21.58% (-0.31%)		Bounce Rate 66.10% Site Avg: 66.10% (> 0.00%)	
Country/Territory			Visits	Pages/Visit	Avg. Time on Site	% New Visits		Bounce Rate	
United States			4,430,942	1.92	00:01:48	21.12%		66.07%	
(not set)			8,351	1.82	00:01:12	20.31%		58.20%	
Canada			5,050	1.84	00:01:21	65.37%		70.40%	
United Kingdom			3,048	1.47	00:00:47	92.03%		79.76%	
India			2,881	3.27	00:02:52	80.98%		53.90%	
Philippines			1,775	1.80	00:01:27	88.34%		73.69%	
Mexico			1,441	1.92	00:01:45	75.16%		69.05%	
Australia			1,310	1.49	00:00:50	90.46%		77.71%	
Germany			1,041	1.75	00:01:01	88.18%		72.33%	

Spain	694	1.54	00:01:11	61.96%	76.66%
1 - 10 of 190					

Content Overview


Comparing to: Site



Pages on this site were viewed a total of 8,569,331 times

 8,569,331 Pageviews

 6,907,319 Unique Views

 66.10% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	3,995,416	46.62%
/district/departments/infinite-campus	566,898	6.62%
/employment/	398,061	4.65%
/parents/infinite-campus	276,885	3.23%
/schools/	255,587	2.98%