

Maryland State Department of Education
RFQ #R00R020047
Request for Consultant Services

Issue Date: September 25, 2009

Title: Design and Printing of a Wellness Passport for use by elementary school students

Specifications:

Purpose:

The Maryland State Department of Education (MSDE)'s School and Community Nutrition Programs Branch (SCNPB) is seeking the services of a graphic design/printing company to design, print, and deliver Wellness Passports to MSDE that will be used by elementary school students across the state. The purpose of the Wellness Passport is for students to track their participation in a series of wellness activities conducted in the school during the 2009-2010 school year. The pocket-sized passport will contain charts for students to track their activities, as well as simple messages promoting healthy eating and physical activity. The Wellness Passport will include space for students to keep track of activities, be colorful and child-friendly to increase its value to the children, and be sturdy enough to last through the school year.

Background:

The MSDE received a two-year Team Nutrition grant from the United States Department of Agriculture (USDA) to improve the nutrition and physical activity culture in selected Maryland elementary schools. Five local school systems received mini-grants to develop School Wellness Action Teams (SWAT) in each of the selected elementary schools. Each team will coordinate activities to promote nutrition education and physical activity in the cafeteria, in the classroom, and at home.

As part of each school's mini-grant plan, the Wellness Passport will be used by the students to track their participation in each of the nutrition and physical activity related events. Students will be motivated to make healthier food choices and be physically active through the messages and information in the Wellness Passport. Wellness Passports may be used to create friendly competition between classrooms, grades, and/or schools within the school system. For example, the school that completes the most activities in the passport may receive a nutrition education assembly as a reward.

Nature of Work:

The graphic designer/printer shall work with MSDE's SCNPB representative/committee to design the Wellness Passport. The content of the passport will be provided by the MSDE committee. Details of the passport follow:

- Finished trim size: 3.5 X 5 inches
- Number of pages: 18, double sided, plus 2 cover pages (1 front and 1 back)
- Colors: 4 pantone colors, throughout; full bleed; colors will be decided after contract is awarded; text shall be black
- Finished product shall be folded and stapled (saddle stitched)
- Front and back covers printed on 100# matte paper, laminated

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- Inside pages printed on 80# matte paper
- Number of copies: approximately 8,000 passports
- All artwork and photographs in JPEG format
- Final electronic document shall be provided in a PDF format and other common graphic software such as MS Publisher or similar in the most recent version
- MSDE shall own the artwork following completion of the project
- Bundled in a uniform quantity, boxed and delivered to: MSDE, 200 W. Baltimore Street, Baltimore, MD 21201, Attention: Anna Arrowsmith, School and Community Nutrition Programs Branch

Timelines & Deliverables:

Timelines	Deliverable
Within 1 business week of award of the contract	Initial meeting with MSDE to discuss details for graphic design
Within 2 business weeks of initial meeting	Second meeting to review drafts of passport design
Within 3 business weeks of initial meeting	Third meeting to review final draft prior to printing. Provide PDF of final product to MSDE
Within 4 business weeks of award of the contract	Deliver boxed Wellness Passports to MSDE, 200 W. Baltimore Street, Baltimore, MD 21201, Attention: Anna Arrowsmith, School and Community Nutrition Programs Branch
Ongoing	Additional communication, meetings, modifications to the product shall occur throughout the contract period

Partial/Multiple Consultants:

The MSDE reserves the right to award contract to multiple Contractors for the services and materials required in this RFQ.

- **Maryland Contractors preferred.**

Offeror Qualifications:

A. Essential Requirements:

The contractor must have a minimum of 3 years of experience in graphic design and printing services. Experience with design and printing of a similar product must be evidenced by submission of such product with the bid.

B. Education Requirements:

N/A

Term Of Contract:

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Contract shall begin on October 19, 2009 and terminate on June 30, 2010.

Submission:

The Offeror **must** submit a letter of interest, resume that demonstrates the required qualifications for the services required and the **signed** bid form Exhibit A to provide the service detailed in the Nature of Work. The submission must be received by the submission due date.

Additional Submission Requirements:

The Offeror must submit the following along with the proposal to be considered:

- Sample of similar booklets produced requiring the same specifications stated above including the 4 color Pantones/full bleed.
- One sample of Text 80# matte paper black text.
- One Sample of 100# matte paper, laminated.
- One sample of a finished Saddle stitch 3.5" x 5" using 4 color Pantones/full bleed.
- **In-State Contractors Preferred**
- **Exhibit A: Cost per Passport is to include all costs incurred both direct and indirect in delivering a product or service, which includes, but not limited to travel, lodging, food, etc.**

Most Favorable Bid Price:

The State reserves the right to award the contract to the responsive and responsible bidder submitting the most favorable bid price for providing the goods and services, as specified in this RFQ.

Submission Due Date:

The interested individuals **must** submit a resume, letter of interest, and the **signed** bid form (Exhibit A) by 2:00 p.m. by October 9, 2009. Please submit one original (1), which shall be identified as such, and two (2) copies to:

Edna Williams
Maryland State Department of Education
200 West Baltimore Street, 2nd Fl. Rm. #219
Baltimore, Maryland 21201

- **Late bids shall not be accepted**

Shipping Instructions:

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1. When shipping the bids to MSDE by courier, please use the address as follows:

**ATTN: Receiving and Shipping Department
Mail Room – C/O Edna Williams
Maryland State Department of Education
200 West Baltimore Street, 2nd Fl. Rm. #219
Baltimore, MD 21201**

2. When hand delivered, please use the 6 North Liberty Street entrance of the building with the packages marked as follows:

ATTN: Mail Room – C/O Edna Williams

- **Bids submitted shall be identified with the RFQ Number R00R020047, Title, and Due Date inscribed on the left-hand corner of the mailed envelope under the return address. Bids shall not be accepted without this information including expressed packages.**
- **E-mailed or Faxed bids shall not be accepted**

Contact Person:

Questions should be addressed to Edna Williams by 2:00 P.M., September 30, 2009 at the following:

ewilliams@msde.state.md.us

Note: Please refer to RFQ #R00R020047 when contacting Edna Williams.

- **All communications pertaining to this RFQ shall be addressed to Edna Williams by e-mail only.**

Note: All responses to questions submitted, if any, shall only be posted on “emarylandmarketplace” as **Addendum #1** after the due date of questions are received. I suggest you register with “emarylandmarketplace” at “no charge” to access the addendums. Just click register and follow the screens. There may be other opportunities from other State agencies out there. There shall be no mailing of the Addendums. The link to “emarylandmarketplace” to register is as follows:

<https://ebidmarketplace.com/>

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**EXHIBIT A
BID FORM**

DETAILED COST CATEGORY	Proposed # of Booklets	Times	Cost per Booklet	Total Cost
NATURE OF WORK DELIVER TO MSDE	8000	X	\$	\$
*TOTAL COST OF PROJECT				\$

Note: Exhibit A bid form shall not be altered.

EVALUATION PURPOSES ONLY BELOW

DETAILED COST CATEGORY	Proposed # of Booklets	Times	Cost per Booklet	Total Cost
NATURE OF WORK DELIVER	1000	X	\$	\$
*TOTAL COST OF PROJECT				\$

***Submit this Exhibit A and all supportive itemized costs, a letter of interest and a resume. Submit one (1) original, which shall be identified as such, and two (2) copies.**

- **Exhibit A: Cost per Passport is to include all costs incurred both direct and indirect in delivering a product or service, which includes, but not limited to travel, lodging, food, etc.**
- **Bid submitted shall be identified with the RFQ Number R00R020047, Title and Due Date inscribed on the left-hand corner of the mailed envelope under the return address. Bids shall not be accepted without this information including expressed packages.**
- **Late bids shall not be accepted**
- **E-mailed or Faxed bids shall not be accepted**

VENDOR'S NAME: _____

PRINT

VENDOR'S ADDRESS: _____

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City State Zip

EXHIBIT A (Continued)
BID FORM

VENDOR'S FEDERAL ID or SS# _____

NAME OF AUTHORIZED: _____
PRINT

SIGNATURE: _____

TITLE: _____

MINORITY BUSINESS ENTERPRISE: YES _____ NO _____

IF YES: MARYLAND STATE CERTIFICATION # _____

ARE YOU A REGISTERED SMALL BUSINESS: YES ____ NO ____

IF NO, REGISTER AT: www.dgs.maryland.gov

TELEPHONE NO: _____ DATE: _____

E-MAIL: _____