

EXHIBIT A

Section 3 – Technical Specifications & Requirements

## SECTION 3 - TECHNICAL SPECIFICATIONS & REQUIREMENTS

### 3-1 GENERAL BACKGROUND

The District has determined it would be to its advantage to establish a single vendor contract for the purpose of providing student portrait photography and related services for all K-12 schools and school organizations within the District. Selecting a single Contractor will provide consistency across all schools and ensure equitable access for all students and their families. The District seeks to select a vendor who can best meet the objectives contained within the specifications and requirements. See Section 1-19 for Basis of Award(s).

Presently, the District is entering the final term of its current agreement with a vendor who has provided these services for all schools in grades kindergarten (K) through grade twelve (12). The District desires to have a new contract in place and picture days scheduled in time for the beginning of the 2024-25 school year. Participating Public Agencies may contract under this master agreement based on their own timelines. The awarded vendor will need to begin scheduling picture days immediately upon completion of fully executed contract documents. The District anticipates a Contractor will be selected by the end of June 2023.

### 3-2 PHOTOGRAPHY PROGRAM REQUIREMENTS

- A. Describe, in detail, your firm's processes, policies and procedures for your Fall underclass portrait program. This shall include, at a minimum, the following criteria:
1. In terms of product options, how many poses of each child are taken? How many backgrounds do you make available for purchase? Describe retouching options.
  2. Describe your firm's sales channels and purchase options. Online and/or Mobile ordering MUST be available (e.g., pre-, and post-picture day orders).
  3. How do you handle the scheduling of Picture Day and Retake dates? Detail picture day promotion support.
  4. Describe your firm's digital image access and print capabilities.
  5. Describe approach to packaging, organizing, and delivering picture packages for distribution.
  6. Explain product return policy and satisfaction guarantees.
  7. Describe your ability to ensure consistent head size and background colors for ID cards, yearbook images, and student record services requirements.
  8. Discuss your capacity to handle growth, and any limitations, as new schools are brought on board.
  9. Discuss how your firm handles staffing and equipment inventory to ensure all schools' needs are met.
  10. Do you have an equipment upgrade and replacement cycle?

### 3-3 OTHER MANDATORY REQUIREMENTS

- A. Data Security: Discuss how your firm addresses the following data security issues:
1. Protection of student data provided by schools to the company from unauthorized access or loss. Include details of compliance with federal, state, and local data security and privacy requirements. Describe your methods for sharing online data and images.
  2. If credit card payments are taken, describe data security program. Include PCI Compliance certification.
  3. If images are available for online viewing and ordering, how does the company protect the images from unauthorized access? Detail how you manage data security and privacy incidents and notifying schools and regulators of data breach. Provide details of how your firm securely disposes of school data when it is no longer needed.
  4. Does your firm guarantee data portability in a usable format for all data elements collected and stored? What format will you provide this data back to the agency?
- B. Digital Images of Student and Staff Portraits: All images must meet the requirements for the student management software, lunchroom software (Horizon) and library software. The images will be verified by District staff to be operational on the student information system (Synergy by EduPoint) and Destiny/Follett software. The District will provide an accurate digital listing of student name, ID number, grade, school year, school name and any other necessary data for the photographer to generate the services required in this RFP. The photographer must provide a secure digital

download of the student photographs matched with this data for all students and staff photographed. This information must be accurate, timely, and accessible via a secure digital download from the internet at the district level and include all schools and students photographed within the District within one download. This download must also be available for a teacher and/or lunch staff to download only the students they prefer. These images will be loaded into the Synergy SIS and Follett systems by District technology staff and tested for operational adequacy. The successful Vendor must also supply downloadable images that are compatible with the annual yearbook requirements from various service providers. These images must be available in high-resolution (640 x 800). Describe any additional capabilities to integrate with other 3<sup>rd</sup> party solutions that utilize student images.

- C. Student/Employee Identification Cards for Middle and High Schools: Please provide examples of ID cards. Dimensions should be approximately 3.375" by 2.125" and .18" to .030" thick. The card must have a glossy over-laminate or equivalent and with barcode encoding capabilities. Preference will be given to ID's that are able to withstand extreme abuse. The student ID will include the student color portrait, name, school name/logo, student ID number (bar-coded), and school year. The vendor will provide high resolution, full color imaging (300 dpi preferred). Barcoding must be able to include alphanumeric text, logos, and digitized signatures. The vendor must provide the district with any other student/staff information for the ID cards the district may request prior to picture day. The district will be using Destiny (by Follett) for the library checkout system and Horizon for the school nutrition program. The staff/employee ID will include employee name, title, department or school, school year, and the School/District logo. The vendor must provide IDs from the sample students provided for testing with the Follett software, upon request at the appropriate time in the evaluation process. **Each vendor must certify compliance with bar code requirements upon award.**
- D. Photographers, Equipment and On-Site Setup: Describe your photographer training program as it relates to the following objective: The photography staff is expected to be trained and competent, 1) in the operation of the necessary equipment, 2) in public relations particularly with young children, 3) in appropriate/inappropriate behavior with the public, 4) in dealing with large groups of children/individuals in time sensitive situations, 5) in professional dress (uniforms), and 6) in DEI/SEL Training. Portrait sets must comply with all ADA requirements (American Disabilities Act). Please describe how your approach to photo day supports special needs children and other special circumstances.
- E. Child Safety Card Program: Two (2) cards must be printed and provided at no charge for the family of every child who is photographed in the District. These cards must contain a clean student image, student's name, and leave room for each parent or guardian to update their student's descriptive information. A sample of this card and how your firm's Safety ID Card program supports child safety efforts must be submitted and explained in detail in your response to this RFP. Please explain the extent to which your firm is able to verify and support the needs of parents and/or legal authorities with a high-resolution recent image of the child in the event of an emergency. Please provide proof of the efforts of your child safety system and any agencies that support it.
- F. Statement of Background and Experience: Proposers are to provide information adequately describing their specific areas of expertise and other background information which may be useful in the evaluation process. This section should include a discussion of the experience and qualifications of the firm, evidence of its capability to provide the required service and to meet the desired schedule, its past performance record and résumés of essential individuals who would, in all probability, be involved providing the services requested. Résumés should adequately describe an individual's experience and area(s) of expertise. Information pertaining to professional licenses or certifications held by individuals who will be providing services should also be included in response to this Request for Proposal. In addition:
1. Describe the firm's service approach with respect to Local vs National account team(s). Detail any use of subcontractors and if used, how they are integrated into the account team covering the District.
  2. Describe, in detail, the firm's policies and procedures with respect to **background checks** for photographers and other personnel providing services to the District.
  3. Please identify your photographers by name and years of service, and/or describe the process and procedures used to hire qualified, talented professionals.
  4. Please list how many employees you have that live within our district or county.
  5. Describe your firm's approach to retaining qualified staff, and the experience/tenure of current staff including account representatives. Describe ongoing evaluation processes.

- G. Customer Service: Companies wishing to participate in this RFP must provide a toll-free number for parents to re-order with extended business hours (e.g., outside of the general workday), ask questions, and deal with traditional customer service questions and concerns. The District is proud of our commitment to our schools, parents and students and we expect the same type of commitment and respect to companies doing business with our families and students. Please explain your customer service policy and the hours and days that your company will provide world-class service to our parents and students. Please state if this service is bilingual. Describe your firm's quality control and exception process. Additionally, the District desires a dedicated customer service representative to work with District staff in the event of issues related to SIS and Yearbook uploads.
- H. Sample Flyer or Notice: Provide a sample of the flyer or notice to be sent home to parents announcing the school portraits. Preference may be given to notices that contain the following information: School name, picture dates (including all make-up/retake days), and any recommendations that would result in a better picture of the student. Detailed portrait retake policy, satisfaction guarantees, family purchase plans that are district-wide, and refund policies. Flyers must be bilingual.
- I. Cumulative Record Pictures: The District must have at least 4 photos with adhesive backing, sorted, and labeled by Last Name, First Name, Grade, Teacher, or Homeroom.
- J. Certificate of Insurance: As noted in Section 6-10, provide proof of insurance in the minimum amounts requested.

### 3-4 VALUE ADDED SERVICES

As part of this RFP, the District is seeking voluntary, at your own discretion, any "value added" services or support that you, the proposer, feel would be helpful to our schools. The District considers "value added" to include, but not be limited to, the following:

- A. Donations of service such as mentoring students, volunteering in schools or departments, and performing in-kind services to supplement services the District already provides.
- B. Funding assistance such as scholarships, donations of money to schools or programs, donations of money to the District or the Olathe Public Schools Foundation, sponsorship, and/or advertising of District schools or programs.
- C. Describe any complimentary photography services to be provided to schools or the District office.
- D. Provide any additional information relevant to the evaluation of this RFP. Are there other proposed innovative considerations the District should take into account?

### 3-4 ADDITIONAL PHOTOGRAPHY OPTIONS AVAILABLE

- A. Yearbook Production available to all school levels. List the design attributes available to the school or yearbook adviser, ordering options available to students, times of year parents must order, number of deadlines available in reference to receiving the book three weeks before the end of the school year.
- B. Senior Portraits available to graduates. List whether you have a separate studio, if you will come to the school, or both. Please list any incentive plans, purchasing programs, the length of time a student has to order, tracking programs available for yearbook selection and how many times a year a senior has to purchase photos.
- C. Athletic Team and Individual Photography provided for Middle and High Schools. List your product options, purchasing options and if you have a weather contingency plan. Please give a detailed example of what the contingency plan would be.
- D. Crossing the Stage, Cap and gown portraits photographed during the graduation ceremony with minimal disruption to the event. At least three images of every student should be available.

- E. Candid Photography - Describe your ability to provide personnel and proper equipment to take groups, activities, and sports team photos for the yearbook. Is this free of charge to the school/District?
- F. Spring Portrait Program available to elementary and middle schools. List the type of purchasing options available, products you offer and backgrounds available.
- G. Classroom Group or Composite Portraits available for elementary and middle school students. List the different product options you have available, the purchasing options you offer and album availability.

**Pricing for these programs may be decided on a school by school basis, should they decide to utilize these programs.**

**3-5 PACKAGES AND PRICING**

- A. Proposers must offer pre-paid packages for Fall Pictures. Please provide pricing for the two sample package options defined below. Additional photographic options and packages may be proposed, as long as the packages defined are included in the proposal.

<b>PORTRAIT PACKAGE OPTION 1</b>	
<b>QTY</b>	<b>Portrait Size</b>
3	8 x 10 Portrait w/ name and grade/year (240 sq in)
4	5 x 7 Portrait w/ name and grade/year (140 sq in)
4	4 x 6 (or similar size) Portrait w/ name and grade/year (96 sq in)
12	2 x 3 Wallet Portrait w/ name and grade/year (72 sq in)
<b>TOTAL PACKAGE COST</b>	

<b>PORTRAIT PACKAGE OPTION 2</b>	
<b>QTY</b>	<b>Portrait Size</b>
1	8 x 10 Portrait w/ name and grade/year (80 sq in)
3	5 x 7 Portrait w/ name and grade/year (105 sq in)
4	4 x 6 (or similar size) Portrait w/ name and grade/year (96 sq in)
12	2 x 3 Wallet Portrait w/ name and grade/year (72 sq in)
<b>TOTAL PACKAGE COST</b>	

Please state whether students/families have the option to create their own packages and describe how these are priced. Proposers may include additional portrait packages as part of the proposal. Include the cost of packages that include a digital/electronic file/download of the portrait for the student/family to use at their discretion. Use the chart in Section 3-5 B. to describe the total square inches and cost per square inch of additional packages.

All prices shall be F.O.B. Destination and shall include all charges incurred in fulfilling the terms of this contract. Students must be able to order photographs within five (5) days following picture day at the same prices offered on the flyer. These portraits must be included in the original shipment to the school or directly to the family residence. All orders received later than the previous time indicated will be mailed directly to the student home for a fee applicable to the parent or guardian.

All individual picture package prices will include applicable sales tax.

**Proposer shall complete the price per square inch table in Section 3-5 B.** New products added after the execution of the contract shall be similar in nature to what is called for in the RFP and will need to be approved by the Procurement Department. Products not falling within the items listed in your response will need to be approved by the Procurement Department. Penalties may be implemented if proposed pricing and packaging is not what is sold within the schools.

**Four (4) sets of sample photographs and flyers are required.** Sample photographs must be of the quality your firm is proposing. Include a sample of the various **portrait packages and pricing** that will be offered for senior student portraits.

B. Price Per Square Inch Breakdown by Package Option

Price per Square Inch Chart			
Package	See Section 3-5 A. above for details of packages	Total Cost	Cost per Sq. Inch
1	Option 1 (from above) – 548 total square inches		
2	Option 2 (from above) – 353 total square inches		
3	Additional Option (Optional) - _____ total square inches		
4	Additional Option (Optional) - _____ total square inches, Including Digital File Image to be used at Buyer’s discretion.		
<b>Average Cost per Sq. Inch</b>			