

**Greenburgh Central School District**

**475 West Hartsdale Avenue  
Hartsdale, New York 10530**

**Request for Proposal  
District-Wide Publication Graphic Designer  
2021-22 School Year**

**Issued  
May 12, 2021**

**Submission Deadline  
May 20, 2021  
11:30 A.M.**

## INVITATION TO BID

### GREENBURGH CENTRAL SCHOOL DISTRICT NOTICE TO BIDDERS

The Greenburgh Central School District, Hartsdale, NY, invites the submission of sealed bids for the following five services. **These bids are all due at the times listed below on May 20, 2021.** If the district is closed, the bids will be opened on the next work day.

**Claims Auditor (RFP) – 10:30 A.M.**  
**Public Relations (RFP) – 11:00 A.M.**  
**Graphic Designer (RFP) – 11:30 A.M.**  
**Athletic Trainer (RFP) – 1:30 P.M.**  
**School Physician (RFP) – 2:00 P.M.**

The specifications and bid documents will be available from **Wednesday, May 12, 2021** on the District's Business Office website (<https://www.greenburghcsd.org/Page/262>). Due to the Covid-19 pandemic, specifications and bid documents are only available electronically.

**The Business Office is located in the Woodlands Middle/High School Building at 475 West Hartsdale Avenue, Hartsdale, NY 10530 (Telephone: 914-761-6000 ext. 3107).**

Bids are to be submitted in sealed envelopes and shall bear on the face thereof the name and address of the bidder and the bid name. Bids will be received at the Office of the Assistant Superintendent for Business up to the time stated above for each bid on **Thursday, May 20, 2021** at which time they will be opened and read via a Zoom meeting. Information regarding the Zoom meeting can be found on the Business Office's website. It is the Bidder's responsibility to ensure that their bid is received by the Business Office before the stated deadline, whether sent by mail or by means of personal delivery. The Bidder assumes the risk in any delay in the mail or in the handling of the mail by employees of the District.

The Board of Education reserves the right to award these contracts as a whole or in part and to reject any or all proposals.

By Order of the Board of Education  
Ivy Kraus  
District Clerk  
Date: May 12, 2021

**GREENBURGH CENTRAL SCHOOL DISTRICT**  
**Request for Proposal – Graphic Designer Services**

**Introduction**

Greenburgh Central School District (GCSD) is located 25 miles north of New York City and serves students from Hartsdale, a portion of White Plains, and several streets in Elmsford. The total area of the District is eight square miles with a population of approximately 21,000 residents representing a vast array of social, economic, ethnic and cultural backgrounds.

GCSD is seeking the services of a graphic designer to assist with the development of various branding for the District, as well as the assistance with the creation of various other graphics on an as needed basis.

**Term of Engagement**

This is a one (1) year renewable contract beginning on or about July 1, 2021 with an option by the Board of Education to renew for two (2) additional one (1) year periods not to exceed a total of three (3) contract years, if deemed in the best interest of the District. The successful firm shall enter into a contract substantially in the form annexed.

**Deadline**

To be considered for review, proposals must be received by 11:30 A.M. on May 20, 2021. Sealed proposals are to be delivered to:

Ms. Lisa Raymond  
Interim Assistant Superintendent for Business  
Greenburgh Central School District  
Business Office  
475 West Hartsdale Avenue  
Hartsdale, New York 10530

## Anticipated Scope of Work

### Graphic Design Services

- Stationary
- Business Cards
- Mascot
- Icons
- Memorabilia
- Signage
- Artistic Design of Newsletters
- Forms (Approximately 50)
- Artistic Design of School Calendar
- Artistic Design of Website Elements

### Proposal Outline

For the District's ease in reviewing and comparing the submissions, proposals must:

- Be organized as outlined below
- Each section and its subsections must be labeled as outlined below
- Include dividers between the main sections
- Provide **three (3)** copies of the proposal

### Section A: Introduction

1. History: Present the profile and track record of the designer.
2. Philosophy: Describe the designer's philosophy.
3. Organizational Composition: List the names of the firm's principals and key personnel. Indicate whether the firm is a partnership, professional corporation, individual, joint venture, or other form of organization.

### Section B: Technical Proposal

1. Methodology (Marketing & Management Plan): Provide your proposed methodology (marketing plan) and management plan for the District's graphic design needs.
2. Organizational Chart: Provide an organizational chart that indicates how you will support the District.
3. Typical Programs of Service: Describe the services that your firm typically provides for graphic design programs of this nature and scope.
4. Project Personnel: List the personnel who will be assigned to this project, their resumes and related project experience.

## **Section C: References & Experience**

1. Relevant Programs of Service: Describe up to three programs of service, which are directly relevant to the Greenburgh Central School District's graphic design needs.
2. Provide the names, addresses and telephone numbers of at least five references for current or very recent clients (school districts preferred).

## **Section D: Summary**

Include a brief summary of why your firm should be selected as the graphic design firm for GCSD. This section could also include additional means or methods that expand on or enhance the items in the Scope of Work section of this RFP.

## **Section F: Appendix**

Include additional information you believe is relevant to the evaluation of your proposal.

## **Section G: Fee**

1. List the proposed lump sum fee for your services.
2. Provide hourly rates for various personnel within your firm as a basis for costing additional services, which may be requested. Identify and estimate reimbursable and/or sub-contractor costs.

## **Section H: Insurance Requirements**

1. Notwithstanding any terms, conditions or provisions, in any other writing between the parties, the professional consultant hereby agrees to effectuate the naming of the District as an Additional Insured on the professional consultant's insurance policies, except for workers' compensation and N.Y. State Disability insurance.
2. The policy naming the District as an Additional Insured shall:
  - a. Be an insurance policy from an A.M. Best A- rated or better insurer, licensed to Conduct business in New York State. A New York licensed and admitted insurer is recommended [strongly preferred]. The decision to accept non-licensed and non-admitted carriers lies exclusively with the District and may create additional vulnerability and costs for the District.
  - b. State that the organization's coverage shall be primary and non-contributory coverage for the District, its Board, employees and volunteers.
  - c. Additional insured status shall be provided by standard or other endorsements that extend coverage to the District (CG 20 26) or equivalent. The decision to accept

an endorsement rest solely with the District. A completed copy of the endorsements must be attached to the Certificate of Insurance.

3.
  - a. The certificate of insurance must describe the services provided by the professional consultant that are covered by the liability policies.
  - b. At the District's request, the professional consultant shall provide a copy of the declaration page of the liability and umbrella/excess policies with a list of endorsements and forms. If requested, the professional consultant will provide a copy of the policy endorsements and forms.
4. The professional consultant agrees to indemnify the District for applicable deductibles and self-insured retentions.
5. Minimum Required Insurance:
  - a. **Commercial General Liability Insurance**  
\$1,000,000 per occurrence/ \$2,000,000 aggregate.  
The general aggregate shall apply on a per-project basis (where applicable).
  - b. **Automobile Liability**  
\$1,000,000 combined single limit for owned, hired, borrowed and non-owned motor vehicles.
  - c. **Workers' Compensation and NYS Disability Insurance**  
Statutory Workers' Compensation (C-105.2 or U-26.3); and NYS Disability Insurance (DB120.1) for all employees. Proof of coverage must be on the approved specific form, as required by the New York State Workers' Compensation Board. ACORD certificates are not acceptable. A person seeking an exemption must file a CE-200 Form with the state. The form can be completed and submitted directly to the WC Board online.
  - d. **Professional Errors and Omissions Insurance**  
\$2,000,000 per occurrence/ \$2,000,000 aggregate for the professional acts of the consultant performed under the contract for the district. If written on a "claims-made" basis, the retroactive date must pre-date the inception of the contract or agreement. Coverage shall remain in effect for two years following the completion of work.
  - e. **Umbrella/Excess Insurance**  
\$3 million each Occurrence and Aggregate. Umbrella/Excess coverage shall be on a follow-form basis over the required General Liability and Professional Liability coverage.
6. The Professional Consultant acknowledges that failure to obtain such insurance on behalf of the District constitutes a material breach of contract. The professional consultant is to provide the District with a certificate of insurance, evidencing the above requirements have been met, prior to the commencement of work.

## Proposed Evaluation

The District will evaluate the response based upon the supplied information. Criteria for evaluating the proposals will include:

1. Previous experience of the firm with similar education clients.
2. Experience and qualifications of the professional staff to be assigned to the District.
3. Proposed methodology and management plan for meeting the District's graphic design.
4. The cost effectiveness of the proposal.

## Submission of Questions

No oral interpretation of this RFP will be made to any proposer or if made will not be binding on the District. All inquiries with respect to this Request for Proposal must be directed to:

Ms. Mairéad Moran  
Purchase Clerk  
Greenburgh Central School District  
475 W. Hartsdale Avenue  
Hartsdale, NY 10530  
[mmoran@greenburghcsd.org](mailto:mmoran@greenburghcsd.org)

Questions must be received three (3) days before the specified RFP opening date; **and if deemed necessary, in the sole discretion of the District**, will be answered in writing by the District in the form of an addenda to the RFP which will be sent to all proposers solicited or of record.

*The submission of a proposal in response to this Request for Proposal is an acknowledgement that there is no cost to Greenburgh Central School District associated with the proposal. Greenburgh Central School District has the right to reject any and all proposals if, in its opinion, the best interest of the School District.*

**NON-DISCRIMINATION STATEMENT**

To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Contractor will not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin, sexual orientation, age, disability, genetic predisposition or carrier status, military status, domestic violence victim status, or marital status. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Contractor agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Contractor agrees that neither it nor its subcontractor shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Contract is subject to fines of \$50.00 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due for a second or any subsequent violation.

BY: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title of Signatory

DATE: \_\_\_\_\_

**NON-COLLUSIVE BIDDING CERTIFICATION**

By submission of this bid or proposal, the undersigned bidder and the person or persons signing on behalf of the bidder, and should this bid be a joint bid, each party thereto, certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor.

Unless otherwise required by law, the prices, which have been quoted in this proposal, have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor.

No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

BY: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title of Signatory

DATE: \_\_\_\_\_

**GENERAL MUNICIPAL LAW SECTION 103-g STATEMENT**

The below signed bidder affirms the following as true under penalties of perjury:

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of Section 165-a of New York State Finance Law.

\_\_\_\_\_

Corporate or Company Name

By: \_\_\_\_\_

Signature

\_\_\_\_\_

Title

Sworn to before me this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Notary Public

**SEXUAL HARASSMENT POLICY STATEMENT**

The below signed bidder affirms the following as true under the penalties of perjury:

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that the bidder has and has implemented a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of section two hundred one-g of the labor law.

If the bidder cannot make the foregoing certification, such bidder shall state so and shall furnish with the bid a signed statement which sets forth in detail the reasons therefor.

BY: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name and Title of Signatory

DATE: \_\_\_\_\_