



REQUEST FOR PROPOSAL # ELCMDM2009-002  
FOR EARLY LITERACY MATERIALS

Questions and Answers

1. Question:

- a. As we need to quote a pricing including a delivery fee, please let us know of drop ship requirement – How many different places will be shipping to?

**Answer:** We do not have the exact number of centers determined yet.

- b. In the column that says quantity – what is your expected answer – how many we have currently in stock or how many we can deliver in a specific time? Given 8 – week turn around, we can deliver any number of quantities - how should we note that in the bid?

**Answer:** They should note that “given 8 week turnaround, we can deliver any number of quantities”

2. Question:

The following are my questions or what I need further explained in regards to completing the information you need from Starbright books.

- a. In the 3.2 section, you requested that there would be a brief narrative with a maximum of two pages with examples of titles/books we carry for ages 0-5. So it has to be 2 pages or can it be a page and a half?

**Answer:** It can be a maximum of 2 pages, but anything less than 2 pages is acceptable

In regards to the Table you want us to create, since we are unable to type directly on this table you have in the RFP and we cannot cut and paste, can this be created in an Excel Spreadsheet? FYI - For the Quantity Column, we can list what we have available at the time but this can change daily... Please expand on this comment... (Please expand the row that contains the item number, description and dimensions) - is this referring to any extra items we may carry that are not books etc?

**Answer:**

- b. Under the Plan section, you requested a maximum of 2 pages - Can we just submit pg 12 in its entirety, adding a statement below all the requirements, that we agree and will follow the plan as listed for invoicing and delivery requirements?

**Answer:** We will expound as needed on certain points...yes

- b. Invoice, pg.13. Can we submit our current invoice or are you expecting an invoice made specifically for the ELC? Other RIF's sites use our existing invoice.

**Answer:** No, you have to utilize the sample provided by ELC.

- c. In the 6.1 Section #3 - What does Rate Schedule mean, is this where we state we offer 60% off our retail price?

**Answer:** Provide your company's price.

- d. What does budget mean your budget?

**Answer:** Budget means your company's budget

- e. In the 6.4 Section - Exhibit 12, not only is sent in the Proposal but a separate copy is to be sent to you, Yasmin, correct?

**Answer:** Yes

- f. In the 6.5 Section- We are to basically state that we know who & what the RIF program is and does and how you will be utilizing the books that you receive. As well as the fact that we have been satisfactorily servicing RIF programs for 10yrs or more.

**Answer:** yes

- g. In the 6.6 Section - Proposed Budget? Do you mean what the total cost would be if you purchased 80,000 books from Starbright? If so, this would have to depend on the book titles you selected, and there would be no other costs involved -we provide free shipping to RIF's sites - this is what we are required to do as a RIF's book vendor.

**Answer:** The Coalition has received a matching grant from Reading Is Fundamental. The grant from RIF is \$123,750 and the ELC match is \$41,250. That comes to approximately \$2.00/book.

- h. In the 6.7 Section - Do we need to fill out and sign by hand or if you want this in a typed format - at this time, nothing can be entered on your forms...pg.44?

**Answer:** You can print the form, sign by hand and in a typed format.

- i. Pg. 46, Attachment 2 - does this apply to us (book ordering)? What is this for? This looks like an expense form...

**Answer:** This is an ELC sample invoice

- j. Do we provide you with our W-9?

**Answer:** Yes

- k. Are you wanting the response on your forms to be typed? **Answer:** Yes. At this time nothing can be typed in the blank spaces. **Answer:** The forms can be printed and typed.

- l. Will you be making the pdfs that we need to fill in as fillable - as of now we cannot do that.

**Answer:** No, the forms can be printed and typed.

3. Question:

- a. Since we do not know the quantity of each title your organization might be interested to order, how do we determine the quantity for each title? Should we recommend a quantity based our availability? **Answer:** Yes, recommend a quantity based on availability
- b. Many of our recommended titles are not listed in our current catalog. Can you explain in detail what do you mean by “please do not substitute books, simply leave that item blank.”

**Answer:** We prefer to have a list of books.

4. Question:

- a. Could you tell us the number of sites and the number of rounds of shipments you will need?

**Answer:** We do not have the exact number of sites determined yet

- b. If this project was funded in the past, could we examine the previous winning bid?

**Answer:** Was not funded in the past

- c. Will the evaluation of the: selection, age ranges, languages and multicultural cover just the example list submitted or include the totality of our catalog?

**Answer:** Totality of the catalog

- d. Will we need to supply catalogs to every site?

**Answer:** No

5. Question:

1. How many individual sites will be participating in the Coalition’s RIF program and will require book deliveries?

**Answer:** We do not have the exact number of sites determined yet

2. What are the expected dates/deadlines for the following to be determined
  - a. Book order submission to selected book vendor(s)?
  - b. Book deliveries to each individual site?
  - c. First, Second, and Third book distributions to children?

**Answer:** The schedule has not been determined.

3. RE: delivery, is UPS or FedEx Ground service acceptable to the Coalition? More specifically, the mentions that Bills of Lading and inside delivery are required. Does UPS/FedEx delivery meet your needs for inside delivery and does the electronic tracking and delivery confirmation services they offer meet the Bill of Lading and Proof of Delivery requirements?

**Answer:** yes

4. Does the Coalition have a preferred method of delivery and/or a preferred provider of delivery services?

**Answer:** No, but if this changes the Coalition will notify each vendor (s)

3. Can you share a breakdown of children to be served by age group (0-3 and 3-5)? Approximately 35% 0-2.

**Answer:** approximately 65% 3-5

4. What % of foreign language titles is desired/required?

**Answer:** TBD

5. We understand that this will be a firm fixed rate agreement and that 80,000 books are required. What is the total budget available for the contract and what is the per book budget that the Coalition has available to spend? This is a key piece of information that could impact the number of titles that will be available.

**Answer:** The Coalition has received a matching grant from Reading Is Fundamental. The grant from RIF is \$123,750 and the ELC match is \$41,250. That comes to approximately \$2.00/book.

6. We offer books as low as \$1.00 and as high as \$3.00 as we think a range of prices provides the most flexibility. Is this acceptable or is a fixed price per book required as part of this proposal?

**Answer:** This is acceptable

7. Appendix C appears to be incomplete. Can an updated version be made available prior to the submission of proposals? For example.

**Answer:** This is sample agreement.

- a. The Scope of Services (Attachment I) provided is blank.
- b. The pricing section refers to time and materials consultant fees, not the firm, fixed fee arrangement referenced elsewhere in the RFP. Which pricing governs?

**Answer:** Fixed price

- c. Consultant is referenced frequently in the document but is not defined. Can we assume that Consultant means the book vendor(s) that are awarded a contract?

**Answer:** Yes

10. Will there be an opportunity to revise the final agreement after a contract is awarded or is acceptance of the contract in the RFP response considered to be binding?

**Answer:** Yes, the awarded company will have the opportunity to revise the final agreement.

**6. Question:**

- 1) What are the demographics for this program?
  - a) Percentage by age group approximately 35% 0 - 2.

**Answer:** approximately 65% 3 - 5

- b) Percentage of White/Black/Hispanic/Asian/Creole/Native American:

**Answer:** TBD

- 2) How many distribution (ship to) sites will there be?

**Answer:** Number of sites is to be determined

- 3) Do you only want 10 titles listed on the Chart on page 11 (3.2)

**Answer:** You can list more than 10 titles

- 4) Do we need to include Appendix C? Page 37 (We are not a consultant).

**Answer:** Each vendor must respond to every questions

- 5) Do we fill out Appendix A "Application Cover Sheet"?

**Answer:** Yes

**7. Question:**

1. Should selection of books provided in proposal be exclusively segmented from 0-3 and 3-5 year of age? For example, age ranges sometimes vary between, 2 and up, or 2-6, - 3-8, 5 and up, etc. Are the titles with a wider scope of age ranges acceptable as long as the required ages of 0-5 are within that scope?

**Answer:** Yes, a wider scope of age ranges is acceptable as long as the required ages of 0-5 are within that scope.

2. Is the proposal limited only to books as learning materials or can DVDS, music and audio CDs also be included? For example, the Baby Einstein music series on CD.

**Answer:** Books, per the RIF agreement.

3. Is our company's website, bn.com acceptable as the company catalog? We work with hundreds of publishing companies, so we don't carry hard copies of their catalogs. Any title we can provide can be found on that website, as it contains our entire inventory of titles.

**Answer:** Please provide a hard copy of the titles your company offers.

4. For the tables provided on page 10 of RFP in the pricing column, should price reflect the retail catalog price or discounted price of item?

**Answer:** It should reflect the price offered to RIF programs

5. How many titles and copies of each title do you estimate you will require of us to supply?

**Answer:** TBD

6. How much notice will be given between the time order(s) is placed and time that order is needed at designated location?

**Answer:** Ample time will be given between the order placed and delivery needed.

7. Will there be one main Purchase Order, if not, approximately how many would there be over time?

**Answer:** There will be one main order from the ELC.

8. Approximately, how many separate deliveries would this entail? T

**Answer:** TBD

9. Approximately, how many different locations will we be delivering to?

**Answer:** TBD

10. Should titles/learning materials provided in proposal only focus on rudimentary skills, i.e. ABC's math, flashcards, etc. or can they also include storybooks that are within the age range of 0-5?

**Answer:** Storybooks should be included

11. Many in the Creole community speak French. Can titles that come in French, but are targeted towards Creole speakers also be included in proposal?

**Answer:** Miami-Dade has a large Haitian immigrant population and the language spoken is Creole. We would like to know what books in Creole you have available.

12. Is Appendix A-Application Cover Sheet, on page 35-36 of the RFP, to be filled out and included with the written proposal, or is this only to be filled out by the vendor that receives the bid?

**Answer:** It needs to be filled out and included with the written proposal

13. On the tables provided on page 11, does "Quantity" column refer to how many quantities of the title we currently have for distributions?

**Answer:** Yes

14. For the tables provided on page 11, do you require the quantities of all the language versions of the titles listed in the table?

**Answer:** If that information is available, please include.

15. In regards to the section of the proposal, where we must explain a proposed budget, per section 6.6, page 15 of the RFP, do you require an actual breakdown of costs? Since the cost of services will be dependent on which titles are ordered and the amount of titles ordered, we will not know the cost of services rendered until orders are placed? The total cost of all books ordered would be the price of products and services rendered on our part. Can the proposed Budget portion of the proposal, be an explanation of how titles are discounted to meet the needs of the ELC, or is an actual cost projection needed?

**Answer:** The Coalition has received a matching grant from Reading Is Fundamental. The grant from RIF is \$123,750 and the ELC match is \$41,250. That comes to approximately \$2.00/book.

16. What are the terms of payment for the purchase orders? For example, do you require us to allow an “x” number of days, weeks, etc. before each purchase order is to be paid in full?

**Answer:** Per the draft contract, once an invoice must be submitted.

**8. Question:**

- Can our on-line catalog be referenced and or submitted instead of a print catalog? Is so, how do we reference page number as required?

**Answer:** If the on-line catalog is all that is available, please submit.

- In regards to your request for Multicultural, are you specifically looking for material in English that represents other cultures’ holidays, customs, environments, families, etc? And/or books by non-American authors?

**Answer:** We are looking for books by and about other cultures, as well as books written in different languages.

- In regards to your request for books available in English and Spanish are you looking for Bilingual (side by side text) and/or Dual Language (text available in English and Spanish)?

**Answer:** Both

- In regards to your request for books available in English and Creole are you looking for Bilingual (side by side text) and/or Dual Language (text available in English and Creole)?

**Answer:** Both

- We represent over 30 different languages. For the portion of the bid that is asking for us to indicate if the book is available in any additional languages, would you please clarify if you want us to list all languages or some other indicator.

**Answer:** Please list the languages that you have available, with an emphasis on Spanish and Creole.

- In regards to purchasing of materials, will all orders come from the Early Learning Coalition of Miami Dade or will they come from individual households?

**Answer:** Orders will come from the ELCMDM

- In regards to shipping of materials, will we be shipping all orders to the Early Learning Coalition of Miami Dade or to individual households?

**Answer:** Orders will be sent to individual childcare centers and family childcare homes

**9. Question:**

1. Is the Early Learning Coalition of Miami-Dade/Monroe, Inc. (“Coalition”), 501(c)3, subject to or Exempt from the State of Florida Sales and/or Use Taxes? If Exempt, will the Coalition provide an Exemption Certificate or Tax Letter?

**Answer:** Yes.

2. Regarding shipments/deliveries to addresses other than “Coalition” centers, (re: Pg 12, ¶e. Proof of Delivery “...center / home...”):
  - a. What is the definition of the term “home”? homes?

**Answer:** For our purpose refers to family childcare homes

- b. Of the 25,000 cited recipients, how many will be in the class of “home” deliveries verses centers?

**Answer:** TBD

- c. What is the estimated total separate delivery locations anticipated?

**Answer:** TBD

My concern in this definition is because of the following:

Inherent in “home” deliveries are additional fees for deliveries to residences and handling un-deliverables. There is, particularly in low-income areas, a high level of undeliverables most commonly due to no one at home, address errors, population mobility, shared homes, and no forwarding addresses. After varying delivery attempts and directions on pick-up locations, un-deliverables ultimately end up being returned to sender taking weeks to months for the return.

- i. For this class of recipients, would the “Coalition” accept the un-deliverables at a center direct from the carriers rather than the Proposer?

**Answer:** No, the Coalition will provide each vendor with a list of addresses so to ensure that delivery can be completed.

- ii. Would the “Coalition” and/or RIF, pay Proposer’s invoices based on proof of shipment verses proof of delivery for this class of recipients?

**Answer:** Proof of delivery only.

3. Regarding Delivery Information:

- b. In what form will the recipient names and address be provided?

**Answer:** The Coalition will provide a spreadsheet with recipients name and address.

- b. Will the names and addresses be provided in an electronic format?

**Answer:** See above.