

Seattle Community College District VI



REQUEST FOR PROPOSALS (RFP) FOR PERSONAL SERVICES

RFP NO. 600047

PROJECT TITLE:
Positioning, Visibility and Brand Development

TABLE OF CONTENTS

REQUEST FOR PROPOSALS FOR PERSONAL SERVICES - ADVERTISEMENT	1
1. INTRODUCTION.....	2
1.1. PURPOSE AND BACKGROUND.....	2
1.2. OBJECTIVES AND SCOPE OF WORK.....	3
1.3. MINIMUM QUALIFICATIONS.....	3
1.4. FUNDING.....	3
1.5. PERIOD OF PERFORMANCE	4
1.6. CONTRACTING WITH CURRENT OR FORMER STATE EMPLOYEES	4
1.7. DEFINITIONS.....	4
1.8. AMERICANS WITH DISABILITIES ACT	4
2. GENERAL INFORMATION FOR RESPONDENTS.....	5
2.1. RFP COORDINATOR.....	5
2.2. ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES.....	5
2.4. SUBMISSION OF PROPOSALS	5
2.5. PROPRIETARY INFORMATION/PUBLIC DISCLOSURE.....	6
2.6. REVISIONS TO THE RFP	6
2.7. MINORITY & WOMEN BUSINESS PARTICIPATION	6
2.8. ACCEPTANCE PERIOD	7
2.9. RESPONSIVENESS.....	7
2.10. MOST FAVORABLE TERMS	7
2.11. CONTRACT AND GENERAL TERMS & CONDITIONS.....	7
2.12. COSTS TO PROPOSE.....	7
2.13. NO OBLIGATION TO CONTRACT	7
2.14. REJECTION OF PROPOSALS	7
2.15. COMMITMENT OF FUNDS	7
3. PROPOSAL CONTENTS.....	8
3.1. COVER LETTER	8
3.2. TECHNICAL PROPOSAL	9
3.3. MANAGEMENT PROPOSAL.....	9
3.4. COST PROPOSAL	11
3.5. SAMPLES OF WORK.....	11
4. EVALUATION AND CONTRACT AWARD	11
4.1. EVALUATION PROCEDURE	11
4.2. EVALUATION WEIGHTING AND SCORING.....	12
4.3. INTERVIEW / PRESENTATIONS MAY BE REQUIRED	12
4.4. NOTIFICATION TO RESPONDENTS.....	12
4.5. DEBRIEFING OF UNSUCCESSFUL RESPONDENTS	13
4.6. PROTEST PROCEDURE.....	13
5. LIST of ATTACHMENTS.....	13

Request for Proposals for Personal Services - Advertisement Positioning, Visibility and Brand Development

The Seattle Community College District VI (hereafter generally referred to as the Purchaser) is seeking responses from prospective Contractors to provide positioning, visibility and brand development.

Obtaining the RFP: Copies of the Request for Proposals may be obtained from the Procurement Coordinator identified below.

Questions: Any questions or requests for further information must be submitted in writing no later than 2:00 PM on June 7, 2012, to the RFP Coordinator identified below.

Lisa Gacer
RFP Coordinator
Telephone: (206) 934-5534
Fax: (206) 934-5523
Email: lisa.gacer@seattlecolleges.edu

Submission Deadline: Sealed responses (one original and five copies), must be received in time to be stamped in by the Purchasing Department not later than 2:00 PM, Thursday, June 28, 2012, at the address below.

Purchasing Department
Seattle Community College District VI
1500 Harvard Avenue
Seattle, Washington 98122-3803

Rights Reserved: The Purchaser reserves the right to waive as informality any irregularities in submittals, to reject any and all responses, to amend the solicitation as necessary, and to cancel the solicitation at its sole discretion.

(Note: This page replicates the advertisement published for this solicitation.)

1. INTRODUCTION

1.1. PURPOSE AND BACKGROUND

The Seattle Community College District VI, hereafter also called "Purchaser," is initiating this Request for Proposals (RFP) to solicit proposals from Contractors interested in participating on a project to provide positioning, visibility and brand development.

Seattle Community College District VI (also known as "Seattle Community Colleges" and "the District") is the combined three colleges, technical institute, and associated training centers that serve more than 50,000 students every year: Seattle Central, North Seattle and South Seattle Community Colleges; Seattle Vocational Institute; and four specialized training centers located in Seattle, Washington.

The Seattle Community Colleges are among more than 20 institutions of public and private higher education in Puget Sound region, in addition to a number of proprietary training institutions.

The District is considered Washington's flagship community college district because of the size of its student body, history of innovation and national recognition, and number of its combined offerings. However, in an increasingly competitive market, a perceived lack of recognition is costing enrollment, partnership and grant opportunities.

The District's colleges and campuses market and position themselves independently, and do not generally present themselves as part of a District. Additionally, the unique attributes and combined strengths of the Seattle Community College District VI have not been well-defined or broadly used for internal or external audiences. Previous research and anecdotal information indicates a general lack of understanding about the impact and unique qualities of the three-college District.

At the same time, Seattle Community College District VI leaders – including its Trustees, Chancellor, College Presidents and their leadership teams – recognize that fund raising will become even more important in the future, as public funding for higher education continues to decline. Leaders also recognize that successful fund raising will hinge on increased visibility and a broad-based understanding of the unique brand and value that the combined District represents to the region.

The brand and positioning process and resulting core messages will set the stage for a historic fund-raising campaign. The official launch in 2017 will commemorate the district's 50 years of education and training in Seattle, its 2 million alumni and enormous impact on the region.

The Purchaser anticipates award of a single contract resulting from this solicitation, but reserves the right to award multiple contracts for portions of the work, and to separately award contracts for similar work during the contract period.

1.2. OBJECTIVES AND SCOPE OF WORK

OBJECTIVES

Seattle Community College District VI is seeking proposals for a Contractor to outline a plan and lead the process with internal stakeholders that will guide the District in developing a comprehensive institutional brand and core messages that will –

- position the District’s combined colleges as a leading institution
- and set the stage for a major gifts campaign

A district brand is the concept that defines us in the hearts and minds of stakeholders, combined with our reputation

Brand development ensures that concept and reputation match the aspirations of the institution

SCOPE OF WORK

The Contractor may employ a range of activities to develop the brand and process for the Seattle Community College District VI, but deliverables *must* include –

- An assessment and analysis of the internal and external marketing environment, opportunities and challenges
- Recommendations for a process that guides District internal stakeholders (including members of the colleges’ faculty, staff, administrators, student leadership, Foundation Boards and Technical Advisory Committees, as well as members of the District Trustees and the Chancellor’s Advisory Council) toward defining an institutional brand identity
- Following approval, conduct activities in the process
- Development of strategic core concepts and messages: brand pillars, positioning statement, and brand promise, as well as thematic language that can be adapted to convey the brand in a variety of communications and marketing venues

1.3. MINIMUM QUALIFICATIONS

Minimum qualifications include:

- Licensed to do business in the State of Washington
- Minimum of five years’ experience working with organizations to develop and/or clarify brand identity, including -
- complex public agencies or non-profit organizations
- and public and private institutions of higher education
- experience in the Puget Sound region
- Located within 100 miles of Seattle, Washington area strongly preferred; easily available for meetings on Seattle Community College District VI campuses without additional costs to the Purchaser.

1.4. FUNDING

The Purchaser has budgeted an amount not to exceed Fifty Thousand Dollars (\$50,000.00) for this project. Proposals in excess of \$50,000.00 will be considered non-responsive and will not be evaluated.

Any contract awarded as a result of this procurement is contingent upon the availability of funding.

1.5. PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about August 1, 2012 and to end on or about November 1, 2012. Amendments extending the period of performance, if any, shall be at the sole discretion of the Purchaser.

1.6. CONTRACTING WITH CURRENT OR FORMER STATE EMPLOYEES

Specific restrictions apply to contracting with current or former state employees pursuant to chapter 42.52 of the Revised Code of Washington. Prospective Respondents should familiarize themselves with the requirements prior to submitting a proposal that includes current or former state employees.

Any former state employee: who submits a response, or who is a principal in a firm submitting a response, or who will participate in the work of a contract awarded as the result of this solicitation must complete and submit a Department of Retirement Systems (DRS) Contractor Status Form with their submittal. Copies of the required form may be obtained by contacting the RFP Coordinator.

1.7. DEFINITIONS

Definitions for the purposes of this RFP include:

Apparent Successful Contractor – The Contractor selected as the entity to perform the anticipated services, subject to completion of contract negotiations and execution of a written contract.

Contractor – Individual or company whose proposal has been accepted by the Purchaser and is awarded a fully executed, written contract.

Proposal – A formal offer submitted in response to this solicitation.

Purchaser– The Seattle Community College District VI is the agency of the state of Washington that is issuing this RFP.

Request for Proposals (RFP) – Formal procurement document in which a service or need is identified but no specific method to achieve it has been chosen. The purpose of an RFP is to permit respondents to suggest various approaches to meet the need at a given price.

Respondent – An individual (or any other legally-established entity) who submits a proposal in response to the solicitation.

1.8. AMERICANS WITH DISABILITIES ACT

The Purchaser complies with the Americans with Disabilities Act (ADA) and the Washington Law Against Discrimination, RCW 49.60.

2. GENERAL INFORMATION FOR RESPONDENTS

2.1. RFP COORDINATOR

The RFP Coordinator is the sole point of contact in the Purchaser for this procurement. All communication between the Respondent and the Purchaser upon release of this RFP shall be with the RFP Coordinator identified in the Summary on Page One of this solicitation.

Any other communication will be considered unofficial and non-binding on the Purchaser. Respondents are to rely on written statements issued by the RFP Coordinator.

Communication directed to parties other than the RFP Coordinator may result in disqualification of the Respondent.

2.2. ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

Issue Request for Proposals	May 24, 2012
Due Date for Questions	See RFP Advertisement
Issue last addendum to RFP	June 14, 2012
Proposals due	See RFP Advertisement
Evaluate proposals	July 9, 2012
Presentations/ Interviews (if required)	July 16, 2012
Announce "Apparent Successful Contractor" and send notification via fax or e-mail to unsuccessful respondents	July 19, 2012
Hold debriefing conferences (if requested)	July 23, 2012
Negotiate contract	July 26, 2012
File contract with OFM (if required)	Not Applicable
Begin contract work	August 1, 2012

The Purchaser reserves the right to revise the above schedule.

2.3. SUBMISSION OF PROPOSALS

Respondents are required to submit one original and five duplicate copies of their proposal. The original submittal must have original signatures on all forms and documents. Photocopies of signatures on the duplicate copies may have photocopied signatures. The proposal, whether mailed or hand delivered, must arrive at the Purchaser no later than the date and time specified in the Advertisement included as Page One of this solicitation.

The proposal should be to be sent to the RFP Coordinator at the address noted in the Advertisement included as Page One of this solicitation in a sealed envelope or other suitable container. The envelope or container should be clearly marked to the attention of the RFP Coordinator.

Respondents mailing proposals should allow normal mail delivery time to ensure timely receipt of their proposals by the RFP Coordinator. Respondents assume the risk for the method of delivery chosen. The Purchaser assumes no responsibility for delays caused by

any delivery service. Proposals may not be transmitted using facsimile transmission or e-mail.

Late proposals will not be accepted and will be automatically disqualified from further consideration. All proposals and any accompanying documentation become the property of the Purchaser and will not be returned.

2.4. PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Proposals submitted in response to this competitive procurement shall become the property of the Purchaser. All proposals received shall remain confidential to the fullest extent permissible by law until the contract, if any, resulting from this RFP is signed by the Contract Administrator, and the apparent successful Contractor. Any information in the proposal that the Respondent desires to claim as proprietary and exempt from disclosure under the provisions of Chapter 42.56 RCW, or other state or federal law that provides for the nondisclosure of your document, must be clearly designated. The information must be clearly identified and the particular exemption from disclosure upon which the Respondent is making the claim must be cited. Each page containing the information claimed to be exempt from disclosure must be clearly identified by the words "Proprietary Information" printed on the lower right hand corner of the page. Marking the entire proposal exempt from disclosure or as Proprietary Information will not be honored.

If a public records request is made for the information that the Respondent has marked as "Proprietary Information," the Purchaser will notify the Respondent of the request and of the date that the records will be released to the requester unless the Respondent obtains a court order enjoining that disclosure. If the Respondent fails to obtain the court order enjoining disclosure, the Purchaser will release the requested information on the date specified. If a Respondent obtains a court order from a court of competent jurisdiction enjoining disclosure pursuant to Chapter 42.56 RCW, or other state or federal law that provides for nondisclosure, the Purchaser shall maintain the confidentiality of the Respondent's information per the court order.

There will be a charge for copying and shipping in accordance with the Purchaser's policy. No fee shall be charged for inspection of contract files, but twenty-four (24) hours' notice to the RFP Coordinator is required. All requests for information should be directed to the RFP Coordinator.

2.5. REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, or to provide any additional information, addenda will be distributed to RFP recipients via e-mail or other reasonable method, if e-mail is not feasible.

The Purchaser also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

2.6. MINORITY & WOMEN BUSINESS PARTICIPATION

In accordance with Chapter 39.19 RCW, the state of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or on a subcontractor basis. However, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a

condition for receiving an award; and proposals will not be rejected or considered non-responsive on that basis.

2.7. ACCEPTANCE PERIOD

Proposals must provide 60 days for acceptance by Purchaser from the due date for receipt of proposals.

2.8. RESPONSIVENESS

All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. The Respondent is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive. The Purchaser also reserves the right at its sole discretion to waive minor administrative irregularities.

2.9. MOST FAVORABLE TERMS

The Purchaser reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms which the Respondent can propose. There will be no best and final offer procedure. The Purchaser does reserve the right to contact a Respondent for clarification of its proposal.

The Apparent Successful Contractor should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some or the Respondent's entire proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to the Purchaser.

2.10. CONTRACT AND GENERAL TERMS & CONDITIONS

The apparent successful contractor will be expected to enter into a contract, which is substantially the same as the sample contract and its general terms and conditions at the Purchaser's web site: <http://www.sccd.ctc.edu/DISTRICT/district/supplierintro.aspx>. In no event is a Respondent to submit its own standard contract terms and conditions in response to this solicitation.

2.11. COSTS TO PROPOSE

The Purchaser will not be liable for any costs incurred by the Respondent in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP

2.12. NO OBLIGATION TO CONTRACT

This RFP does not obligate the state of Washington or the Purchaser to contract for services specified herein.

2.13. REJECTION OF PROPOSALS

The Purchaser reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

2.14. COMMITMENT OF FUNDS

The Contract Administrator is the only individual who may legally commit the Purchaser to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

3. PROPOSAL CONTENTS

Proposals must be written in English, and either typed or printed from a printer in not less than 12 point type and submitted on eight and one-half by eleven inch (8 ½” x 11”) paper with tabs separating the major sections of the proposal. The four major sections of the proposal are to be submitted in the order noted below:

1. Cover Letter, including signed Certifications and Assurances;
2. Technical Proposal;
3. Management Proposal;
4. Cost Proposal; and
5. Samples of Work illustrating Similar Projects.

Proposals must provide information in the same order as presented in this document with the same headings. This will not only be helpful to the evaluators of the proposal, but should assist the Respondent in preparing a thorough Proposal.

3.1. COVER LETTER

The Cover Letter and the attached Certifications and Assurances form must be signed and dated by a person authorized to legally bind the Respondent to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship. Along with introductory remarks, the Letter of Submittal is to include by attachment the following information about the Respondent and any proposed subcontractors:

1. Name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity or individual with whom contract would be written.
2. Name, address, and telephone number of each principal officer (President, Vice President, Treasurer, Chairperson of the Board of Directors, etc.)
3. Legal status of the Respondent (sole proprietorship, partnership, corporation, etc.) and the year the entity was organized to do business as the entity now substantially exists.
4. Federal Employer Tax Identification number or Social Security number and the Washington Uniform Business Identification (UBI) number issued by the state of Washington Department of Revenue. If the Respondent does not have a UBI number, the Respondent must state that it will become licensed in Washington within fifteen (15) calendar days of being selected as the Apparently Successful Contractor.
5. Location of the facility from which the Respondent would operate.
6. Identification of any state employees or former state employees employed or on the firm’s governing board as of the date of the proposal. Include their position and responsibilities within the Respondent’s organization. If following a review of this information, it is determined by the Purchaser that a conflict of interest exists, the Respondent may be disqualified from further consideration for the award of a contract.

3.2. TECHNICAL PROPOSAL

The Technical Proposal must contain a comprehensive description of services including the following elements:

- A. **Project Approach/Methodology** – Include a complete description of the Respondent’s proposed approach and methodology for the project. This section should convey Respondent’s understanding of the proposed project.
- B. **Work Plan** - Include all project requirements and the proposed tasks, services, activities, etc. necessary to accomplish the scope of the project defined in this RFP. This section of the technical proposal must contain sufficient detail to convey to members of the evaluation team the Respondent’s knowledge of the subjects and skills necessary to successfully complete the project. Include any required involvement of Purchaser staff. The Respondent may also present any creative approaches that might be appropriate and may provide any pertinent supporting documentation.
- C. **Project Schedule** - Include a project schedule indicating when key elements of the work will be completed. Project schedule must ensure that any deliverables requested are met.
- D. **Outcomes and Performance Measurement** – Describe the impacts/outcomes the Respondents propose to achieve as a result of the delivery of these services including how these outcomes would be monitored, measured and reported to the Purchaser.
- E. **Risks** - The Respondent must identify potential risks that are considered significant to the success of the project. Include how the Respondent would propose to effectively monitor and manage these risks, including reporting of risks to the Purchaser’s Contract Administrator or Project Manager.
- F. **Deliverables** – Fully describe deliverables to be submitted under the proposed contract. Deliverables must support the requirements set forth in Section 1.2, Objectives and Scope of Work.

3.3. MANAGEMENT PROPOSAL

A. Project Management

- 1. **Project Team Structure/Internal Controls** - Provide a description of the proposed project team structure and internal controls to be used during the course of the project, including any subcontractors. Provide an organizational chart of your firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the firm. This chart must also show lines of authority to the next senior level of management. Include who within the firm will have prime responsibility and final authority for the work.
- 2. **Staff Qualifications/Experience** - Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide resumes' for the named staff, which include information on the individual’s particular skills related to this project, education, experience, significant accomplishments and any other pertinent information. The

Respondent must commit that staff identified in its proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the Purchaser.

B. Experience of the Respondent

1. Indicate the experience of the Respondent and any subcontractors in developing and/or clarifying brand identity, including work with -
 - (a) complex public agencies or non-profit organizations and
 - (b) public and private institutions of higher education
2. Indicate other relevant experience that indicates the qualifications of the Respondent, and any subcontractors, for the performance of the potential contract.
3. Include a list of contracts the Respondent has had during the last five years that relate to the Respondent's ability to perform the services needed under this RFP. List contract reference numbers, contract period of performance, contact persons, telephone numbers, and fax numbers/e-mail addresses.

C. Related Information

1. If the Respondent or any subcontractor contracted with the state of Washington during the past 24 months, indicate the name of the agency, the contract number and project description and/or other information available to identify the contract.
2. If the Respondent's staff or subcontractor's staff was an employee of the state of Washington during the past 24 months, or is currently a Washington State employee, identify the individual by name, the agency previously or currently employed by, job title or position held and separation date.
3. If the Respondent has had a contract terminated for default in the last five years, describe such incident. Termination for default is defined as notice to stop performance due to the Respondent's non-performance or poor performance and the issue of performance was either (a) not litigated due to inaction on the part of the Respondent or (b) litigated and such litigation determined that the Respondent was in default.
4. Submit full details of the terms for default including the other party's name, address, and phone number. Present the Respondent's position on the matter. The Purchaser will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience. If no such termination for default has been experienced by the Respondent in the past five years, so indicate.

D. References

List names, addresses, telephone numbers, and fax numbers/e-mail addresses of three (3) business references for the Respondent and three (3) business references for the lead staff person for whom work has been accomplished and briefly describe the type of service provided, preferably from organizations such as public agencies, non-profit organizations, and public and private institutions of higher education.

Do not include current Purchaser staff as references. The Respondent and the lead staff person must grant permission to the Purchaser to contact the references and others who may have pertinent information regarding the Respondent's and the lead

staff person's qualifications and experience to perform the services required by this RFP. The Purchaser may evaluate references at its discretion.

E. OMWBE Certification

If applicable, include proof of certification issued by the Washington State Office of Minority and Women's Business Enterprises (OMWBE) if certified minority-owned firm and/or women-owned firm(s) will be participating on this project. For information: <http://www.omwbe.wa.gov>.

3.4. COST PROPOSAL

The evaluation process is designed to award this procurement not necessarily to the Respondent of least cost, but rather to the Respondent whose proposal best meets the requirements of this RFP. However, Respondents are encouraged to submit proposals which are consistent with state government efforts to conserve state resources.

Identify all costs in U.S. dollars including expenses to be charged for performing the services necessary to accomplish the objectives of the contract. The Respondent is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Respondents are required to collect and pay Washington state sales and use taxes, as applicable.

Costs for subcontractors are to be broken out separately. Please note if any subcontractors are certified by the Office of Minority and Women's Business Enterprises.

Separately list and describe any anticipated reimbursable expenses which would be included as an allowance, separate from the contract fee.

3.5. SAMPLES OF WORK

Include samples of similar work completed for other clients, including work completed for clients from organizations such as public agencies, non-profit organizations, and public and private institutions of higher education.

EVALUATION AND CONTRACT AWARD

3.6. EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team, to be designated by the Purchaser, which will determine the ranking of the proposals.

Purchaser, at its sole discretion, may elect to select the top-scoring firms as finalists for an oral interview or presentation.

The RFP Coordinator may contact the Respondent for clarification of any portion of the Respondent's proposal.

3.7. EVALUATION WEIGHTING AND SCORING

Proposals will be scored in accordance with the evaluation criteria set forth below.

Evaluation Criteria	Total Points (Relative Weight)
Technical Proposal (Section 3.2)	
Project Approach / Methodology	10
Quality of Work Plan	15
Project Schedule	5
Project Deliverables	10
Subtotal – Technical Proposal	40
Management Proposal (Section 3.3)	
Project Team Structure and Internal Controls	10
Staff Qualifications/Experience	15
Experience of Respondent Firm	15
Subtotal – Management Proposal	40
Cost Proposal (Section 3.4)	
Proposed Fee & Reimbursable Allowance	10
Samples of Work (Section 3.5)	
	10
Total Points	100

Purchaser reserves the right to award the contract to the Respondent whose proposal is deemed to be in the best interest of the Purchaser and the state of Washington.

3.8. INTERVIEW / PRESENTATIONS MAY BE REQUIRED

The Purchaser may, after evaluating the written proposals, elect to schedule interviews or presentations of the finalists. Should interviews or presentations become necessary, the Purchaser will contact the top-scoring Respondent(s) from the written evaluation to schedule a date, time, and location. Commitments made by the Respondent at the interview, if any, will be considered binding and should be confirmed in writing within three (3) business days. The scores from the written evaluation and the oral interview or presentation combined together will determine the apparent successful contractor.

3.9. NOTIFICATION TO RESPONDENTS

The Purchaser will notify the Apparently Successful Contractor of their selection in writing upon completion of the evaluation process. Individuals or firms whose proposals were not selected for further negotiation or award will be notified separately by e-mail or facsimile.

3.10. DEBRIEFING OF UNSUCCESSFUL RESPONDENTS

Any Respondent who has submitted a proposal and been notified that they were not selected for contract award may request a debriefing. The request for a debriefing conference must be received by the RFP Coordinator by 3:00 p.m. on the third business day following transmittal of the notification in the Purchasing Department, 1500 Harvard Avenue, Seattle, WA 98122. The debriefing will be held within three (3) business days of the request.

Discussion at the debriefing conference will be limited to the following:

- Evaluation and scoring of the firm's proposal;
- Critique of the proposal based on the evaluation;
- Review of Respondent's final score in comparison with other final scores without identifying the other firms.

Comparisons between proposals or evaluations of the other proposals will not be allowed. Debriefing conferences may be conducted in person or on the telephone and will be scheduled for a maximum of one hour.

3.11. PROTEST PROCEDURE

Protests shall be considered in accordance with the District's Procurement Protest Procedure. Please contact the RFP Coordinator if you wish to receive a copy of this Procedure.

4. LIST of ATTACHMENTS

- (1) Certifications and Assurances
- (2) Personal Service Contract Form (View Sample Contract Format at: <http://www.sccd.ctc.edu/DISTRICT/district/supplierintro.aspx>)
- (3) Personal Services General Terms and Condition (View Personal Services Terms & Condition at: <http://www.sccd.ctc.edu/DISTRICT/district/supplierintro.aspx>)