



Juvenile Welfare Board

Investing in children. Strengthening our community.

**PRINTED MEDIA
REQUEST FOR PROPOSALS**

PRE-PROPOSAL CONFERENCE

SAMPLES

Please take this time to view samples of the various items used here at JWB.

If you are calling in virtually, and would like some samples sent to you, please email rfp@jwbpinellas.org. All requests **MUST BE received by 5pm today EST.**

INTRODUCTIONS

Procurement Lead

- Gayle Cox, Sr. Contract Manager and Purchasing Agent

Evaluation Committee Members

- April Putzulu, Director of Strategic Communications
- Rebecca Albert, Director of Strategic Initiatives
- Danielle Hintz, Community Collaborations Manager
- Yaridis Garcia, Community Engagement Manager
- Joanne Reich, Community Engagement Advocate

Provide a brief description of what your area does for JWB, as it relates to this procurement

Purpose of Contract:

The Juvenile Welfare Board of Pinellas County (JWB) is seeking to contract with qualified Proposers to furnish and deliver printed items including, but not limited to, envelopes, brochures, business cards, flyers, signs, four-color process printing items on an as-needed basis, as well as design, layout and composition of the printed items.

Purpose of Pre-Proposal Conference:

- The purpose of today's conference is to allow potential Proposers such as yourself an opportunity to present questions to team and obtain clarification of the requirements of the RFP.
- All questions asked outside of this meeting via email @ rfp@jwbpinellas.org, must be submitted **no later than 12pm EST on November 10, 2025**. There are no exceptions to this deadline, as the time is needed to prepare the responses to those questions.
- All questions from this meeting and emails will receive an **official written response no later than November 13, 2025**.
- If any revisions are needed as a result of any of the questions, a written addendum will be issued and made available to all potential Proposers and the evaluation committee.

PRINTED MEDIA RFP

- **How many vendors will be awarded a contract?**

Section 1.14 - JWB intends to award more than one agreement.

- **What is the anticipated budget for this contract?**

There is no guaranteed minimum purchase amounts for this contract. The need for printed media is constantly changing as initiatives, community collaborations, campaigns, and programs continue to change and grow.

We anticipate the annual contract spend to exceed \$75,000, but not more than \$150,000. Individual projects could range from under \$100 to several thousand dollars each.

RFP TIMELINE

KEY DATES page 3 of RFP

Date	Activity
October 23, 2025	RFP Released
November 5, 2025	<u>Public Meeting</u> : Optional In-Person and Virtual Pre-Proposal Conference at 9:00AM EST. See page 1 or page 4 for more information
	Samples will be available for viewing at the in-person meeting. If attending virtually, and want samples mailed to you, the request must be made by 5pm EST on this date. See Section 1.10 for additional instructions.
November 10, 2025	Deadline for Receipt of Questions by 12:00 PM EST
November 13, 2025	Final Written Responses to Questions Released
November 24, 2025	Proposal and Samples Due Date by 5:00PM EST
December 15, 2025	<u>Public Meeting</u> : Evaluation Committee Meeting at 9AM EST, Juvenile Welfare Board, Room 105
December 16, 2025	Notice Intent to Award
January 22, 2026	Board Action to Award at 9:00 AM, Juvenile Welfare Board, Room 191
January 24, 2026	Post Award Notice
On or before February 1, 2026	Execute Agreements

MINIMUM CRITERIA

The Procurement Lead will **review all proposals** upon receipt to evaluate if the Proposals **meet the minimum criteria** which are referenced in section 1.13 of the RFP.

Minimum Criteria: The following minimum criteria must be met for a Proposal to be forwarded to the Evaluation Committee and considered for further evaluation. **Failure to meet all of these criteria will automatically disqualify the Proposer's response from further consideration:**

1. The Proposal and samples are received by the due date and time;
2. The Proposal Signature Form (Form 1 of this RFP) is signed by an authorized company officer;
3. A minimum of three references must be provided. (Reference forms begin on page 19)

MINIMUM CRITERIA continued

This evaluation is a pass/fail and only proposals that are complete in all three criteria will pass and move on to be further evaluated by the Committee members.



CLARIFICATIONS DURING REVIEW OF MINIMUM QUALIFICATIONS

- The Procurement Lead can request clarifications from the Proposers to eliminate minor irregularities or apparent clerical mistakes, unable to read the information, etc.
- Proposers will not be given an opportunity to revise or modify their proposal, except to the extent the correction of apparent clerical mistakes that results in revision. Amounts listed on Form 6 Price Schedule cannot be modified.
- The Procurement Lead will ensure that all Committee members receive any clarifications or additional information to be considered in their evaluation.

REQUESTED SAMPLES

The Proposer must submit the requested samples as outlined on Form 6 of RFP. All samples are to be received no later than November 24, 2025, at 5pm EST.

The samples **DO NOT** have to be customized to JWB but must meet the specs and description of that category.

Description-for JWB Reference Only	Specifications-sample provided must match exactly.
JWB Event Promotional or Information Flyer - Double-Sided (general)	8.5" x 11"; 4/4; double-sided; 80# gloss text or 70# offset
JWB Business Cards - Print On Demand on Master Shells	3.5" x 2"; 2/0 or 4/0; rounded corner die-cut finish (NOTE: orders are printed on one side of master shells with staff information then die-cut for rounded corners)
CMHI Children's Mental Health Activity Booklet	8.5" x 11" finished; 8-pages; 100# white accent opaque smooth text; 4/4; full bleed; folded + saddle stitched

Below is an image of how you will see the needed samples on Form 6 - Pricing

Children's Mental Health Initiative			
CMHI Gratitude Journal	8.5" x 11": Text - 52 pages 100# white opaque text; Cover -4 pages 100# white opaque cover; folded + saddle stitched		
CMHI Growing Hope Program	8.5" x 11" white coil bound 10 plus cover 120# Silk Cover and 80# Silk Cover		
SAMPLE REQUESTED-CMHI Children's Mental Health Activity Booklet	8.5" x 11" finished; 8-pages; 100# white accent opaque smooth text; 4/4; full bleed; folded + saddle stitched		

INDEPENDENT EVALUATION

The Evaluation Committee members will be given the proposals that have passed Minimum Criteria to evaluate.

- **Score each CRITERIA found in Section 3.3 of this RFP, from 1-5, in accordance with the definitions provided on Attachment 1-Evaluation Form. Score with whole numbers only.**
- **Identify and note any potential eligibility concerns (minimum criteria not fully met) and ask Procurement Lead clarifying questions, if needed.**
- **Make appropriate notations on the strengths and/or weaknesses of each proposal in the comment section of Attachment 1-Evaluation Form.**

EVALUATION CRITERIA

See Section 3.3 Narrative Response for the questions for you to respond to for each category/criteria.

<u>Evaluation Criteria</u>	<u>Weight</u>
Capabilities	25
Quality and Accuracy	25
Cost & Value	25
Experience and Reputation	25
Total Potential Points	100
(five additional bonus points available - see Section 1.13 and Form 4 of this RFP)	

EVALUATION SCORING CALCULATION EXAMPLE

PRINTED MEDIA RFQ						
Criteria	Weights	Vendor 1 Score 1-5	Vendor 1 Total	Vendor 1 Total	Vendor 2 Score 1-5	Vendor 2 Total
Capabilities and Services	25	3	15	15	5	25
Quality and Accuracy	25	3	15	15	5	25
Cost & Value	25	4	20	20	4	20
Experience and Reputation	25	3	15	15	2	10
<i>Vendor Score x Weight divided by 5 is total score for that criteria</i>						
Subtotal Score(s)			65			80
Form 4 - Responses that comply with all requirements will be awarded an additional five (5) points.			5			
Final Score(s)			70			80

FORM 4

SEE RFP FOR COMPLETE FORM

FORM 4 - CONTRACT TERMS & CONDITIONS COMPLIANCE CHECKLIST

Proposers are to mark the Comply, Exception, or Not Comply column for each Minimal Contract Term and Condition in Attachment 1. *Comply* indicates the Proposer understands and agrees to comply fully. *Exceptions* must be fully explained below. *Not Comply* indicates the Proposer's intention to not agree with the term and must be fully explained below. Proposals that comply with all requirements will be awarded an additional five (5) points.

#	Title	Comply	Exception	Not Comply
I	Purpose			
II	Documents			
III	Staff			
IV	Services			
V	Payment Terms			
VI	Method of Payment			
VII	Termination			
VIII	Special Conditions			
1	Agreement Revisions			
2	Waiver			
3	Communications			
4	Assignments and Subcontracts			
5	Public Records			
6	Return of Funds			
7	Special Situations and Incidents			
8	Compliance with all applicable laws			
9	Conflict of Interest			
10	Public Entity Crimes			
11	Certification that Contractor is legally able to contract with JWB			
12	Insurance Requirements			
13	Indemnification			
14	E-Verify			
15	Human Trafficking Affidavit			
16	Governing Law/Venue			

Score Definitions

The Committee will award points on a scale of 1 – 5 to each of the Evaluation Criteria, using the following definitions:

1: Unacceptable

- No response provided or contains major error(s), omission(s), or deficiency(ies). None of these conditions can be corrected without a major rewrite.

2: Partially meets (significant gaps, compromise required)

- Minimally fulfills the described need.
- Shows only minimal understanding of the requirements. There exists an overall moderate or high degree of risk of the proposer not meeting the requirements.

3: Meets, with moderate gaps

- Generally, fulfills the need with a few exceptions; some nuances or outlying aspects of the issue are unaddressed.

Score Definitions Cont.

4: Meets, with minor gaps (no compromise required)

- Satisfies all requirements with adequate detail.
- Offers some significant strengths or numerous minor strengths that are not offset by weaknesses. There exists an overall low to moderate degree of risk of the proposer not meeting the requirements.

5: Fully meets or exceeds all requirements of the section

- Satisfies all requirements with extensive detail.
- Offers numerous significant strengths that are not offset by weaknesses. There exists an overall low degree of risk of the applicant not meeting the requirements.

Addendums

Before submitting your Proposal, download any addenda that may have been issued and sent via email to all respondents of this RFP. **Receipt and acceptance of an addendum, if applicable, is to be acknowledged by signing and returning the document with the Proposal.**

EVALUATION COMMITTEE PUBLIC MEETING December 15th @ 9AM

- **Committee meets to discuss the independent reviews**
- **Points awarded based on response quality**
- **The Committee will take action to make recommendations to be presented to the Board for approval and award.**

EVALUATION COMMITTEE PUBLIC MEETING December 15th @ 9AM

Next steps

A Notice to Award will be sent to all Proposers two days following the Board approval on January 22, 2026.

All contracts will be executed a date following the Board meeting or prior to February 1, 2026.

RFP Sections

1.0 INSTRUCTIONS

2.0 SCOPE OF WORK

3.0 PROPOSAL REQUIREMENTS

FORM 1 – PROPOSAL SIGNATURE FORM

FORM 2- NON-COLLUSION AFFIDAVIT

FORM 3 – REFERENCES

FORM 4 - CONTRACT TERMS & CONDITIONS COMPLIANCE CHECKLIST

FORM 5 – IRS W-9

FORM 6 – PRICING

FORM 7 – AFFIDAVIT FOR HUMAN TRAFFICKING

ATTACHMENT 2 - PROPOSAL CHECKLIST

EXHIBIT 1 - SAMPLE AGREEMENT

(Reference Exhibit 1 – Attachment 2)

SCOPE OF WORK

See Section 2.0 for complete Scope

- Orders will be placed with the awarded contractor as needed. There is no guaranteed minimum purchase under this contract.
- It is preferred, but not required, that JWB is able to place orders online through the Proposer's website. If online ordering is available, Proposer shall provide an internet link for ordering purposes.
- JWB may purchase additional items and/or services that are related to this scope but are not specifically listed in this RFP.

SCOPE OF WORK

See Section 2.0 for complete Scope

2.4 PROOFS

Prior to printing, it is the responsibility of the Proposer to obtain proof approvals from JWB; proofs may be either digital or physical. Work shall be thoroughly proofed by the Proposer prior to being submitted to JWB for approval. Proofs shall be returned to JWB within three (3) business days after receipt of original order, unless otherwise indicated as a rush order, or as otherwise mutually agreed upon by both parties.

2.5 DELIVERY

Pricing shall be inclusive of all costs, including delivery.

All returns and/or exchanges for any reason other than by error of JWB shall be at the Proposer's expense.

*Proposer is to indicate any minimum amounts required for delivery in their proposal.

Delivery shall be within seven (7) business days from receipt of an order, unless a rush order is specified at time of order. If a rush is indicated, delivery schedule will be stated at time of order.

2.6 MINIMUM CONTRACT TERMS AND CONDITIONS

The contractual terms and conditions provided in Exhibit 1; Sample Agreement may be included in any contract with the Proposer selected by JWB. Proposer is advised that exceptions to any of the terms contained in Exhibit 1 shall be identified in its response to the RFP. Absence of Proposer's exceptions to the contractual terms or any portion thereof shall be deemed an acceptance of all JWB's contractual terms and Proposer shall not object to including any such terms in a resulting contract. Submitted exceptions may be considered during the selection process and may be included in the final contract between JWB and the Proposer. Exceptions raised after the submission of the response to the RFP will not be considered by JWB.

QUESTIONS

1. What do I do if I have additional questions after today's meeting?

Email rfp@jwbpinellas.org.

All questions must be requested here to remain fair and transparent with all proposers. **Reminder: All questions are to be submitted prior to 12pm EST on November 10th.**

2. When will I know if I make it through Minimum Criteria.

If you do not pass Minimum Criteria, letters will be sent within the week of December 1st.

Evaluation – if being recommended for an award, this will be determined at the Evaluation Committee on December 15th. The final award will be after Board approval on January 22nd.

See Timeline 1.3 SCHEDULE OF ACTIVITIES in the RFP.



Pre-Proposal Conference Question Submission

This document is retained for public record compliance, please print clearly.

Competitive Solicitation: Printed Media RFP

Conference Date: Wednesday, November 5, 2025 at 9:00 AM

Agency: _____

Address: _____ Phone: _____

Please state your question(s) below and give examples where possible:

BREAK TIME AND THEN..... QUESTIONS!

Questions and Answers will happen after this short break. You may submit any Pre-Proposal Questions at this time. Following the break, we will be review and respond during this meeting. If virtual, please use Teams Chat to send your questions.

After all written questions are addressed, we will accept verbal questions by raising hands both in person and virtually.

QUESTIONS AND ANSWERS

- Address all written questions from in-person attendees
- Address all written questions from virtual attendees
- Verbal Questions and Answers from in-person attendees
- Verbal Questions and Answers from virtual attendees

THANK YOU!

Remember, you can still submit questions via rfp@jwbpinellas.org until 12PM EST on November 10th

Any requests for samples that were viewed here today, must be received by 5PM EST today. Request emails must include pre-paid shipping information.

Your time and interest is greatly appreciated