



STATE OF TENNESSEE  
DEPARTMENT OF ENVIRONMENT AND CONSERVATION  
**REQUEST FOR PROPOSALS # 32701-05390**  
**AMENDMENT # 1**  
**FOR JR. RANGER & STATE PARK PASSPORT**  
**PROGRAM BOOK ILLUSTRATIONS**

**DATE: JUNE 7, 2024**

**RFP # 32701-05390 IS AMENDED AS FOLLOWS:**

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		April 29, 2024
2. Disability Accommodation Request Deadline	2:00 p.m.	May 6, 2024
3. Pre-response Conference	11:00 a.m.	May 8, 2024
4. Notice of Intent to Respond Deadline	2:00 p.m.	May 10, 2024
5. Written "Questions & Comments" Deadline	2:00 p.m.	May 24, 2024
6. State Response to Written "Questions & Comments"		June 7, 2024
7. Response Deadline	2:00 p.m.	June 21, 2024
8. State Completion of Technical Response Evaluations		July 8, 2024
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	July 9, 2024
10. Negotiations (Optional)	4:30 p.m.	July 10-12, 2024
11. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	July 15, 2024
12. End of Open File Period		July 22, 2024
13. State sends contract to Contractor for signature		July 24, 2024
14. Contractor Signature Deadline	2:00 p.m.	July 31, 2024

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		<p>1. For the Jr. Ranger Booklet (State-wide), The book map and wireframes in Attachment 1 appear to indicate that the booklet will have spreads, with two pages per sheet, which would be different than described under "SCOPE" (section A.4). What dimensions will each page be, including the front and back cover?</p>	<p>Each page will be 8.5"x11", making each spread 17"x11". If content crosses a spread, this will count as two pages.</p>
		<p>2. For the Jr. Ranger Booklet (State-wide), What will be the intended method for 'assembling' booklets in parks or at home once printed?</p>	<p>Persons will be able to print the book in-park or at home as standalone pages, similar to a coloring book.</p>
		<p>3. For the Jr. Ranger Booklet (State-wide), In addition to enabling the printing of booklets in parks or at home, will there be any professionally printed versions? If so, how might these differ?</p>	<p>The State will utilize State printing services for saddle stitch staple-binding and specialized paper.</p>
		<p>4. For the Jr. Ranger Booklet (State-wide), Are the booklets and illustrations to be created in full color?</p>	<p>Yes, they are to be created in full color.</p>
		<p>5. For the Jr. Ranger Booklet (State-wide), Would there be interest in line-art versions of the illustrations, in addition to color versions?</p>	<p>Yes.</p>
		<p>6. For the Jr. Ranger Booklet (for each park), How unique will each State Park Booklet be vs. using some of the content and illustrations from the main booklet?</p>	<p>Park-specific books may share park-relevant content and illustrations with the statewide book and other park books. A general cover design will be used for all parks, but specific elements may change</p>

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		For example, perhaps each park has a unique cover and a handful of park-specific pages OR is it more likely that each park booklet would be completely original/unique?	based on parks primary themes, most likely using art assets from the interior of the book. The first example is more likely: "each park has a unique cover and a handful of park-specific pages".
		7. For the Passport Booklet, What are the main reasons and goals for updating the passport booklet? / What kind of updates, changes, and improvements are wanted for the Passport booklet?	The State is looking for modern design, updated iconography, improved and editable map, but no expansion of provided copy.
		8. For the Passport Booklet, How will the passport booklet be printed and assembled/bound?	The State will utilize state printing services. Previous iterations have been saddle stitch staple-bound or perfect-bound. The State is open to a binding method that best suits the formatting and paper-type of the book.
		9. For the Passport Booklet, Will it be available only for pick up in parks? Will it be made available as a PDF download from the Tennessee State Parks website?	The Passport will be for park pick-up only. An in-house document is being developed for simplified, at-home printing.
		10. For the Passport Booklet, Will the Passport Booklet be designed in full color? Cover only?	The Passport Booklet shall be full color with the option to print in greyscale.
		11. Under the cost guide (section 6.3) and scope (section A.7), do the fully editable EPS art files refer to just the illustrations specifically or the entire 'illustration and design' for the booklets?	The files refer to individual illustrations and page layout.
		12. EPS files are most often associated with Adobe Illustrator. Is the intent to have each entire booklet created using Adobe Illustrator?	Illustrator, InDesign, or other similar programs are preferred.

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		13. Would it be permissible to use Adobe InDesign for the layout and print design of the booklets, and Adobe Illustrator for the illustrations?	Yes, this is permissible.
		14. Can the Technical Response be presented in our own proposal format and style, as long as it follows the ordering of contents as directed by the RFP?	Yes.
Response Requirements <a href="#">3.1.1.1:</a>		15. We're understanding that we need to "duplicate and use the RFP Attachment 6.2" but should this be included within the PDF of the Response itself, or can it be included as a separate PDF? In other words, can the Response include a corresponding Table of Contents, with a notated Attachment 6.2 provided separately?	Yes.
Response Requirements <a href="#">3.1.1.1:</a>		16. Can Attachment 6.2 be reformatted in our own style/brand for inclusion in the response, or is it to be remain visually exactly as presented in the RFP?	Yes.
Response Requirements <a href="#">3.1.2.2:</a>		17. Can you clarify what "including any renewals or extensions" is meant here? Is that for new scope additions (which appear to be addressed elsewhere), or is it intended to note what happens if the contract period is extended or renewed?	Some contracts have renewal and extension language included. This contract does not have these provisions included. If this contract had to be extended, a contract amendment would have to be created and approved by both parties.

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Attachment 6.2 - A.3:		18. Can you confirm that these are separate and different from the "References" in Attachment 6.4? Or are these the same thing?	Yes, these are separate requirements.
Attachment 6.2 - A.3:		19. The note states "written in the form of a standard business letter, utilizing business letterhead, signed and dated within the past 3 months" but does not specify what the content of this "letter" should entail. Can you clarify the intended content (unless this is indeed Attachment 6.4)?	The content of the letters should state that the Respondent's company has positive credit with another company who has conducted business with the Respondent.
Attachment 6.2. - C.1.:		20. Can you clarify what the State's "project schedule" is in more detail? The only note we see is that the Jr Ranger booklet is to be completed within 6 months of contract effective date. Is that the only "schedule" of note?	We have 60 parks with a goal to complete this project in 5 years. A goal of 12 booklets a year is ambitious but would be most you could expect.
Attachment 6.3:		21. Junior Ranger Booklets show an "Evaluation Factor" of 15, yet the Book Map appears to show a 12-page booklet—both including front/back covers but also not including them, depending upon where one looks in the RFP... a. Are you able to clarify the page count? And confirm that we are to price	Payment will be made for single pages produced and approved. A page is 8.5"x11". Evaluation Factor is a scoring mechanism. We predict books will be 10-15 pages each.

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		<p>according to single page and NOT spreads (they are outlined and drawn as spreads in the RFP, but are specified to be designed as standalone pages)?</p>	
Attachment 6.3:		<p>22. For the Park-Specific booklets, all pages conceivably would not be created equal; that is, each park's booklet would not be entirely unique, as they would all share some TSP-wide factors across all of them. With that in mind, an "Evaluation Factor" of 735 would not be entirely accurate, as the first booklet completed would be much more time-consuming than all others. A more accurate way to approach this item would be to create a Park-Specific booklet template, and then individualize for each particular park.</p> <p>a. Would the State be open to forming a different configuration of this cost line item?</p>	<p>The Evaluation Factor of 15 is for the first statewide book. The Evaluation Factor of 735 is for the remaining pages of park-specific books. Configuration of this cost line item will remain the same.</p>
Attachment 6.4:		<p>23. The References described here do not appear elsewhere in any scoring category</p>	<p>The Reference Questionnaire in Attachment 6.4 is not scored and only used for additional information for the</p>

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		(unless in Attachment 6.2 — A.3), so how are these References to be evaluated? How are these scored as part of the Responses?	evaluation team to review. References may be checked the references as part of our due diligence
Contract - A.10:		24. In meeting with the State on a regular basis, are virtual meetings acceptable? Meaning, is an out-of-state contractor allowed, so long as registration with the State is completed per the requirements?	Virtual meetings are acceptable, and out-of-state contractors are allowed.
RFP Attachment 1	61-66	25. Pages 61 – 66 of the RFP (Attachment 1) depict booklet layout sketches. Were these created by a State of Tennessee staff member or another company? If another company provided these, are you able to disclose who provided these sketches?	The sketches were created by a State of Tennessee staff member.
Section C – Technical Qualifications, Experience & Approach items		26. In Section C – Technical Qualifications, Experience & Approach items, there is a C.4. and a C.6., but no C.5. If there should be a C.5., please provide details of that Item.	See Section 3 of RFP Amendment.
		27. Due to the nature of our long-term working relationships with our clients, and the fact that we feel we are only as good as our “last act”, we would	Respondents can provide whatever response they like within the parameters of the question

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		<p>never want to hold a client contractually to a relationship that they were not happy with, however many of our relationships span decades. We prefer to continuously earn the business daily based on the quality of our work and level of the service we provide. We do negotiate annual media contracts on behalf of our clients but do so with the ability to cancel with two weeks written notice. We act as agency of record for these clients and do not require a formal contract but an implied contract. When asked to perform project-based work, we also work under an implied contract, which does not have explicitly stated terms, though both parties agreed upon work. Often, a client may request a quote on a specific project. Our government work is really the only time a formal contract comes into play. Can reference questionnaires include project work or implied contractual work where a formal contract has not been executed?</p>	
		<p>28. For the reference questionnaire, can you accept references from employees of City or</p>	<p>Yes.</p>



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		County Governments, or from County Health Department employees?	
		29. In Section C, item C7 states: "Provide examples of artwork similar in scope and style to this RFP via website link or dropbox." Our question is this: Can examples of artwork be included within the response PDF, or is this required to be via external website link or Dropbox?	If file size allows, examples of artwork may be included in the response PDF. Otherwise, file sharing is the responsibility of the respondent.
		30. What is the size limit for emailed PDF?	35 MB is the email file size limit.

3. Delete RFP Attachment 6.2 Section C in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):

**RFP ATTACHMENT 6.2. — SECTION C**

**TECHNICAL RESPONSE & EVALUATION GUIDE**

**SECTION C: TECHNICAL QUALIFICATIONS, EXPERIENCE & APPROACH.** The Respondent must address all items (below) and provide, in sequence, the information and documentation as required (referenced with the associated item references). The Respondent must also detail the response page number for each item in the appropriate space below.

A Proposal Evaluation Team, made up of three or more State employees, will independently evaluate and score the response to each item. Each evaluator will use the following whole number, raw point scale for scoring each item:

*0 = little value      1 = poor      2 = fair      3 = satisfactory      4 = good      5 = excellent*

The Solicitation Coordinator will multiply the Item Score by the associated Evaluation Factor (indicating the relative emphasis of the item in the overall evaluation). The resulting product will be the item's Raw Weighted Score for purposes of calculating the section score as indicated.

<b>RESPONDENT LEGAL ENTITY NAME:</b>	
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Response Page # (Respondent completes)	Item Ref.	Section C— Technical Qualifications, Experience & Approach Items	Item Score	Evaluation Factor	Raw Weighted Score
	C.1.	Provide a narrative that illustrates the Respondent's understanding of the State's requirements and project schedule.		5	
	C.2.	Provide a narrative that illustrates how the Respondent will complete the scope of services, accomplish required objectives, and meet the State's project schedule.		1	
	C.3.	Provide a narrative that illustrates how the Respondent will manage the project, ensure completion of the scope of services, and accomplish required objectives within the State's project schedule.		5	
	C.4.	Demonstrate the level of creativity and execution produced by the Respondent by providing an example plan from another project similar in size and scope to this RFP.		10	
	C.5.	Provide a narrative that illustrates the Respondent's experience and capabilities within all areas of illustration and design projects.		10	
	C.6.	Provide examples of artwork similar in scope and style to this RFP via website link or dropbox.		10	
<i>The Solicitation Coordinator will use this sum and the formula below to calculate the section score. All calculations will use and result in numbers rounded to two (2) places to the right of the decimal point.</i>					<b>Total Raw Weighted Score:</b> <i>(sum of Raw Weighted Scores above)</i>
$\frac{\text{Total Raw Weighted Score}}{\text{Maximum Possible Raw Weighted Score (i.e., 5 x the sum of item weights above)}} \times 50 = \text{SCORE:}$					
<i>State Use – Evaluator Identification:</i>					
<i>State Use – Solicitation Coordinator Signature, Printed Name &amp; Date:</i>					

4. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.