



## DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

Department of Purchasing  
Michael J. Woodall, CPPO, Purchasing Agent  
813/794-2221 Fax: 813/794-2111  
727/774-2221 TDD: 813/794-2484  
352/524-2221 email: mwoodall@pasco.k12.fl.us

March 19, 2013

### MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Michael J. Woodall, CPPO, Purchasing Agent *MJW.*

**SUBJECT:** RFP 12-010-SB Fivay High School Yearbooks  
Third Year of a Three-Year Contract  
Jostens

On April 19, 2011, official action (attached) was taken to award RFP 12-010-SB Fivay High School Yearbooks to Jostens. This RFP is a three-year contract, renewable annually based upon mutual consent of the parties. The second year term was renewed by the Board on April 17, 2012 and is set to expire on June 15, 2013.

Considering services have been satisfactory, Jim Reppi, Jostens Representative, was contacted to determine his willingness to enter into the third year of the agreement for the period of June 16, 2013 through June 15, 2014. As such, he has agreed in writing (attached) to do so.

It is my recommendation to enter into the third year of the contract with Jostens. The anticipated contract amount for the third year term is \$55,000 paid out of internal funds. Should you have any questions regarding this matter, please feel free to contact me at your earliest convenience.

MJW/sb  
Attachments

Date/Time: March 13, 2013 08:58:00



# DISTRICT SCHOOL BOARD OF PASCO COUNTY

Kurt S. Browning, Superintendent of Schools

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638

### Purchasing Services

Michael J. Woodall, CPPO, Purchasing Agent  
813/ 794-2221 Fax: 813/ 794-2111  
727/ 774-2221 TDD: 813/ 794-2484  
352/ 524-2221 e-mail: mwoodall@pasco.k12.fl.us

### RFP RENEWAL REQUEST RFP 12-010-SB RFP Title: Fivay High School Yearbooks

X

Yes, I agree to renew 12-010-SB Fivay High School Yearbooks under the same terms and conditions as the existing contract. The third year period shall be from **June 16, 2013 through June 15, 2014.**

\_\_\_\_\_

No, I do not agree to renew RFP 12-010-SB.

COMPANY NAME: Jostens

SIGNATURE: Jim Reppi

TYPED NAME AND TITLE: Sales Representative

TELEPHONE (WITH AREA CODE): 813-957-8999

FAX NUMBER (WITH AREA CODE): 813-319-2851

E-MAIL: Jim.reppi@jostens.com

DATE: 2/26/13

The prospective bidder certifies, by submission and signature of this bid renewal form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

PLEASE EMAIL BACK TO: sbunford@pasco.k12.fl.us  
DISTRICT SCHOOL BOARD OF PASCO COUNTY  
**ATTENTION: Stephanie Bunford**  
PURCHASING DEPARTMENT  
20430 GATOR LANE  
LAND O' LAKES, FL 34638  
(813) 794-2225 (PHONE)  
(813) 794-2111 (FAX)



## District School Board of Pasco County Bid Recommendation

<b>RFP Title</b>	Yearbooks-Fivay High School		<b>Number of Vendors Notified</b>	250
<b>RFP Number</b>	12-010-SB		<b>Number of Proposals Distributed</b>	24
<b>Date Solicited</b>	March 2, 2011		<b>Number of Vendors Proposing</b>	3
<b>Date Opened</b>	March 30, 2011		<b>Number of Formal "No Bid" Responses</b>	0
<b>Date Board Presentation</b>	April 19, 2011		<b>Funding Source</b>	School Internal Funds
<b>Total Savings</b>	Estimated \$4,133.14		<b>Grand Total of RFP</b>	Estimated \$54,840

**Recommendation:** Recommend acceptance of RFP from Jostens as noted on the attached tabulation sheet as the best, responsive, responsible proposal receiving the highest number of points.

**Term of Contract:** This is a three year contract, renewable annually by mutual agreement of both parties. The first year of the contract will commence on June 16, 2011 and continue through June 15, 2012.

**Notations and Exceptions:**

This RFP was awarded upon a weighted points system. The weighted point criteria were based upon the following weights: Quality of Samples (4), Base Price (6), Add-on Prices (3), References (3), Website, Software (4), Educational Resources (4), Workshop Options (1). Points were assigned on a scale of 1 (Low) to 5 (High) to in each of the above entries force ranked depending on the number of respondents and then multiplied by the weighted point factor. The add-on prices were evaluated on the items each vendor had in common. (See the attached tabulation sheet for item #1,2,4,8,11,12,13,14,15,17,18,19,20,21,22,24, 25,26,27,28,30,32,33,34,35,37,38,39,40).

The grand total of the bid was determined by adding the base price with the anticipated add-ons.

Offers from the vendors listed herein are the only offers received timely as of the specified opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

**Proposals Evaluated By:**

Angela Stone, Principal, Fivay High School  
Tara Kruck, Yearbook Adviser, Fivay High School  
3 Students from Fivay High School-Names on file in Purchasing

**Proposal Prepared By:**

Stephanie Bunford, Buyer, Purchasing Department

**Reviewed and Authorized By:**

Kendra Goodman, CPPO, CPPB, Purchasing Agent



District School Board  
of Pasco County

APR 19 2011

Board Approved

DATE OF OPENING: March 30, 2011 @ 2:30 PM			Balfour	Herff Jones	Jostens
RFP TITLE: Yearbooks - Fivay High School			10707 66th St. N., #9	305 Church St.	3601 Minnesota Drive
RFP # 12-010-SB			Pinellas Park, FL 33782	Safety Harbor, FL 34695	Minneapolis, MN 55435
			P 727-546-4551	P 727-410-9757	P 800-325-4774
			F 727-548-7240	F 727-797-4262	F 813-319-2851
ITEM#	Units	DESCRIPTION	TOTAL PRICE	TOTAL PRICE	TOTAL PRICE
Section B		Base Price:	\$27,499.00	\$31,896.42	\$20,000.00
Section C		Add-ons:			
1	per copy	Cost of additional copies (after the 400 specified)	\$29.58	\$25.37	\$45.00
2	per copy	Credit for reduction in quantity of yearbooks	\$26.58	\$25.37	\$45.00
3	per page	Credit for reduction in 4 color pages	N/A	\$475.00	\$300.00
4	per page	Credit for reduction in 8 color pages	\$150.00	\$950.00	\$600.00
5	per page	Credit for reduction in 4 black and white pages	N/A	N/A	N/A
6	per page	Credit for reduction in 8 black and white pages	\$80.00	N/A	N/A
7	per page	Cost for 4 additional color pages	N/A	\$475.00	\$300.00
8	per page	Cost for 8 additional color pages	\$150.00	\$950.00	\$600.00
9	per page	Cost for 4 additional black and white pages	N/A	N/A	N/A
10	per page	Cost for 8 additional black and white pages	\$80.00	N/A	N/A
11	1 line	Cost for lines of personalization	\$3.10	\$2.90	\$4.00
12	2 lines	Cost for lines of personalization	Additional \$3.10	\$4.70	\$6.00
13	per icon	Cost for Icons	\$3.10	\$2.25	\$2.00
14	per cover	Cost for plastic protective covers	\$1.11	\$0.85	\$1.10
15	per section	Cost for autograph sections	\$0.54	\$0.60	\$1.00
16	per pocket	Cost for photo pockets	\$1.00	N/A	\$1.00
17	per copy	Yearbook curriculum textbook cost	\$0.63	N/C	\$15.00
18	per copy	Photography curriculum textbook cost	\$0.63	N/C	\$10.00
19	per copy	Direct sales to students/parents cost	\$1.85	N/C	\$1.00
20	per hour	Company Graphic Artist	\$67.00	\$34.00	\$35.00
21	per copy	Current events insert cost – sewn into book	\$1.85	\$2.25	\$2.00
22	per copy	Current events insert cost – tape insertion	\$1.85	\$2.25	\$2.00
23	per copy	DVD supplement cost of production and insertion	N/A	N/A	\$4.50
24	per copy	Spine copy/decoration (school design cover)	N/C	N/C	included
25	per copy	Spine copy/decoration (company design cover)	N/C	N/C	included
26	per copy	Back cover decoration charge	N/C	N/C	included

District School Board  
of Pasco County

APR 19 2011

Board Approval



DATE OF OPENING: March 30, 2011 @ 2:30 PM			Balfour	Herff Jones	Jostens
RFP TITLE: Yearbooks - Fivay High School			10707 66th St. N., #9	305 Church St.	3601 Minnesota Drive
RFP # 12-010-SB			Pinellas Park, FL 33782	Safety Harbor, FL 34695	Minneapolis, MN 55435
			P 727-546-4551	P 727-410-9757	P 800-325-4774
			F 727-548-7240	F 727-797-4262	F 813-319-2851
ITEM#	Units	DESCRIPTION	TOTAL PRICE	TOTAL PRICE	TOTAL PRICE
Section B		Base Price:	\$27,499.00	\$31,896.42	\$20,000.00
Section C		Add-ons:			
27	per copy	Additional silkscreen color applied	\$1.30	\$0.72	\$0.70
28	per copy	Additional foil – stamp color applied	\$1.30	\$0.94	\$0.90
29	per copy	Foil – stamp die charge (if new die)	Quote required	depend on detail of die	\$0.25
30	per copy	Embossing	\$1.53	\$452.00	\$0.90
31	per copy	Embossing die charge (if new die)	Quote required	depend on detail of die	\$0.60
32	per copy	Metalique/metalay application	\$3.34	\$1.44	\$1.35
33	per copy	Rounding and Backing	N/C	N/C	included
34	per copy	Four color printed cover	\$1.07	\$750.00	included
35	per copy	Mylar lamination for printed cover	N/C	N/C	included
36	per copy	Company – design die cut end-sheets	N/C	N/A	\$0.50
37	per copy	Company – design embossed end-sheets	N/C	N/C	\$0.50
38	per copy	Company – design foil – stamped end-sheets	N/C	N/C	\$0.50
39	per copy	Different front & back end-sheet designs	\$1.22	\$195.00	\$2.00
40	per copy	Four color process end-sheets, same design front and back	\$0.91	\$750.00	\$1.15
		Total for Add-ons #	\$98.43	\$58.28	\$87.10
		Total Points Awarded:	103.32	73.24	114.97

District School Board  
of Pasco County

APR 19 2011

Board Approved