

## District School Board of Pasco County Bid Recommendation

<b>RFP Title</b>	Elementary School Yearbooks		<b>Number of Vendors Notified</b>	251
<b>RFP Number</b>	13-075-SB		<b>Number of Proposals Distributed</b>	22
<b>Date Solicited</b>	March 7, 2013		<b>Number of Vendors Bidding</b>	9
<b>Date Opened</b>	April 12, 2013		<b>Number of Formal "No Bid" Responses</b>	1
<b>Date Board Presentation</b>	May 21, 2013		<b>Funding Source</b>	Internal Funds
<b>Total Savings</b>	\$52,000 Est.		<b>Grand Total of RFP</b>	\$175,000 Est.

**Recommendation:** Recommend acceptance of the proposals noted on the attached tabulation sheet as the best, responsive, responsible proposals receiving the highest points for each region.

**Term of Contract:** This RFP is for the student-direct purchase of yearbooks for all elementary schools throughout the District. This is a three-year contract, renewable annually based upon the mutual consent of the parties. The first year of the contract will commence on July 1, 2013 and continue through June 30, 2014.

**Notations and Exceptions:** This RFP was awarded by Region. The following point totals were utilized to determine award: Average Base Prices (20), Supplemental Average Prices (10), Add-Ons (10), References (5), Presentation (30), and Quality of Samples (15).

Recommend rejection of the proposal from Entourage as pricing was not provided for all page and copy counts listed on the attachment A. The RFP stated that failure to provide pricing for all items would result in disqualification of the vendor's proposal.

Recommend rejection of the proposal from Herff Jones for changing the page and copy counts configurations. The RFP stated that making these changes would result in disqualification of the vendor's proposal.

Recommend rejection of the proposal from Leonards as they did not provide pricing for all page and copy counts listed on the attachment A. The RFP stated that failure to provide pricing for all items would result in disqualification of the vendor's proposal. In addition, the Principal Place of Business section of the document was not executed. The RFP stated that failure to execute the document would result in disqualification of the vendor's proposal.

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.

**RFP Evaluated By:** School administrators, yearbook advisers, school staff, and one district office representative.

**Recommendation Prepared By:** Stephanie Bunford, CPPB, Buyer, Purchasing Services Department

**Reviewed and Authorized By:** Michael J. Woodall, CPPO, Purchasing Agent



District School Board of Pasco County Tabulation Sheet

<b>DATE OF OPENING:</b> April 12, 2013 @ 2:30 PM		Balfour	Entourage Yearbooks	Herff Jones Yearbooks	Inter-State Studio	Jostens
<b>RFP TITLE:</b> Elementary School Yearbooks		10707 66th Street N #9	745 Alexander Road Suite 4	305 Church Street	3500 Snyder Avenue	3601 Minnesota Drive #400
<b>RFP #:</b> 13-075-SB		Pinellas Park, FL 33728	Princeton, NJ 08540	Safety Harbor, FL 34695	Sedalia, MO 65301	Minneapolis, MN 55435
<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	<b>5% preference added to A, B, C</b>
<b>PHASE 1</b>		<b>Region 1 - Fox Hollow, Gulf Highlands, Hudson, Mary Giella, Moon Lake, Northwest, Schrader, Shady Hills Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>30</b>			<b>19</b>	<b>26</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>12</b>			<b>12</b>	<b>13</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>82.17</b>			<b>59.30</b>	<b>67.28</b>
<b>PHASE 1</b>		<b>Region 2 - Calusa, Chasco, Cottee River, Cypress, Deer Park, James M. Marlowe, Mittye P. Locke, Richey Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>29.5</b>			<b>21</b>	<b>28</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>13</b>			<b>13</b>	<b>11</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>82.67</b>			<b>62.30</b>	<b>67.28</b>

District School Board of Pasco County Tabulation Sheet

<b>DATE OF OPENING:</b> April 12, 2013 @ 2:30 PM		Leonards	Lifetouch	Strawbridge Studios	Walsworth Publishing Company
<b>RFP TITLE:</b> Elementary School Yearbooks		147 San Marco Ave	5909 Hampton Oaks Parkway, Suite N	PO Box 3005	1511 Druid Road
<b>RFP #:</b> 13-075-SB		St. Augustine, FL 32085	Tampa, FL 33610	Durham, NC 27715	Maitland, FL 32751
<b>BOARD MEETING:</b> May 21, 2013				<b>5% preference added to A, B, C</b>	
<b>PHASE 1</b>	<b>Evaluation Criteria:</b>	<b>Region 1 - Fox Hollow, Gulf Highlands, Hudson, Mary Giella, Moon Lake, Northwes Schrader, Shady Hills Elementary Schools</b>			
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>25</b>	<b>25</b>	<b>22</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>15</b>	<b>9</b>	<b>11</b>
	<b>Total Points for Region 1: (90 point Max)</b>		<b>72.37</b>	<b>64.25</b>	<b>78.00</b>
<b>PHASE 1</b>	<b>Evaluation Criteria:</b>	<b>Region 2 - Calusa, Chasco, Cottee River, Cypress, Deer Park, James M. Marlowe, Mittye P. Locke, Richey Elementary Schools</b>			
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>25</b>	<b>26</b>	<b>26</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>15</b>	<b>9.5</b>	<b>12</b>
	<b>Total Points for Region 1: (90 point Max)</b>		<b>72.37</b>	<b>65.75</b>	<b>83.00</b>

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<b>RFP TITLE:</b> Elementary School Yearbooks		10707 66th Street N #9	745 Alexander Road Suite 4	305 Church Street	3500 Snyder Avenue	3601 Minnesota Drive #400
<b>RFP #:</b> 13-075-SB		Pinellas Park, FL 33728	Princeton, NJ 08540	Safety Harbor, FL 34695	Sedalia, MO 65301	Minneapolis, MN 55435
<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	<b>5% preference added to A, B, C</b>
<b>PHASE 1</b>		<b>Region 3 - Anclote, Gulfside, Gulf Trace, Longleaf, Odessa, Seven Springs, Sunray, Trinity, Trinity Oaks Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>24</b>			<b>19</b>	<b>24.5</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>12</b>			<b>11</b>	<b>11</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>76.17</b>			<b>58.30</b>	<b>63.78</b>
<b>PHASE 1</b>		<b>Region 4 - Connerton, Lake Myrtle, Oakstead, Pine View, Quail Hollow, Wesley Chapel Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>30</b>			<b>19</b>	<b>26</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>12</b>			<b>12</b>	<b>13</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>82.17</b>			<b>59.30</b>	<b>67.28</b>

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<b>DATE OF OPENING:</b> April 12, 2013 @ 2:30 PM		Leonards	Lifetouch	Strawbridge Studios	Walsworth Publishing Company
<b>RFP TITLE:</b> Elementary School Yearbooks		147 San Marco Ave	5909 Hampton Oaks Parkway, Suite N	PO Box 3005	1511 Druid Road
<b>RFP #:</b> 13-075-SB		St. Augustine, FL 32085	Tampa, FL 33610	Durham, NC 27715	Maitland, FL 32751
<b>BOARD MEETING:</b> May 21, 2013				<b>5% preference added to A, B, C</b>	
		<b>Region 3 - Anclote, Gulfside, Gulf Trace, Longleaf, Odessa, Seven Springs, Sunray, Trinity, Trinity Oaks Elementary Schools</b>			
<b>PHASE I</b>	<b>Evaluation Criteria:</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>26.5</b>	<b>21</b>	<b>29</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>14</b>	<b>10</b>	<b>12.5</b>
<b>Total Points for Region 1: (90 point Max)</b>			<b>72.87</b>	<b>61.25</b>	<b>86.50</b>
		<b>Region 4 - Connerton, Lake Myrtle, Oakstead, Pine View, Quail Hollow, Wesley Chapel Elementary Schools</b>			
<b>PHASE I</b>	<b>Evaluation Criteria:</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>25</b>	<b>25</b>	<b>22</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>15</b>	<b>9</b>	<b>11</b>
<b>Total Points for Region 1: (90 point Max)</b>			<b>72.37</b>	<b>64.25</b>	<b>78.00</b>

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<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	<b>5% preference added to A, B, C</b>
<b>PHASE 1</b>		<b>Region 5 - Centennial, Lacochee, Pasco, Rodney B Cox, San Antonio, Watergrass, Woodland Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>26.5</b>			<b>21</b>	<b>26</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>14</b>			<b>13</b>	<b>11</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>80.67</b>			<b>62.30</b>	<b>65.28</b>
<b>PHASE 1</b>		<b>Region 6 - Chester W. Taylor, Denham Oaks, Double Branch, New River, Sand Pine, Seven Oaks, Veterans, West Zephyrhills Elementary Schools</b>				
<b>Evaluation Criteria:</b>						
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>18.93</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>11.47</b>	<b>11.16</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>9.50</b>			<b>5.65</b>	<b>5.57</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>6.73</b>			<b>6.26</b>	<b>6.56</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>			<b>4.92</b>	<b>5.00</b>
<b>PHASE II</b>						
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>24</b>			<b>19</b>	<b>24.5</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>	<b>12</b>			<b>11</b>	<b>11</b>
<b>Total Points for Region 1: (90 point Max)</b>		<b>76.17</b>			<b>58.30</b>	<b>63.78</b>



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<b>BOARD MEETING:</b> May 21, 2013				<b>5% preference added to A, B, C</b>	
<b>PHASE I</b>		<b>Region 5 - Centennial, Lacoochee, Pasco, Rodney B Cox, San Antonio, Watergrass, Woodland Elementary Schools</b>			
<b>Evaluation Criteria:</b>					
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>27</b>	<b>24</b>	<b>30</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>15</b>	<b>10.5</b>	<b>13</b>
<b>Total Points for Region 1: (90 point Max)</b>			<b>74.37</b>	<b>64.75</b>	<b>88.00</b>
<b>PHASE I</b>		<b>Region 6 - Chester W. Taylor, Denham Oaks, Double Branch, New River, Sand Pine, Seven Oaks, Veterans, West Zephyrhills Elementary Schools</b>			
<b>Evaluation Criteria:</b>					
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>Disqualified</b>	<b>13.29</b>	<b>13.52</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>		<b>6.57</b>	<b>6.70</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>		<b>7.51</b>	<b>5.43</b>	<b>10.00</b>
<b>Category D</b>	<b>References: (5 point Max)</b>		<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>PHASE II</b>					
<b>Category E</b>	<b>Presentation: (30 point Max)</b>		<b>26.5</b>	<b>21</b>	<b>29</b>
<b>Category F</b>	<b>Quality of Samples (15 point Max)</b>		<b>14</b>	<b>10</b>	<b>12.5</b>
<b>Total Points for Region 1: (90 point Max)</b>			<b>72.87</b>	<b>61.25</b>	<b>86.50</b>