

# District School Board of Pasco County Bid Recommendation

<b>RFP Title</b>	Middle School Yearbooks	<b>Number of Vendors Notified</b>	160
<b>RFP Number</b>	13-076-SB	<b>Number of Proposals Distributed</b>	18
<b>Date Solicited</b>	March 7, 2013	<b>Number of Vendors Proposing</b>	8
<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>	\$8,800 Est.	<b>Grand Total of RFP</b>	\$125,000 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 middle 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.

**RFPs Evaluated By:** Yearbook advisers, school staff, and one district office representative.

**Bids Prepared By:** Stephanie Bunford, CPPB, Buyer

**Reviewed and Authorized By:**

Michael J. Woodall, CPPO, Purchasing Agent

Date/Time: May 15, 2013 08:46:00

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	Jostens, Inc.	Leonards
<b>RFP TITLE:</b> Middle School Yearbooks		10707 66th Street N #9	745 Alexander Road Suite 4	305 Church Street	3601 Minnesota Drive #400	147 San Marco Ave
<b>RFP #:</b> 13-076-SB		Pinellas Park, FL 33728	Princeton, NJ 08540	Safety Harbor, FL 34695	Minneapolis, MN 55435	St. Augustine, FL 32085
<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	
<b>PHASE I</b>	<b>REGION 1</b>	<b>Region 1 - Bayonet Point, Crews Lake, Hudson Middle Schools</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>26</b>			<b>22</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>11</b>			<b>12</b>	
	<b>Total Points Region 1: (90 point Max)</b>	<b>61.73</b>			<b>62.12</b>	
<b>PHASE 1</b>	<b>REGION 2</b>	<b>Region 2 - Chasco, River Ridge, Gulf Middle Schools</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>25</b>			<b>23</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>12</b>			<b>10</b>	
	<b>Total Points Region 2: (90 point Max)</b>	<b>61.73</b>			<b>61.12</b>	

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<b>DATE OF OPENING:</b> April 12, 2013 @ 2:30 PM		Lifetouch Yearbooks	Strawbridge Studios, Inc.	Walsworth Publishing Company
<b>RFP TITLE:</b> Middle School Yearbooks		5909 Hampton Oaks Parkway, Suite N	PO Box 3005	1511 Druid Road
<b>RFP #:</b> 13-076-SB		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 I</b>	<b>REGION 1</b>	<b>Region 1 - Bayonet Point, Crews Lake, Hudson Middle Schools</b>		
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>14.81</b>	<b>12.56</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>6.74</b>	<b>5.64</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>10.00</b>	<b>9.95</b>	<b>1.58</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>22</b>	<b>22</b>	<b>25</b>
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>13</b>	<b>11</b>	<b>13</b>
	<b>Total Points Region 1: (90 point Max)</b>	<b>71.55</b>	<b>65.75</b>	<b>74.58</b>
<b>PHASE 1</b>	<b>REGION 2</b>	<b>Region 2 - Chasco, River Ridge, Gulf Middle Schools</b>		
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>14.81</b>	<b>12.56</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>6.74</b>	<b>5.64</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>10.00</b>	<b>9.95</b>	<b>1.58</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>24</b>	<b>17</b>	<b>23</b>
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>15</b>	<b>6</b>	<b>12</b>
	<b>Total Points Region 2: (90 point Max)</b>	<b>75.55</b>	<b>55.75</b>	<b>71.58</b>

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<b>RFP TITLE:</b> Middle School Yearbooks		10707 66th Street N #9	745 Alexander Road Suite 4	305 Church Street	3601 Minnesota Drive #400	147 San Marco Ave
<b>RFP #:</b> 13-076-SB		Pinellas Park, FL 33728	Princeton, NJ 08540	Safety Harbor, FL 34695	Minneapolis, MN 55435	St. Augustine, FL 32085
<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	
<b>PHASE 1</b>	<b>REGION 3</b>	<b>Region 3 - Paul R Smith, Seven Springs Middle Schools</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>22.5</b>			<b>26</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>11</b>			<b>11.5</b>	
	<b>Total Points Region 3: (90 point Max)</b>	<b>58.23</b>			<b>65.62</b>	
<b>PHASE 1</b>	<b>REGION 4</b>	<b>Region 4 - Charles S Rushe, Pine View, Thomas Weightman Middle Schools</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>24</b>			<b>22</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>9</b>			<b>11</b>	
	<b>Total Points Region 4: (90 point Max)</b>	<b>57.73</b>			<b>61.12</b>	

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<b>BOARD MEETING:</b> May 21, 2013			<b>5% preference added to A, B, C</b>	
<b>PHASE 1</b>	<b>REGION 3</b>	<b>Region 3 - Paul R Smith, Seven Springs Middle Schools</b>		
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>14.81</b>	<b>12.56</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>6.74</b>	<b>5.64</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>10.00</b>	<b>9.95</b>	<b>1.58</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>23.5</b>	<b>21.5</b>	<b>30</b>
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>14.5</b>	<b>8.5</b>	<b>14</b>
	<b>Total Points Region 3: (90 point Max)</b>	<b>74.55</b>	<b>62.75</b>	<b>80.58</b>
<b>PHASE 1</b>	<b>REGION 4</b>	<b>Region 4 - Charles S Rushe, Pine View, Thomas Weightman Middle Schools</b>		
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>14.81</b>	<b>12.56</b>	<b>20.00</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>6.74</b>	<b>5.64</b>	<b>10.00</b>
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>10.00</b>	<b>9.95</b>	<b>1.58</b>
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>5.00</b>	<b>4.60</b>	<b>5.00</b>
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>19</b>	<b>18</b>	<b>30</b>
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>13</b>	<b>8</b>	<b>13</b>
	<b>Total Points Region 4: (90 point Max)</b>	<b>68.55</b>	<b>58.75</b>	<b>79.58</b>

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<b>BOARD MEETING:</b> May 21, 2013					<b>5% preference added to A, B, C</b>	
<b>PHASE 1</b>	<b>REGION 5</b>	<b>Region 5 - Pasco, Centennial Middle Sch</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>25</b>			<b>23</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>12</b>			<b>10</b>	
	<b>Total Points Region 5: (90 point Max)</b>	<b>61.73</b>			<b>61.12</b>	
<b>PHASE 1</b>	<b>REGION 6</b>	<b>Region 6 - Raymond B Stewart, Dr. John Long Middle Schools</b>				
<b>Category A</b>	<b>Average Base Prices: (20 point Max)</b>	<b>13.46</b>	<b>Disqualified</b>	<b>Disqualified</b>	<b>14.87</b>	<b>Disqualified</b>
<b>Category B</b>	<b>Supplemental Average Prices: (10 point Max)</b>	<b>5.34</b>			<b>6.59</b>	
<b>Category C</b>	<b>Add-ons: (10 point Max)</b>	<b>1.18</b>			<b>1.66</b>	
<b>Category D</b>	<b>References: (5 point Max)</b>	<b>4.75</b>			<b>5.00</b>	
<b>Category E</b>	<b>Presentation: (30 point Max)</b>	<b>22.5</b>			<b>26</b>	
<b>Category F</b>	<b>Quality of Samples: (15 point Max)</b>	<b>11</b>			<b>11.5</b>	
	<b>Total Points Region 6: (90 point Max)</b>	<b>58.23</b>			<b>65.62</b>	

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<b>PHASE 1</b>	<b>REGION 5</b>	<b>Tools</b>		
Category A	Average Base Prices: (20 point Max)	14.81	12.56	20.00
Category B	Supplemental Average Prices: (10 point Max)	6.74	5.64	10.00
Category C	Add-ons: (10 point Max)	10.00	9.95	1.58
Category D	References: (5 point Max)	5.00	4.60	5.00
Category E	Presentation: (30 point Max)	24	17	23
Category F	Quality of Samples: (15 point Max)	15	6	12
	<b>Total Points Region 5: (90 point Max)</b>	<b>75.55</b>	<b>55.75</b>	<b>71.58</b>
<b>PHASE 1</b>	<b>REGION 6</b>	<b>Region 6 - Raymond B Stewart, Dr. John Long Middle Schools</b>		
Category A	Average Base Prices: (20 point Max)	14.81	12.56	20.00
Category B	Supplemental Average Prices: (10 point Max)	6.74	5.64	10.00
Category C	Add-ons: (10 point Max)	10.00	9.95	1.58
Category D	References: (5 point Max)	5.00	4.60	5.00
Category E	Presentation: (30 point Max)	23.5	21.5	30
Category F	Quality of Samples: (15 point Max)	14.5	8.5	14
	<b>Total Points Region 6: (90 point Max)</b>	<b>74.55</b>	<b>62.75</b>	<b>80.58</b>