

The School Board of Broward County, Florida  
Procurement & Warehousing Services

ITB / RFP No.: 17-047N Tentative Board Meeting Date\*: MARCH 21, 2017

Description: YEARBOOKS AND MEMORY BOOKS FOR ALL Notified: 185 Downloaded: 16  
SCHOOLS ITB / RFP Rec'd: 8 No. Bids: 0

For: VARIOUS SCHOOLS ITB / RFP Opening: NOVEMBER 30, 2016

Fund: TO BE PAID BY PARENTS/GUARDIANS Advertised Date: OCTOBER 28, 2016

**POSTING OF ITB / RFP RECOMMENDATION/TABULATION:** ITB / RFP Recommendations and Tabulations will be posted in the Procurement & Warehousing Services and [www.Demandstar.com](http://www.Demandstar.com) on **DECEMBER 9, 2016 at 3:00 pm** and will remain posted for 72 hours. Any person who is adversely affected by the decision or intended decision shall file a notice of protest, in writing, within 72 hours after the posting of the notice of decision or intended decision. The formal written protest shall be filed within ten (10) days after the date the notice of protest is filed. Failure to file a notice of protest or failure to file a formal written protest shall constitute a waiver of proceedings under this chapter. Section 120.57(3)(b), Florida Statutes, states that "The formal written protest shall state with particularity the facts and law upon which the protest is based." Saturdays, Sundays, state holidays and days during which the District is closed shall be excluded in the computation of the 72-hour time period provided. Filings shall be at the office of the Director of Procurement & Warehousing Services, 7720 West Oakland Park Boulevard, Suite 323, Sunrise, Florida 33351. Any person who files an action protesting an intended decision shall post with the School Board, at the time of filing the formal written protest, a bond, payable to The School Board of Broward County, Florida, (SBBC), in an amount equal to one percent (1%) of the estimated value of the contract. Failure to post the bond required by SBBC Policy 3320, Part VIII, Purchasing Policies, Section N, within the time allowed for filing a bond shall constitute a waiver of the right to protest.

(\* ) The Cone of Silence, as stated in the ITB / RFP, is in effect until this ITB / RFP is approved by SBBC. The Board meeting date stated above is tentative. Confirm with the Purchasing Agent of record for the actual date the Cone of Silence has concluded.

**RECOMMENDATION TABULATION**

IN ACCORDANCE WITH SECTION 5.0 OF RFP 17-047N, PROPOSALS RECEIVED WERE REVIEWED AND SCORED BY AN EVALUATION COMMITTEE CONSISTING OF:

- STEVEN CARRUTH – PRINCIPAL – CORAL GLADES HIGH SCHOOL
- MARIA FORMOSO – PRINCIPAL – MIRAMAR HIGH SCHOOL
- ALAN STRAUSS – DIRECTOR – OFFICE OF SCHOOL PERFORMANCE AND ACCOUNTABILITY
- SARAH LERNER – YEARBOOK ADVISOR – STONEMAN DOUGLAS HIGH SCHOOL

THE EVALUATION COMMITTEE HAS RECOMMENDED THAT THE PROPOSERS LISTED BELOW BE RECOMMENDED FOR APPROVAL BY THE SCHOOL BOARD. A MINIMUM SCORE OF 70 POINTS OR HIGHER IS REQUIRED TO BE CONSIDERED FOR AWARD AND THESE PROPOSERS HAVE MET OR SURPASSED THAT THRESHOLD.

	<b>CATEGORIES</b>	
	<b><u>YEARBOOKS</u></b>	<b><u>MEMORY BOOKS</u></b>
TAYLOR PUBLISHING CO., D/B/A BALFOUR	✓	No
WALSWORTH PUBLISHING CO. INC.	✓	No
HERFF JONES LLC	✓	✓
LIFETOUCH NATIONAL SCHOOL STUDIOS INC.	✓	✓
STRAWBRIDGE STUDIOS, INC.	No	✓

REK CUT PHOTOGRAPHIC INC, D/B/A LEONARD'S WAS ALSO EVALUATED BY OUR COMMITTEE, HOWEVER THEY DID NOT RECEIVE THE MINIMUM SCORE REQUIRED. IN ADDITION, TWO (2) PROPOSALS DID NOT MEET OUR REQUIREMENTS AND IT IS BEING RECOMMENDED FOR REASONS STATED ON THE ATTACHED ITB/RFP REJECTION SHEET, THE PROPOSALS, IN THEIR ENTIRETY, BE REJECTED.

CONTRACT PERIOD: MARCH 22, 2017, THROUGH MAY 31, 2020.

By:  \_\_\_\_\_ Date: 2-6-2017  
(Purchasing Agent)

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender expression, national origin, marital status, race, religion, sex or sexual orientation. Individuals who wish to file a discrimination complaint, may call the Executive Director, Benefits & EEO Compliance at 754-321-2150 or Teletype Machine (TTY) at 754-321-2158.

Individuals with disabilities requesting accommodations under the Americans with Disabilities Act (ADA) may call the Equal Educational Opportunities (EEO) at 754-321-2150 or Teletype Machine (TTY) at 754-321-2158.

**RFP NO. 17-047N**  
**YEARBOOKS AND MEMORY BOOKS FOR ALL SCHOOLS**  
**BID REJECTIONS**

**Reject Bid from: JOSTEN'S, INC**

Bidder is non-responsive as their proposal was not received within the specified time.

1. As stated in General Condition 7.3 “All Proposers are reminded that it is the sole responsibility of the PROPOSER to assure that their proposal is time stamped in Procurement and Warehousing Services on or before 2:00 p.m. ET on date due. Late proposals shall not be accepted.”

Their bid was received and time stamped by our Procurement representative at 2.14PM.

**Reject Bid from: YEARBOOKLIFE**

Bidder is non-responsive as they did not meet the minimum eligibility requirements.

1. As stated in General Information 2.7 “All proposals received must meet the Minimum Eligibility Requirements as stated in Section 4.2 of the RFP in order to be further considered for evaluation. Failure to meet the Minimum Eligibility Requirements shall result in disqualification of entire proposal and shall not be considered for further evaluation.”

The bidder did not submit their acceptance of our indemnification as stated in item 4.2.1.

Yearbooks and Memory Books for All Schools

17-047N - Yearbooks for All Schools	Maximum Points	Alan Strauss	Steven Carruth	Maria Formoso	Sarah Lerner	Average Points	
<b>Experience &amp; Qualifications</b>	<b>20</b>						
Taylor Publishing Co. DBA Balfour		20	20	20	18	20	
Rekcut Photographic Inc DBA Leonard's		14	15	15	14	15	
Herff Jones LLC		20	20	20	18	20	
Walsworth Publishing Co. Inc.		20	15	20	20	19	
Lifetouch National School Studios Inc.		20	20	20	16	19	
<b>Scope of Services</b>	<b>60</b>						
Taylor Publishing Co. DBA Balfour		57	30	57	58	51	
Rekcut Photographic Inc DBA Leonard's		57	30	57	40	46	
Herff Jones LLC		60	45	60	50	54	
Walsworth Publishing Co. Inc.		60	50	60	60	58	
Lifetouch National School Studios Inc.		60	45	60	40	51	
<b>Cost of Services</b>	<b>10</b>						
Taylor Publishing Co. DBA Balfour		0	0	0	0	0	
Rekcut Photographic Inc DBA Leonard's		0	0	0	0	0	
Herff Jones LLC		0	0	0	0	0	
Walsworth Publishing Co. Inc.		0	0	0	0	0	
Lifetouch National School Studios Inc.		10	10	10	10	10	
<b>M/WBE</b>	<b>10</b>						
Taylor Publishing Co. DBA Balfour		0	0	0	0	0	
Rekcut Photographic Inc DBA Leonard's		0	0	0	0	0	
Herff Jones LLC		0	0	0	0	0	
Walsworth Publishing Co. Inc.		0	0	0	0	0	
Lifetouch National School Studios Inc.		0	0	0	0	0	
<b>Total Score</b>	<b>100</b>						<b>Vendors being recommended</b>
Taylor Publishing Co. DBA Balfour						70	Yes
Rekcut Photographic Inc DBA Leonard's						61	No
Herff Jones LLC						73	Yes
Walsworth Publishing Co. Inc.						76	Yes
Lifetouch National School Studios Inc.						80	Yes

SBBC intends to approve only the Proposer(s) that have complied with the terms, conditions and requirements of the overall RFP and receive **70 points or higher** from the Committee.

Yearbooks and Memory Books for All Schools

17-047N - Memory Books for All Schools		Maximum Points	Alan Strauss	Steven Carruth	Maria Formoso	Sarah Lerner	Average Points	
<b>A</b>	<b>Experience &amp; Qualifications</b>	<b>20</b>						
	Herff Jones LLC		20	20	20	18	20	
	Strawbridge Studios, Inc.		20	15	15	16	17	
	Lifetouch National School Studios Inc.		20	20	20	16	19	
<b>B</b>	<b>Scope of Services</b>	<b>60</b>						
	Herff Jones LLC		60	45	60	50	54	
	Strawbridge Studios, Inc.		57	30	58	40	46	
	Lifetouch National School Studios Inc.		59	45	60	40	51	
<b>C</b>	<b>Cost of Services</b>	<b>10</b>						
	Herff Jones LLC		10	10	10	10	10	
	Strawbridge Studios, Inc.		8	8	8	8	8	
	Lifetouch National School Studios Inc.		0	0	0	0	0	
<b>D</b>	<b>M/WBE</b>	<b>10</b>						
	Herff Jones LLC		0	0	0	0	0	
	Strawbridge Studios, Inc.		0	0	0	0	0	
	Lifetouch National School Studios Inc.		0	0	0	0	0	
	<b>Total Score</b>	<b>100</b>						
	Herff Jones LLC						83	
	Strawbridge Studios, Inc.						71	
	Lifetouch National School Studios Inc.						70	
								<b>Vendors being recommended</b>
								Yes
								Yes
								Yes

SBBC intends to approve only the Proposer(s) that have complied with the terms, conditions and requirements of the overall RFP and receive **70 points or higher** from the Committee.



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA BID

RFP Number: 17-047N  
RFP Title: Yearbooks and Memory Books  
Buyer Name: Karlene Grant  
Date Opened: November 30, 2016  
Evaluation Meeting: December 6, 2016

**YEARBOOKS**

Proposer's Name	Evaluation Points	Recommended for Award
Taylor Publishing Co. DBA Balfour	70	✓
Herff Jones LLC	73	✓
Walsworth Publishing Co. Inc.	76	✓
Lifetouch National School Studios Inc.	80	✓
Rekcut Photographic Inc DBA Leonard's	61	No

**MEMORY BOOKS**

Proposer's Name	Evaluation Points	Recommended for Award
Herff Jones LLC	83	✓
Strawbridge Studios, Inc.	71	✓
Lifetouch National School Studios Inc.	70	✓

Vendors with 70 points or greater may become a part of the pool of vendors.



**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA BID**  
**Cost of Services Summary**

**RFP Number:**  
**RFP Title:**  
**Buyer Name:**  
**Date Opened:**  
**Evaluation Meeting**

**17-047N**  
**Yearbooks and Memory Books**  
**Karlene Grant**  
**November 30, 2016**  
**December 6, 2016**

**YEARBOOKS**

<b>Proposer's Name</b>	<b>Points</b>
Taylor Publishing Co. DBA Balfour	0
Rekcut Photographic Inc DBA Leonard's	0
Herff Jones LLC	0
Walsworth Publishing Co. Inc.	0
Lifetouch National School Studios Inc.	10

**MEMORY BOOKS**

<b>Proposer's Name</b>	
Herff Jones LLC	10
Strawbridge Studios, Inc.	8
Lifetouch National School Studios Inc.	0

\*\* A Bidder who did not complete ALL sections of the Pricing Sheet received zero points. As stated in Section 4.4:  
" Failure to respond or incomplete responses to any evaluation criteria below will result in zero or reduced allocation of points  
for the criteria and may result in disqualification of entire Proposal".