

EXECUTIVE SUMMARY

Recommendation of \$500,000 or Less (RFP) FY20-151 – School Pictures (Excludes Senior Portraits)

Introduction

Responsible: Procurement & Warehousing Services (PWS)

This request is to approve the recommendation to award Request for Proposal (RFP) FY20-151 – School Pictures (Excludes Senior Portraits), for two (2) years and one (1) month, which shall commence upon execution by both parties through December 31, 2022, with two (2) optional one (1) year renewal periods. The RFP will be utilized by the Office of School Performance & Accountability (OSPA) to provide a pool of qualified school picture providers and replaces RFP 17-045N.

There is no financial impact to the District.

Goods/Services Description

Responsible: Office of School Performance & Accountability (OSPA)

(RFP) FY20-151 will be utilized by OSPA to provide a pool of qualified school picture providers to take pictures of students, faculty members, and school administrators. Pictures can include individual school pictures, commemorative pictures, school dances, teams, clubs, graduation, and others as determined by the needs of the school. Senior portraits are excluded from the scope of this RFP.

Procurement Method

Responsible: PWS

The solicitation for this RFP ran from October 7, 2019 through November 4, 2019. Two hundred twenty-six (226) vendors were notified, sixteen (16) vendors downloaded the RFP, and twelve (12) proposals were received prior to bid opening. Six (6) vendors surpassed the minimum points required and are being recommended by the committee to become a part of the qualified pool.

Vendors being recommended are:

- Fox-Mar photography, Inc. **
- Lifetouch National School Studios, Inc. **
- Munoz Studio, Inc. ***
- Rekcute Photography, Inc. d/b/a Leonard's **
- Strawbridge Studios, Inc. **
- Weston Photography School Portraits, Inc.**

** Awardee of current RFP.

The Bid being replaced is 17-045N.

The Affirmative Procurement Initiative implemented in this solicitation is the Evaluation Preference for Small Business Enterprise (SBE) Prime Bidders (All School Board of Broward County, Florida, Certified Small/Minority/Women Business Enterprises are considered SBEs). In accordance with Supplier Diversity Outreach Program Policy 3330, Section E.7.c., the GSC has established the Evaluation Preference for SBE Prime Bidders. In the selection process for the award of this service, evaluation points will be awarded to those prime bidders or respondents that are certified as SBEs.

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Protest:

The first notice to intent to protest from Weston Photography School Portraits, Inc. was received on November 20, 2019, and a formal protest letter on December 2, 2019. The protestant's main complaint was in regards to the score provided by the Economic Development & Diversity Compliance Department (EEDC). This protest was resolved after a revised scoresheet was provided by EDDC Department, and as a result, a revised recommendation tabulation was posted on February 3, 2020, recommending the award of six (6) vendors, including Weston Photography School Portraits, Inc. and the rejection of two (2) bids in their entirety for not meeting the requirements of the Bid and one (1) bid for violation of the Cone of Silence.

A second notice of intent to protest was received from Cady Studios, LLC, on February 5, 2020, and a formal protest letter on February 18, 2020. The protestant's main complaint was regarding its disqualification for non-compliance with the District's Cone of Silence. In accordance with Section 120.57(3) and Purchasing Policy 3320, Part VIII, the School Board provided an opportunity to resolve the Protestant's protest by mutual agreement on March 17, 2020. However, due to restrictions imposed because of COVID-19, the meeting was first canceled and then rescheduled on September 18, 2020. After hearing presentations by all parties, the Bid Protest Committee voted to recess the meeting and perform additional research; however, on September 21, 2020, the protestant submitted a letter withdrawing their protest with the acknowledgment of the violation of the Cone of Silence.

Financial Impact

Responsible: PWS and OSPA

There is no financial impact to the District, as the funding will be provided through parents/guardians and students.