

REQUEST FOR PROPOSAL NO. 07C- 002B RFP FOR ADVERTISING DISTRICT-WIDE ADULT AND
COMMUNITY EDUCATION PROGRAM SCHEDULES

DATE:	December 4, 2006	DATE ADVERTISED:	October 25, 2006
DATE SOLICITED:	October 23, 2006	DATE OPENED:	November 20, 2006
PRESENTED TO BOARD:	January 24, 2007	DATE POSTED:	December 5, 2006

CONTRACT PERIOD February 2, 2007 through October 1, 2009
 DEPARTMENT: 9039 FUND: 1401 FUNCTION: 9110 ACCOUNT: 537100/539300
 FUNDING SOURCE: Community Education – Registration Fees and Workforce Funds
 REQUESTING DEPARTMENT: K – 12 Curriculum, Adult and Community Education

FINANCIAL IMPACT
 The financial impact to the Adult Education budget is estimated at \$830,000. The source of funds is the K – 12 Curriculum, Adult and Community Education department budget.

Services to be provided include printing and distribution of program schedules for adult and community education classes at a firm price per brochure, plus postage. This also includes the development of a website and assistance with the development of a revised marketing program for The Adult and Community Education Program.

<u>VENDOR</u>	<u>MINORITY STATUS</u>	<u>TOTAL POINTS AWARDED</u>		
		<u>Section 1</u>	<u>Section 2</u>	<u>Section 3</u>
Baldrica Advertising	---	67.60	57.40	60.80
FL. Pennysaver/P B Newspapers	---	<u>80.80</u>	<u>80.00</u>	<u>78.60</u>
Omni Advertising	---	68.40	52.80	64.20
Wilesmith Advertising/Design Inc.	---	58.40	55.60	53.40

LEGEND:
 _____ = Award

() = Reject

MINORITY - (2-Black, 3-Hispanic, 4-Indian/Alaska, 5-Asian, 6-Women, 7-Disabled, 8-Other)

EXCEPTIONS:

Three additional proposals were received but were not considered. The Bureau Inc. submitted an incomplete proposal. Direct Mail Impressions failed to sign their proposal. Sun-Sentinel's proposal was submitted late.

The Evaluation Committee, consisting of District staff, convened and reviewed all responsive proposals. It was the recommendation of the Committee to award this contract to the Florida Pennysaver/Palm Beach Newspapers.

RECOMMENDATION: I recommend contract award be made to the highest rated responsive, responsible proposer, based on the evaluation criteria outlined in the RFP.

Note: Original RFP document is available upon request.

RFP PROTEST

Failure to file a protest within the time prescribed in §120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes and applicable Board rules, regulations and policies. Offers from the vendors listed herein are the only offers received timely as of the above opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

If a proposer wishes to protest a RFP, they must do so in strict accordance with the procedures outlined in FS 120.57(3). Any person who files an action protesting a decision or intended decision pertaining to this RFP pursuant to FS 120.57(3)(b), shall post with the Purchasing Department, at the time of filing the formal written protest, a bond secured by an acceptable surety company in Florida payable to the School District of Palm Beach County in an amount equal to 1 percent (1%) of the total estimated contract value, but not less than \$500 nor more than \$5,000. Bond shall be conditioned upon the payment of all costs that may be adjudged against the protester in the administrative hearing in which the action is brought and in any subsequent appellate court proceeding. In lieu of a bond, a cashier's check, certified bank check, bank certified company check or money order will be acceptable form of security. If, after completion of the administrative hearing process and any appellate court proceedings, the District prevails, it shall recover all costs and charges included in the final order of judgment, including charges by the Division of Administrative Hearings. Upon payment of such costs and charges by the protester, the protest security shall be returned. If the protest prevails, he or she shall recover from the District all costs and charges, which shall be included in the final order of judgment.

DISQUALIFYING CRIMES

The bidder certifies by submission of this bid, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by the State of Florida or Federal Government. Further, bidder certifies that it has divulged, in its bid response, information regarding any of these actions or proposed actions with other governmental agencies.


SS:DG:ED:RP:KB

SCORES
Section 1 - Brochures & Distribution

REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE RFP 07C-002B				
Evaluation Criteria	Baldrice Advertising	FL. Pennysaver/PB Newspapers	Omni Advertising	Wilesmith Advertising/Design Inc.
1. Experience and Qualifications of the Firm and Staff (Points Available: 15)	11.60	14.40	10.60	11.40
2. Approach/Methodology (Points Available: 35)	22.20	31.20	26.00	21.60
3. Cost of Services (Points Available: 40)	33.80	35.20	31.80	25.40
4. Minority/Women Business Participation (Points Available: 10)	0	0	0	0
GRAND TOTAL	67.60	80.80	68.40	58.40

SCORES
Section 2 – World Wide Web Component

REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE					
RFP 07C-002B					
Evaluation Criteria	Baldrica Advertising	FL. Pennysaver/PB Newspapers	Omni Advertising	Wilesmith Advertising/Design Inc.	
1. Experience and Qualifications of the Firm and Staff (Points Available: 15)	8.60	13.60	10.40	12.20	
2. Approach/Methodology (Points Available: 35)	20.00	29.80	22.00	23.00	
3. Cost of Services (Points Available: 40)	28.80	36.60	20.40	20.40	
4. Minority/Women Business Participation (Points Available: 10)	0	0	0	0	
GRAND TOTAL	57.40	80.00	52.80	55.60	

SCORES
Section 3- Develop A Revised Marketing Program

RFP 07C-002B

REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULE

Evaluation Criteria	Baldrice Advertising	FL. Pennysaver/PB Newspapers	Omni Advertising	Wilesmith Advertising/Design Inc.
1. Experience and Qualifications of the Firm and Staff (Points Available: 15)	13.20	12.20	11.40	13.80
2. Approach/Methodology (Points Available: 35)	24.60	27.40	22.80	22.60
3. Cost of Services (Points Available: 40)	23.00	39.00	30.00	17.00
4. Minority/Women Business Participation (Points Available: 10)	0	0	0	0
GRAND TOTAL	60.80	78.60	64.20	53.40