



# District School Board of Pasco County

7227 Land O' Lakes Boulevard • Land O' Lakes, Florida 34638 • 813/794-2000

Heather Fiorentino, Superintendent

[www.pasco.k12.fl.us](http://www.pasco.k12.fl.us)

## Department of Purchasing

Kendra Goodman, CPPO, CPPB, Purchasing Agent

813/794-2221 Fax: 813/794-2221

727/774-2221 TDD: 813/794-2484

352/524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

May 1, 2012

## MEMORANDUM

**TO:** Honorable School Board Members

**FROM:** Kendra Goodman, CPPO, CPPB, Purchasing Agent *KD Goodman*

**RE:** 12-002-SB Renewal of contracts with Lifetouch for LOLHS and RHS  
12-002-SB Rescind from Bryant's Photography and re-award to Lifetouch for  
GHS, HHS, JWMHS, PHS,

On May 3, 2011 official action (attached) was taken to award RFP 12-002-SB High School Pictures to Bryant's Photography for Gulf, Hudson, JW Mitchell, and Pasco High Schools and Lifetouch Photography for Land O' Lakes and Ridgewood High Schools. This is a three year bid awarded by school and renewable annually at the mutual agreement of the parties. The first year of the agreement will expire on June 21, 2012.

During the past year, Bryant's Photography has had numerous performance issues. The performance complaint forms are on file in the Purchasing Department. As a result, Gulf, Hudson, JW Mitchell, and Pasco High Schools have chosen not to renew their contracts with Bryant's Photography. At the request of the schools listed above, the Purchasing Department contacted the vendor with the second highest points, Lifetouch, and they have agreed in writing (attached) to honor their original proposal. Considering services have been satisfactory for Land O' Lakes and Ridgewood High Schools, Lifetouch was contacted to verify their willingness to enter into the second year of the contracts. They have indicated in writing (attached) that they are willing to do so.

Therefore, it is my recommendation to enter into the second year of the contracts for Land O' Lakes and Ridgewood High Schools with Lifetouch. It is also my recommendation to rescind Gulf, Hudson, JW Mitchell, and Pasco High Schools from Bryant's Photography and re-award the contract to Lifetouch. The second year of the contract will be June 22, 2012 through June 21, 2013.

If you have any questions, please feel free to contact me at your earliest convenience.

KDG/sb



5908 Hampton Oaks Parkway  
Tampa, FL 33610

April 12, 2012

7227 Land O'Lakes Boulevard  
Land O' Lakes, FL 34638

Dear School Board of Pasco County:

This letter is to officially inform you that we will honor the terms of RFP #12-002-SB for J.W. Mitchell High School, Pasco High School, Gulf High School and Hudson High School for the duration of the term of this bid.

Further, we will work proactively with the schools involved and the School Board of Pasco County to ensure that we provide a smooth transition from their current vendor to Lifetouch. Paul Baker will be the sales professional assigned to these accounts. He can be reached at 727-423-1711 or via email at [p.baker@lifetouch.com](mailto:p.baker@lifetouch.com). If you have any questions, please don't hesitate to give me a call as well at 813-402-3521.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin Steffey". The signature is fluid and cursive.

Kevin Steffey  
Territory Sales Manager  
Lifetouch National School Studios, Inc.



# District School Board of Pasco County

20430 Gator Lane • Land O' Lakes, Florida 34638 • 813/794-2221

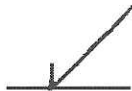
Heather Fiorentino, Superintendent

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Department of Purchasing  
Kendra Goodman, CPPO, CPPB, Purchasing Agent  
813/794-2221 Fax: 813/794-2111  
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352/524-2221 e-mail: [kgoodman@pasco.k12.fl.us](mailto:kgoodman@pasco.k12.fl.us)

April 20, 2012

**RFP RENEWAL REQUEST**  
**TITLE: High School Pictures**  
**RFP#: 12-002-SB**



Yes, I agree to renew RFP 12-002-SB for Ridgewood High and Land O' Lakes High School pictures under the same terms and conditions. The second year of the contract period will begin June 22, 2012 and expire June 21, 2013.



No, I do not agree to renew 12-002-SB for Ridgewood and Land O' Lakes High School pictures.

COMPANY NAME: Lifetouch

SIGNATURE: Eddie Ocasio

PRINTED NAME/TITLE Account Manager DATE: April 20, 2012

TELEPHONE W/AREA CODE: 813-918-3134 FAX W/AREA CODE: \_\_\_\_\_

By agreeing to allow this piggyback, vendor acknowledges and agrees to be in compliance with the "Jessica Lunsford Act". Vendors conducting business with the District School Board of Pasco County who will (1) be at the school when students are present, or (2) have direct contact with students, or (3) have access to or control of school funds must be Level 2 fingerprinted by Human Resources. If any of the above applies to this contract, you must have those individuals Level 2 fingerprinted and screened by the District's Human Resources Department prior to commencement of services or work and must provide a list of employees with renewal. Please contact (813) 794-2521 to arrange for an appointment. Costs associated with this background screening are to be borne by the vendor. You may access information regarding this law through the internet link: [http://laws.flrules.org/files/Ch\\_2005-028.pdf](http://laws.flrules.org/files/Ch_2005-028.pdf). This law is effective September 1, 2005.

The prospective bidder certifies, by submission and signature of this piggyback request form, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction per the provisions of Florida Statute 287.133(2)(a).

**PLEASE FAX BACK TO:**  
**DISTRICT SCHOOL BOARD OF PASCO COUNTY**  
**ATTENTION: Stephanie Bunford**  
**PURCHASING DEPARTMENT**  
**20430 GATOR LANE**  
**LAND O' LAKES, FL 34638**  
**(813) 794-2225 (PHONE)**  
**(813) 794-2111 (FAX)**

## District School Board of Pasco County Bid Recommendation

|                                |   |  |                            |
|--------------------------------|---|--|----------------------------|
| <b>RFP Title</b>               | High School Pictures (GHS, HHS, JWMHS, LOLHS, PHS, RHS) | <b>Number of Vendors Notified</b>      | 178                        |
| <b>RFP Number</b>              | 12-002-SB   | <b>Number of Proposals Distributed</b> | 18                         |
| <b>Date Solicited</b>          | February 9, 2011  | <b>Number of Vendors Bidding</b>       | 4                          |
| <b>Date Opened</b>             | March 24, 2011  | <b>Number of Vendors Not Proposing</b> | 0                          |
| <b>Date Board Presentation</b> | May 3, 2011   | <b>Funding Source</b>                  | Internal Funds             |
| <b>Total Savings</b>           | <b>Estimated \$27,000</b>                               | <b>Grand Total of RFP</b>              | <b>Estimated \$300,000</b> |

**Recommendation:**

Recommend acceptance of proposals as noted on the attached tabulation sheet as the best, responsive, responsible proposals receiving the highest points by school.

**Term of Contract:**

This proposal is for the student-direct purchase of photographs for Gulf, Hudson, J.W. Mitchell, Land O' Lakes, Pasco and Ridgewood High Schools. This is a three-year contract, renewable annually based upon the mutual consent of both parties. First year contract periods:

Gulf High School- 7/1/2011 through 6/21/2012  
Hudson High School- 7/1/2011 through 6/21/2012  
J.W. Mitchell High School- 6/22/2011-6/21/2012  
Land O' Lakes High School- 6/22/2011-6/21/2012  
Pasco High School- 7/1/2011-6/21/2012  
Ridgewood High School- 7/1/2011-6/21/2012

**Notations and Exceptions:**

This RFP was awarded by high school. The following point totals were utilized to determine award:

Total Price (20), References (15), Location of Representative (10), Evaluation of Samples (30)

Recommend rejection of proposal submitted by Leonards Photography as the vendor made contact with the evaluation committee during the solicitation period. The RFP states that vendors are prohibited from making contact with the evaluation committee. If contact is made during the process, the vendor will be automatically disqualified.

The estimated savings of the RFP were calculated by subtracting the awarded vendor's average package price by school from the overall average price of all submittals. The difference was multiplied by the estimated number of students that will be purchasing pictures.

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.

**Proposals Evaluated By:**

One (1) administrator from each school, one (1) faculty member for each school, one (1) parent for each school and four (4) students from each school.

**Proposal Prepared By:**

Stephanie Bunford, Buyer, Purchasing Department

**Reviewed and Authorized By:**

Kendra Goodman, CPPO, CPPB, Purchasing Agent



DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

|  |                         |                          |                         |                                    |
|--|-------------------------|--------------------------|-------------------------|------------------------------------|
| Proposal Title: <b>High School Pictures (GHS, HHS, JWMHS, LOLHS, PHS, RHS)</b> | Bryants Photography     | Herff Jones Photography  | Leonards                | Lifetouch                          |
| DATE OF OPENING:<br><b>March 24, 2011 @ 2:30pm</b>                             | 4216 W Gulf to Lake Hwy | 2713 1st Ave N           | 147 San Marco Blvd      | 5908 Hampton Oaks Parkway, Suite N |
| RFP#: <b>12-002-SB</b>   | Lecanto, FL 34461       | St. Petersburg, FL 33713 | St. Augustine, FL 32085 | Tampa, FL 33610                    |
| Board Meeting <b>May 3, 2011</b>   |                         |                          |                         |                                    |
| <b>Gulf High School</b>  |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 23.95                   | 22.17                    |                         | 24.43                              |
| <b>Total for Gulf High School</b>  | <b>68.55</b>            | <b>53.77</b>             |                         | <b>65.83</b>                       |
| <b>Hudson High School</b>  |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 24.24                   | 22.43                    |                         | 17.57                              |
| <b>Total for Hudson High School</b>  | <b>68.84</b>            | <b>54.03</b>             |                         | <b>58.97</b>                       |
| <b>J W Mitchell High School</b>  |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 22.86                   | 21.09                    |                         | 24.24                              |
| <b>Total for J W Mitchell High School</b>                                      | <b>67.46</b>            | <b>52.69</b>             |                         | <b>65.64</b>                       |

DISTRICT SCHOOL BOARD OF PASCO COUNTY RFP TABULATION

|  |                         |                          |                         |                                    |
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| RFP#: <b>12-002-SB</b>   | Lecanto, FL 34461       | St. Petersburg, FL 33713 | St. Augustine, FL 32085 | Tampa, FL 33610                    |
| Board Meeting <b>May 3, 2011</b>   |                         |                          |                         |                                    |
| <b>Land O' Lakes High School</b>   |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 17.86                   | 18.48                    |                         | 27.33                              |
| <b>Total for Land O' Lakes High School</b>                                     | <b>62.46</b>            | <b>50.08</b>             |                         | <b>68.73</b>                       |
| <b>Pasco High School</b>   |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 22.90                   | 23.81                    |                         | 22.67                              |
| <b>Total for Pasco High School</b>   | <b>67.50</b>            | <b>55.41</b>             |                         | <b>64.07</b>                       |
| <b>Ridgewood High School</b>   |                         |                          |                         |                                    |
| A. Total Price   | 20.00                   | 17.20                    |                         | 18.00                              |
| B. References  | 14.60                   | 4.40                     |                         | 13.40                              |
| C. Location of Area Representative   | 10.00                   | 10.00                    | <b>Disqualified</b>     | 10.00                              |
| D. Samples   | 19.52                   | 16.67                    |                         | 24.48                              |
| <b>Total for Ridgewood High School</b>   | <b>64.12</b>            | <b>48.27</b>             |                         | <b>65.88</b>                       |