



Legislation Text

File #: 17-0168, **Version:** 1

MOTION TO AWARD RFP # ED-17-01 "HIGH SCHOOL YEARBOOK SERVICES" TO THE SOLE BIDDER, HERFF JONES, LLC., FOR AN INITIAL TWO YEAR PERIOD BEGINNING APRIL 5, 2017 THROUGH APRIL 4, 2019, IN THE ANNUAL AMOUNT OF \$29,997.50 PLUS THE COST OF A LA CARTE ITEMS AND TO WAIVE THE COMPLIANCE OF HERFF JONES, LLC. TO PROVIDE EQUAL BENEFITS FOR DOMESTIC PARTNERS AND ALL MARRIED COUPLES, PURSUANT TO SECTION 35.39(D)(9) OF THE CITY'S PROCUREMENT CODE.

SUMMARY EXPLANATION AND BACKGROUND:

1. On January 11, 2017, the City Commission authorized the advertisement of RFP # ED-17-01 "High School Yearbook Services", which was advertised on January 17, 2017.
2. The purpose of this solicitation is to seek bids from qualified firms to establish a contract to provide an online based yearbook application for the Pembroke Pines Charter High School and to produce and ship 650 copies of the completed yearbook.
3. The Charter High School currently utilizes Herff Jones at a base annual cost of \$30,000 and has used approximately \$29,000 annually on a la carte items.
4. On February 14, 2017, the City opened one (1) sealed proposal and one (1) "no bid" from the following vendors:

Vendor Name	Total Cost
Herff Jones, LLC.	\$29,997.50
Acco Brands USA, LLC	No Bid

5. The pricing above was the base price for the cost to provide an on-line based yearbook application for the Charter High School and to produce 650 copies of the completed yearbook per the scope of work outlined in the bid specifications. The proposal also includes several options or a la carte items, including embossing lids, additional silkscreens, UV coating, etc., that can be purchased to further enhance the yearbook. Historically, the High School has incorporated several of these a la carte items in the yearbook.
6. Herff Jones, LLC., submitted all of the requested forms, however they did not check the checkbox on Attachment A to confirm that all costs, including freight, are built in to the unit prices.
7. Per § 35.19 (E)(7) of the City's Procurement Procedures, "The city reserves the right to waive any irregularities in the bids, as determined by the Chief Procurement Officer and approved by the City Manager."

8. The Purchasing Manager reached out to Herff Jones, LLC., and Herff Jones, LLC. has confirmed that all costs, including freight, are built in to their unit prices.

9. The Charter High School has reviewed the sole proposal and has deemed Herff Jones, LLC. to be responsive and responsible.

10. In addition, Herff Jones, LLC. has also completed the Equal Benefits Certification Form and has stated that the "Contractor will not comply with the conditions of this section at the time of award."

11. The Purchasing Manager has reached out to Herff Jones, LLC. for clarification, and they stated that they currently provide equal benefits to married couples in both same-sex and opposite-sex marriages, however they do not provide any benefits to domestic partnerships, regardless of if the domestic partnership is between a same-sex or opposite-sex couple.

12. Per § 35.39 (D)(9)(a) of the City's Procurement Procedures, upon a majority vote, the City Commission may waive compliance for City contractors to provide equal benefits for domestic partners and all married couples in various circumstances, including where only one solicitation response is received and the sole bidder does not comply with the requirements of this section.

13. Herff Jones has been the High School yearbook vendor for the past ten years. In that time, the vendor has developed a relationship with the yearbook students and staff. The vendor has also developed a reputation with the entire student body and staff members for producing a quality product. Currently, the High School produces and sells out of 650 copies of the yearbook. In addition to increasing sales over the last ten years, Herff-Jones has implemented several advertising strategies that have produced an increase in senior dedication purchases. The idea of a class contest along with the accessibility of the Herff-Jones on-line purchasing service have also boosted sales. In addition, the E-share service, which allows parents and students to upload photos directly to the school, has made the community feel, even more, a part of the yearbook.

14. The Pembroke Pines Charter High School yearbook is a collection of the memories of the school year and a lasting representation of the Pembroke Pines Charter Schools. Our audience reaches far beyond our students and the book is as much a reflection on our City as it is our school. Students and their families enjoy reflecting on their impactful experiences at PPCHS. In years to come, the yearbook is often the only permanent collection of the school year.

15. The Charter High School recommends the continued use of Herff Jones for the High School yearbook and has also requested to enter into a two year agreement with two (2) additional two year renewal terms.

16. Request Commission to award RFP # ED-17-01 "High School Yearbook Services" to the sole bidder, Herff Jones, LLC. for an initial two year period beginning April 5, 2017 through April 4, 2019, in the annual amount of \$29,997.50 plus the cost of a la carte items and to waive the compliance of Herff Jones, LLC. to provide equal benefits for domestic partners and all married couples pursuant to section 35.39(D)(9) of the City's Procurement Code.

FINANCIAL IMPACT DETAIL:

a) Initial Cost: Approximately \$59,000 annually (\$29,997.50 for the base cost plus a

la carte items as needed).

b) Amount budgeted for this item in Account No: This is not a budgeted item. The funding for this expense is collected and deposited in a City deposit account number 172-220545-2220. This is a breakeven function of the High School.

c) Source of funding for difference, if not fully budgeted: Not Applicable.

d) 5 year projection of the operational cost of the project: The contract is for an initial two year period with two (2) additional two year renewal terms. The Charter High School estimates the annual cost to be approximately \$59,000, however since this is a breakeven program, the net cost is \$0.

	Current FY	Year 2	Year 3	Year 4	Year 5
Revenues	\$59,000	\$59,000	N/A	N/A	N/A
Expenditures	\$59,000	\$59,000	N/A	N/A	N/A
Net Cost	\$0	\$0	N/A	N/A	N/A

e) Detail of additional staff requirements: Not Applicable.