

**Santa Rosa County
School District**



"A Tradition of Excellence"

Website: www.santarosa.k12.fl.us/purchasing

May 23, 2013

Tim Wyrosdick
Superintendent of Schools
5086 Canal Street
Milton, Florida 32570-6707

Dear Mr. Wyrosdick,

The selection committee for RFP 13-05 Multi Media Notification System, ranked the submission by Blackboard Connect as the top company to be awarded RFP 13-05 Multi Media Notification System.

The Intended Decision was posted on May 16, 2013. Approval is recommended.

Companies submitting proposals were:

Blackboard Connect
CodeEd
Dell Marketing
Reliance Communications LLC

The selection committee consisted of the following:

Alicia Hout, Data Processing
Bill Emerson, Assistant Superintendent for Instructional Services
Cindy Lambeth, Property Control Accountant II
Pam Smith, Principal, Bennett Russell Elementary
Sandra King, Purchasing Agent

Sincerely,

Judson C. Crane
JCC/sek

Attachment: 1

Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to post the bond or other security Required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under chapter 120, Florida Statutes."

DISTRICT 1
Diane Scott

DISTRICT 2
E. Hugh Winkles

DISTRICT 3
Diane Coleman

DISTRICT 4
Jennifer Granse

DISTRICT 5
Scott Peden

Bid: RFP 13-05
Bid Name: Multi Media Notification System
Bid Intended Award Date: May 16, 2013
Bid Award Date: May 23, 2013

Company:

Dell Marketing
Round Rock, TX

AlertFind Notification Services. Per Recipient Per Year:
Qty: 25,922 (students)
Unit Price: \$1.70
Extended List Price: \$44,067.00
Additional Messaging Credits per Yr. additional \$0.13 ea.
922,390 X .013 = \$119,911.00 extended list price.

Total Annual Price: \$163,978.00

Blackboard Connect
Sherman Oaks, CA

Blackboard Connect
Qty: 25,922 (students)
Unit Price: \$1.50 **Negotiated Unit Price: \$1.25**
Implementation Costs Waived
Annual Cost for Faculty and Staff Included
No User Licensing Fee

Total Annual Price: \$38,883
Negotiated Total Annual Price: \$32,402.50

CodeEd
Ormand Beach, FL

Web Based Code-ED
Qty: 25,922 (students)

Total Annual Stand. Plan Price: \$32,402.50
with first Yr at 1/2 price with 3 Yr. Contract
Total Unlimited Plan Price: \$38,883.00

Reliance Communications, LLC
Los Gatos, CA 95032

School Messenger
Qty: 25,992 (students)
Unit Price: \$1.30 per student

Total Annual Price: \$36,699 per year
Annual Price evaluated ea. Yr. per student numbers.

"Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under chapter 120, Florida Statutes."