
UNF RFP 23-05 Promotional Products Procurement Summary

Background

The University of North Florida (UNF) Procurement Services department identified a need to issue a Request for Proposals (RFP) for Promotional Products to support UNF and other public agencies. Through the GOVMVMT Purchasing Cooperative, UNF served as Lead Public Agency on behalf of itself, all state and local governments, school districts, and other higher education institutions in the United States of America, as well as other government agencies and nonprofit organizations.

Solicitation Process

1. RFP 23-05 Promotional Products was issued on Thursday, September 22, 2022, using UNF's online Bid Portal. The intent of the solicitation was to negotiate and establish one or more agreements to deliver promotional products meeting the needs of UNF and other participating public agencies. The awarded suppliers would be considered preferred suppliers for promotional products by UNF. The solicitation requested interested suppliers submit a response to the RFP detailing their ability to provide the described products and services, as well as provide pricing for the products in the form of a percentage discount from the list price.
2. The RFP was advertised in over twenty national publications where local/state law requires.
3. A Pre-Proposal Meeting was held virtually on Tuesday, October 4, 2022, at 3:00 PM EST to clarify UNF's expectations to suppliers.
4. A question-and-answer period was opened upon advertisement and closed Tuesday, October 11, 2023, at 12:00 PM. The deadline for the response to questions was set for Monday, October 17, 2022. Responses to all written questions were posted on UNF's Bid Portal by Friday, October 14, 2022.
5. The Proposal Closing took place on Tuesday, November 1, 2022, at 2:00 PM EST. Seven proposals were received and only the names of the proposers were read aloud via a virtual public meeting. The proposing firms included:
 - 1st Coast Printing Inc
 - Overture Promotions Inc
 - Consolidus LLC
 - Envoy Solutions LLC
 - Frasca Design Group
 - Horizon Promotional Products
 - The Brandit Agency

Evaluation and Award

1. The Evaluation Committee consisted of:
 - Committee Chair & Voting Member:
 - Robert Boyle – Senior Director, UNF Dept. of Housing and Residence Life

- Voting Members:
 - Meghan Hull – Associate Director for Enrollment Services, UNF Enrollment Services
 - Jessica Wingate – Assistant Director of Creative Services, UNF Marketing and Communications
 - Kaitlin Parsons – Associate AD for External Operations, UNF
 - Kara Daniel – Purchasing Manager, Springfield Public Schools
 - Stephanie Suter – Procurement Manager, City of Lynchburg, Virginia
 - Don Buffum – Associate VP & Chief Procurement Officer, Mississippi State University

David Kidd and Tyler McCall of GOVMVMT reviewed the proposals for compliance with GOVMVMT requirements and served as Technical Advisors, however, did not score proposals and did not have a vote on the final recommendations.

2. UNF Procurement Services ensured all proposals received were responsive and the suppliers were responsible prior to releasing the proposals to the evaluation committee.
3. Evaluators were provided evaluation instructions, guidelines, a schedule, and access to scoresheets and proposals needed to conduct individual evaluations.
4. The purpose of the Evaluation Committee was to evaluate and determine whose proposal(s) were in the best interest of UNF, and potential Participating Public Agencies. Proposals were evaluated on the following criteria:
 - Web Portal/E-Procurement Capability
 - Product Offerings/Quality/QC
 - Level of Service
 - Experience/Performance
 - Sustainability Efforts
 - Price Proposal
5. UNF held its first virtual Evaluation Committee meeting on Friday, November 4, 2022, at 2:00 PM EST to review the committee guidelines, expectations, submission names, selection process, Bid Portal instructions, and Procurement timeline, as well as answer the Evaluation Committees questions regarding the evaluation process.
6. The Evaluation Committee conducted individual evaluations of each proposal received based on the criteria set forth in the RFP and submitted those scores electronically prior to the second Evaluation Committee meeting.
7. UNF held a second public virtual Evaluation Committee meeting on Monday, November 14, 2022, at 2:30 PM EST to discuss the proposals and decide the next course of action for evaluation. Initial scores were tabulated, and the proposers were ranked based on those scores.
8. The below four firms were shortlisted by the committee. Upon the Evaluation Committees request each of the four firms was sent a requesting their presence at a set interview, informed of the selection criteria being used for the interviews, asked to provide a specific list of product samples, and provided a list of questions to prepare responses for.
 - Overture Promotions Inc
 - Consolidus LLC
 - Envoy Solutions LLC

- The Brandit Agency
9. Product samples were sent to each individual Evaluation Committee member and Technical Advisor by Thursday, December 1, 2022, for inspection prior to interviews.
 10. Virtual interviews with each of the shortlisted suppliers listed above were held on Tuesday, December 6, 2022, between 9:00 AM EST and 1:00 PM EST. Each firm was given 50 minutes to answer the questions provided in the interview invitation as well as additional follow-up questions from the Evaluation Committee and Technical Advisors.
 11. A third and final public Evaluation Committee meeting was held on Thursday, December 8, 2022, at 2:00 PM EST to discuss the interviews and samples received, as well as provide final scores and rankings of the firms. Each firm's interviews and products were evaluated individually on the following criteria:
 - Availability of staff and firms' overall capacity
 - Service and delivery capabilities
 - Quality of product offerings, pricing, and overall value
 - Firm and/or team's familiarity and/or experience working with Higher Education, and/or other public agencies
 - Understanding of the project, including challenges and opportunitiesFollowing the Evaluation Committees' discussion, final scores were submitted and revealed to determine the top-ranked firm(s). The committee chose to make a single award to Consolidus LLC.
 12. A Best and Final Offer (BAFO) was requested of Consolidus on December 20, 2022.
 13. The BAFO from the selected firm was received Friday, January 6, 2023, and reviewed by UNF Procurement Services.
 14. UNF Procurement Services posted a Statement of Intent to Award on Tuesday, January 10, 2023, which became the official Statement of Award on Friday, January 13, 2023, following a 72-hour protest period.
 15. Final negotiations were held, and an agreement was executed on January 27, 2023, with an initial contract term from February 1, 2023, to January 31, 2028, with one five-year option to renew.